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88 PAGES

STAGE-STRUCK KIDS POUR IN

Do Legits' Free Dress Rehearsals Hurt Show Biz? Managers Puzzled

Showmen are in a quandary over the economics of the growing practice of dress rehearsals of Broadway productions before non-paying audiences. Some managers claim pre-viewing is false economy because of the inroads upon potential paying playgoers.

Recently, during a single week, about 45,000 persons witnessed cuff performances, and of that number it is figured 50% would probably have purchased tickets for regular performances. Week in question was that prior to the opening of "The Great Waltz" at the Center, the smaller of the two Radio City theatres. There were 11,000 free duets for the "Waltz" alone.

While managers realize that pre-viewing does affect a show's possible draw, they have not been able to figure remedial procedure. It is contended that most productions require audience reaction for last minute changes and that cold premieres would ruin the average presentation. Argued, therefore, that pre-viewing is the least of two evils.

That it is necessary to play some attractions before audiences prior (Continued on page 52)

Ethel Levey's Bar

Ethel Levey, former musical comedy star and the first Mrs. George M. Cohan, now owns and presides over the new Little Bar on East 66th street, New York.

It's opposite the Coq Rouge, another already established socialite hangout, and like the Coq, Miss Levey's new Little Bar is getting a social play.

Show Business

Toledo, Oct. 1.

Undertaker at Lepore, O., near here, charged \$1 admission to view the body of Charles Mackley, convicted Dillinger mobster, slain in an attempted break from Ohio pen a week ago.

And no comps for reporters.

BIZ PICKS UP

The New York nitery boys say good times must be back.

A flock of openings during the past two weeks and all doing wow biz with name bands, fancy scales, \$12 champagne, etc.

The hotels particularly are going bullish on bands, floor shows, etc., and getting plenty of trade.

New High

Hollywood has taken the play away from vaudeville in creating new superlatives, but the vaude boys still come through now and then.

Last week, in describing one of his acts to a booker, Irving Yates said: "It's not only colossal—it's terrifying!"

'SALUTA'S' 60G IN RED CURES LIPPER, JR.

A \$60,000 whiff in his first time at bat has cured Arthur Lipper, Jr., stock broker, of his theatrical producing ambitions. His "Saluta" folded Saturday (29) after five weeks at the Imperial, New York, and by yesterday (Monday) Lipper was back in the brokerage house in which he is associated with his father.

Lipper started his legit angeling last season, buying a modest piece of "The Milky Way," which turned out to be a moderate hit. Encouraged by this success, Lipper figured the show biz looked good and decided to branch out on his own. He spelled his name backwards and (Continued on page 37)

HOPE HIGH, BUT CHANCES SLIGHT

Thousands in Constant Stream to New York Stage Schools — Everything from Scene-Building to Buck Dancing

1,000-TO-1 SHOT

New York City is receiving its annual influx of students, who pour in from the far corners of the nation to study show business and showmanship in all the varied aspects of both, ranging from the practical to the high-brow. There are thousands of students and scores of classes. It's a 1,000 to 1 shot for all of them.

New York has always been a center for this but the colleges and universities have not heretofore devoted as much time and hired as many professors to spread the technique of acting, writing, scene-building, dancing and what-have-you. Which becomes (Continued on page 55)

SILENCE SALVO FROM SCRIBES FOR CANTOR?

Reported conspiracy among the radio eds on the New York dailies to resume their feud with Eddie Cantor when he returns to Chase and Sanborn spot this Sunday (7) has both Standard Brands and the J. Walter Thompson agency worried. (Continued on page 32)

Asbury Pk. Mopping Up with Morro Castle Hulk; Everybody Is Off Nut

Preparedness

Many actors on Broadway now carry their music with them wherever they go. They say you never can tell when a call will come from a columnist playing a theatre.

Asbury Park, Oct. 1.

Although more than three weeks have elapsed since the Morro Castle disaster, Asbury Park continues to enjoy a wave of prosperity almost unprecedented in the history of the resort. And the central attraction—the charred hull of the ill-fated vessel which stands as grim testimony of the holocaust—did not cost the town a cent.

Ordinarily "washed up" for the season after Labor Day, Asbury Park for the past three weeks has been doing greater business than it ever boasted during a mid-Summer peak. Hotelmen, restaurateurs, merchants and bankers all admit that the Morro Castle calamity and the curiosity of persons to see the ship at first-hand has saved many of them. For the past summer was admittedly anything but an impressive one, financially, for shore merchants and hotels, with more than one reported ready to give up.

As an illustration of the amount of business Asbury Park has been enjoying since the Morro Castle was washed ashore, one restaurant owner off the boardwalk was faced with the alternative of meeting a note for \$350, or yielding his business. That was two days before the ship fire. Two days after the disaster he was prepared to meet his (Continued on page 43)

LYRIC ON 42D ST. MOVES DOOR TO 43D

Turning its back on 42d street, the Lyric, one of the best of the old-line legit theatres, will establish its entrance on 43d street. That indicates to what caste the former big show street of New York has fallen.

Only remaining legit house to front on the famous thoroughfare will be the New Amsterdam. All the others are committed to grind films and burlesque, with the balance of the block tenanted with all sorts of Coney Island come-ons.

Lyric has an ornate exterior wall on the 43d street side which will be rehabilitated. During the time when it was the desire of every manager to book shows on 42d street, property affording an entrance to the Lyric was purchased, allowing a long, narrow lobby. That space is now regarded as waste, so far as the theatre is concerned.

Fat Lady Loses 200 Lbs.

Kansas City, Oct. 1.

Ruth Pontic, fat lady of the Ringling Brothers—Barnum and Bailey Circus, who was left at Springfield, Mo., August 15, when a epidemic of typhoid fever developed among the employees of the show, is still in the hospital and has lost nearly 200 pounds, according to reports from the institution.

She had just recovered from her illness when a badly abscessed tooth necessitated an operation and the doctors have ordered another diet for their patient and will not permit her to join the show for some time.

Friars to Toss Dinner

At Farley; No Ribbing?

Friars Club is going to play host to Postmaster General James A. Farley by tossing him a dinner at the Astor hotel, N. Y., Sunday night, Nov. 4.

George Jessel will be the ribbing, if any, will be modified.

AFA'S 'CLOSED SHOP' FOR ROSE'S MUSIC HALL; DELEGATE BEATEN AT STAGE DOOR

An agreement that practically makes the Billy Rose Music Hall on Broadway a closed shop for the American Federation of Actors was signed Friday (28) by the cabaret-music hall's operating head Yermi Stern. This followed a reported heated meeting of American Federation of Labor officials, called as a result of an assault upon a member of the nitery's "Small Time Cav-

alcade" troupe at the Music Hall's stage door last Wednesday night (26).

The actor-victim of three unknown assailants was Louis Pope, whose specialty in the show is playing the spoons. After the beating Pope was taken to Polyclinic hospital, where it was found he had a broken jaw, a fractured nose and four broken ribs. It was also feared

that his chest was crushed and his skull fractured, but X-rays dissolved this fear.

Pope was the A.F.A.'s backstage delegate at the Music Hall, appointed by the new actors' union to organize the show there for A.F.A. membership under the organization's A.F.L. grant covering the nite club field, along with vaudeville and (Continued on page 37)

Lamp Post Leaning Sector in H'wood Takes On Sheen of Carney Midway

Hollywood, Oct. 1. Hollywood-Vine-Sunset sector in the heart of Hollywood has taken on all the aspects and atmosphere of a carnival midway. Latest addition is a pony track. Already there are spotted within the two blocks—that at one time housed the Paramount studio—an airplane ride, two beer gardens, a soft ball diamond, a golf driving range and two or three pin game stands. Dignity of Hollywood which the Chamber of Commerce is continually touting is being kicked around.

Several mud show operators have been in the section for the past week looking over the grounds for kid ride locations, which is about all that's necessary to give the street the general appearance of a third-rate summer park.

Same condition is true of the Fairfax-Beverly intersection on the edge of Beverly Hills. A kiddie park with five rides, and now an adult ride under construction, are there. Section also has the bright yellow 15,000 capacity Gilmore Stadium, which hasn't added to the class of Beverly. Stadium in itself is not so bad, but the operation of nightly miniature automobile and motorcycle races has the neighborhood in arms. Residents claim that the noise and exhaust fumes makes evening relaxation impossible and threaten to bring nuisance proceedings against the Stadium.

Whole thing is very disturbing to Hollywood's social circle, which feels it necessary to apologize for the existence of so many freak rackets in the heart of town.

BUDDY ROGERS AIDS DAD'S JUDGESHIP

Kansas City, Oct. 1. Buddy Rogers, who took a few days' vacation from his band, playing in Chicago, to visit his parents, near here, turned politician for a few minutes in his home town of Olathe, Kansas.

His father, Bert Rogers, is a candidate for probate judge, and Buddy made a short speech, in the Methodist church, advocating his father's election.

Kaufman-Hart's Plans Not Cold—Deferred

George S. Kaufman and Moss Hart's film production plans a la the Hecht-MacArthur deal via Paramount are cold, but deferred. Until they get their several individual and collaborative plays out of the way they won't tackle the film thing.

Peggy Wood's Chore

Hollywood, Oct. 1. Peggy Wood has arrived from New York to go into Warners' 'The Right to Live'.

Piece went before the cameras Friday (28) with William Keighley directing and George Brent in the top spot.

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Muffed Door

Hollywood, Oct. 1. Someone responsible for continuity failed to see that an exit for Gilbert Roland from Claire Trevor's room was filmed in the Fox picture 'Eleanor Norton,' following a crucial scene and time lapse. Fearing oversight might lead to wrong implications and meet with censor frowns, Hamilton McFadden covered the lapse with an afternoon's retakes.

MEXICO OPENS ITS \$5,000,000 THEATRE

Hollywood, Oct. 1. Picture companies all went for the opening of the National theatre in Mexico City Saturday (29). Theatre has been about 20 years in the building and cost about \$5,000,000.

Paramount sent Elinor Landi and Frances Drake down for the opening, both flying in from Hollywood. With them as guide was Luigi Lu-racchi, company's foreign publicity contact on the Coast.

Ramon Novarro went as representative of Metro and Dolores Del Rio was the Warner star rep.

Hollywood, Oct. 1. Paramount's contribution to the opening of Mexico City's National theatre finally got away from Hollywood, but hardly in a blaze of glory. Mexico sent its ace flyer, Roberto Pierra to bring Cary Grant, Virginia Cherrill, Frances Drake and Katherine De Mille to the Mexican capital for the big doings. The ace did a bit of fancy flying on his way up here and burned out his motor. But to him, that was nothing. He ordered a new motor, prepared to return Friday (28).

Cary Grant and Miss Cherrill didn't like the idea of riding behind a motor burner, ordered and called off the trip. Paramount did a little thinking, arranged for Paul Mantz, a local flyer, who takes his time, to transport the players to Mexico. Mary Boland substituted for the Grant-Cherrill combo. The hop will be made in two stages with a stop at Juarez. Pierra meanwhile is still awaiting a new motor.

R. E. JONES IN AND OUT

Robert Edmond Jones, scenic designer, returned from abroad Tuesday (27) and left the following day (Friday) for Hollywood.

Goes out on his contract with John Hay Whitney as designer for Pioneer Pictures.

Horticultural Beef

Those Rockefeller Gardens Are N. S. H. to Carl Laemmle and the Chinese Consul

Radio City's gardens in the air are causing loud lamentations in many quarters. The Chinese Consul, especially, is riled. It seems that directly under his window is a landscape layout of distinct Japanese variety. The Consul, according to the Rockefeller account, has complained that he will lose face with his friends, particularly visiting compatriots, if the Japanese display is allowed to develop and grow within immediate eyeshot of his domain. And the Chinese emissaries, themselves, are reported indignant: everytime they look out the window they are reminded of Japan.

The Consul has already expressed his bristling state of mind to city leaders. He has demanded that at least they can change the texture of a bridge here and there and the floral arrangements so that the garden will pass simply as an oriental hybrid, indigenous to no particular country.

But the Chinese are not the only ones disappointed. It's reported that elevated patches. Carl Laemmle is said to be another deeply bereaved

over the turn which the gardens have taken.

In Universal's case this is the story: Before U moved into Rockefeller Center, it was advised that one of its offices would be in a direct line with one of the gardens. This was the office it set aside for its president.

The floors of the room were richly carpeted and luxurious green drapes, in keeping with the potential grandeur, were hung over his window. The garden, they say with indignation, less veiled than that of the Oriental diplomat, is several floors above and is supported by the wall which now blots out the boss' skyline.

But, as the garden progressed, Universalists discovered their chief had been given the wrong information. Instead of a garden to gaze upon Laemmle has but a grim wall—just about two feet away from his window, and not even any sunshine. The garden, they say with indignation, less veiled than that of the Oriental diplomat, is several floors above and is supported by the wall which now blots out the boss' skyline.



WILL MAHONEY

The Milwaukee Sentinel said: "Will Mahoney, a real big name in the vaudeville business, dances all over the xylophone, much to the amusement of the audience. He sings character songs, dances and in general keeps things humming in a most entertaining manner. He's liked."

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

SPENCER TRACY LAID OFF A'GIN

Hollywood, Oct. 1. Spencer Tracy is doing a without-salary layoff at Fox, following his failure to report for the start of "Heliorado," Jesse Lasky production directed by James Cruze. After shooting for a half day, troupe stood by for a day and a half awaiting Tracy, and when latter failed to show. Fox signed Richard Arlen for the spot.

In making the switch, Fox will charge back all costs of the delay to Tracy, with amount estimated at about \$7,500. Player did a similar non-appearance act two months ago in the middle of production on "Marie Gallante," with the picture held up for two weeks. Tracy finally returned to the picture after agreeing to reimburse Fox a total of \$25,000—part of the losses incurred by the company because of his AWOL. At that time, Tracy promised Sidney R. Kent that he would not repeat the disappearing act on another picture.

Player will be off the payroll for at least four weeks, with the matter due to be placed before Winfield Sheehan for ironing out when latter returns to the studio. In dropping Tracy from the salary list, player's contract status with the company is unimpaired.

\$500,000 Damages, Injunction Asked In 'Bergere' Suit Vs. 20th Cent.-U.A.

Bored, Eh?

Hollywood, Oct. 1. Fred Keating attended a party recently where he was asked to revive some of his card tricks, being tipped off that one male flicker star present loathed such parlor antics. So Keating immediately made for the rebel, asked him to take a card, and then ignored him for the rest of the evening.

At 4 a.m. the next morning Keating got the star on the phone, whispered "The card in your pocket is the three of spades—and hung up."

RAFT OUT OF 20TH'S 'KING,' COL. AFTER HIM

Hollywood, Oct. 1. George Raft is out of 20th Century's 'Gentlemen, the King.' Darryl Zanuck figures the story not so hot for Raft, will look for another player for the part and another story for Raft.

Meanwhile, Columbia is trying to borrow Raft from Paramount for the topper in 'Carnival,' picture written around the Chicago Fair. Raft can do one picture outside Paramount according to his contract. That would be the 20th Century opera. Columbia deal would be on a loanout.

VIERTTEL'S 2 FILMS FOR GAUMONT-BRIT.

Berthold Viertel is in New York after the picture he directed in Hollywood for Fox. He will stay east about two weeks, then to London for two Gaumont-British films. Formerly a German director, he has been in Hollywood for the past seven years with the exception of an interlude last spring when he made a picture for Gaumont.

GRAUMAN'S RIB

Starts 20th Cent. Bldg. Campaign for Three-Story Exec Edifice

Hollywood, Oct. 1. After Sid Grauman cleared the ground to allow for erection of a three-story building on the United Artists lot, execs rushed plans for erection of the unit.

Two weeks ago, Grauman listened to Joseph Schenck and Darryl Zanuck discussing the need of more offices for writers and directors on the lot. Pair admitted only ground available was that on which the Pickford and Cantor bungalows stood, and they were reluctant to move the bungalows to the back lot.

Grauman, late one afternoon, checking to make certain that Zanuck was off the lot, phoned the studio, initiated Zanuck's voice, and gave instructions to move the bungalows to the back lot over the week end. When Schenck and Zanuck arrived, both started checking up on who issued the orders, with Zanuck refusing to be the patsy. Then the producers went into a huddle and decided the building could be put up, and plans were rushed. When the excavating was under way, Grauman took the bows for his gag.

WB Awaits Blondell Stork for 'K.C.' Release

Hollywood, Oct. 1. Despite being completed three months ago, Warners' 'Kansas City Princess' will not be released until after the birth of Joan Blondell's baby.

Miss Blondell has not had a picture out in several months and studio feels that 'Princess' should be held for at least another fortnight when the baby is due, in order to not keep Miss Blondell off the screen for long.

Upon her return to the studio, she goes into a Cy Bartlett-Manny Jeff story.

Complaint demanding \$500,000 damages and an injunction was served by the Folies Bergere Prod. Co., Inc., upon 20th Century Productions and United Artists Corp. this past week. O'Brien, Driscoll & Rattery accepted service for U. A., and Newgas, Nayfick & Waldheim dittoed on behalf of 20th Century. The other co-defendants, Darryl Zanuck, Joseph M. Schenck, Joe Moskowitz, Paul Derval and E. Ray Goetz have yet to be served. Suit is brought in the N. Y. Supreme Court.

All figure in charges set forth by Attorney Julian T. Abies on behalf of 'Folies Bergere,' a cafe revue current in Chicago, that they are allegedly conspiring to damage the value of the stage show. Derval is the producer of the 'Folies' 'Folies.' The American Folies Bergere corporation avers that Derval leased them the American and Canadian rights, title, etc., and that U. A.-20th's proposed filmization of a 'Folies Bergere' picture would hurt the revue's future for bookings in picture houses.

Furthermore, it is set forth, both plaintiff and defendants were allegedly allied in the proposition of acquiring screen rights for 20th Century-United Artists, until Zanuck and Schenck allegedly closed with Derval on their own, and apart from the plaintiff Folies Bergere Prod. Co., Inc., for the screen rights.

Attorney Abies will also make a motion this week to enjoin the film production on the grounds it would work irreparable damage on his clients otherwise.

Paris, Sept. 21. Disregarding the legal row over Folies Bergere rights in America, United Artists crowd here is going ahead with its part in production for the announced Twentieth Century 'Folies' film.

Curtis Melnitz has been spending a good part of this time photographing the Folies Bergere theatre from every possible angle to aid in making the sets in Hollywood, and Ray Goetz, on the outside, has been seeing lawyers here and in London and getting their assurance that his purchase of the film rights for Darryl Zanuck is airtight.

Marcel Achard, French scribbler, has been hired to do the French version of the 'Red Cat,' which rumor here says may be secured with the 'Folies' into one film. Arthur Willmetts, leading lyric writer, is busy on songs for Chevalier.

Kerrigan Uncast

Hollywood, Oct. 1. After one day's filming, J. M. Kerrigan is out of the cast of 'Father Brown, Detective,' in which he was set to play the name part. Kerrigan and the studio agreed to disagree.

Production of the picture, based on the Gilbert Chesterton priest-detective character, is held up awaiting a replacement.

ARRIVALS

Grieta Hervey, Monckton Huffs, Phil Baker, Giovanni Martinelli, Regina Jais, John R. Soffo, Michael Balcan, Jack Hulbert, Nova Philbeam, Renita Hume.

SAILINGS

Oct. 6 (New York to Hollywood): Mr. and Mrs. Jack Robbins (Virginia).
Oct. 1 (Los Angeles to New York): Alice Glazer (Pennsylvania).
Sept. 29 (New York to Paris): Jack Pearl, Johnny Weissmuller, Lupe Velez, George O'Brien, Marguerite Churchill, Sol Lesser, E. W. Cline, Robert Ritchie, Herman Timberg, Ellis Ray and Larue Jack Hyde.
Sept. 29 (Paris to New York): Phil Reisman, Mr. and Mrs. I. B. Mayer, Howard Strickling (Paris).

TURN TO
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EASTERN TALENT DROUGHT

Reinhardt's Bowl 'Dream' Players Claim They Got Nothing but a Cold

Hollywood, Oct. 1. State Chamber of Commerce was glorified and encomiums were heaped upon Max Reinhardt for his presentation of 'A Midsummer Night's Dream' at the Hollywood Bowl, but the aftermath is not so sweetly scented. No end of squawks are being heard from the ranks of torch bearers, court ladies and incidental players. The sentiment of the extras was best expressed by one of its number who said, 'all I got out of it was a cold.'

Several of the players have entered unofficial complaints on the score that they were promised from \$2 to \$5 a night and received nothing. This for a period of one week of rehearsals and eight nightly performances. One group of 36 who acted as ladies to the court also went without pay and several finally walked out after the fifth show.

According to one of the players, they were told before rehearsals started that they would be paid \$5 a night. This later was reduced to \$2 and on the night of the premiere the girls were told there would be no money forthcoming. Rather than count the long rehearsal period a total loss the players decided to stay on.

Wired Rosy
When Charles Miller, Equity rep on the Coast, got wind of the treatment of the players, he wired Sol Rosenblatt, hoping that a quizz would be instituted. Rosy in acknowledging the telegram advised Miller that the matter had been referred to Donald Renshaw, NRA state compliance officer. There the matter rests as Renshaw is out of town on official biz.

No official complaint has been filed either with the NRA or the state labor commission.

It has been estimated that 'Dream' turned a profit of around \$50,000 into the coffers of the state chamber. Reinhardt will draw around \$50,000 for his end after the performances up north have been concluded.

Many of the girls stated they complained to the dailies, but nothing came of it aside from a blast in the tabloid Daily News. Chamber is composed of big business men of the town.

Outraged players are talking of forming some kind of a committee to call on the chamber execs in an effort to collect.

Soph's 2 Pix in Eng.

Sophie Tucker, who extended her stage dates in England and is currently at the Alhambra, London, may appear in two British pictures later.

William Beaudine and Mack Sennett are both negotiating with her for a picture for each to be filmed in Britain.

Fonda to Wanger

Hollywood, Oct. 1. Henry Fonda, slated for Broadway legit cast of 'Romeo and Juliet', has been signed to a personal contract to Walter Wanger.

Player comes here on completion of the play's New York date.

Miss Lindsay in 'Air'

Hollywood, Oct. 1. Margaret Lindsay draws the female lead in Warners' 'Devil Dogs of the Air', which has James Cagney and Pat O'Brien in top spots. Picture gets under way today (Monday) at San Diego, with Director Lloyd Bacon getting air shots at the marine air field for the next two weeks.

Protection

Hollywood, Oct. 1. Metro bought the rights to 40 Guy Gilpatrick sea yarns to get protection on material for one film, 'Half Seas Over'. Studio also has an option on all this mag writer's future stories.

Prof. Green Sees Big Universities With Own Studios

Charlotte, N. C., Oct. 1. Paul Green, playwright and Pulitzer prize winner, has just arrived at his Chapel Hill, N. C., home after several months on the Coast writing scenarios for Fox. He will return after a short vacation.

Green foresees university courses in film writing and production, just as they now have courses in writing and producing stage drama. When such a time comes the modern university will have its own studios with equipment and properties for the production of photographs.

Green is a former professor of philosophy in the University of North Carolina, located at Chapel Hill.

CHAPLIN LINES UP HIS NEW PRODUCTION STAFF

Hollywood, Oct. 1. In preparation for the start of his comedy, Charles Chaplin last week lined up his production staff. Willy Fogarty went to Danny Hall on the sets. Hollie Toheroh and Ira Morgan handle the cameras. Max Autrey in charge of stills, Alan Garcia, casting director, and Joe Van Meter, purchasing agent.

Maurice Waite is the scenic artist, Frank Testera, electrician; William Bogdanoff, head of construction, and Mrs. Winifred Ritchie, wardrobe mistress. Set construction has started with sufficient sets expected to be ready by next Wednesday (3).

PUBLIC PIC RESEARCH

L. A. Library Finally Goes for Info on Flicker Stuff.

Los Angeles, Oct. 1. Information on films is now being dished up at the public library. Bureau was installed last week to answer any and all questions pertaining to pictures, especially film's fitness for adults or adolescents.

Every picture shown since the first of the year has been cataloged and classified as to its moral tone. Info gals are also equipped to tell who recorded the sound or furnished the added dialogue.

Cantor to England

Lynn Farnol will accompany Eddie Cantor to England on an eight weeks' vacation Dec. 1. This will follow broadcasting dates for which Cantor arrived in New York, Sunday (30), from the Coast. Farnol got in a week ago.

A Jolson Affair

Hollywood, Oct. 1. Warner's 'Casino de Paris' will be a family affair with Al Jolson and Ruby Keeler in the leads. Yarn by Howard Keweenaw is being adapted by Earl Baldwin.

HOLLYWOOD CAN'T FIND NEW FACES

Summer Stocks and Legit Season So Far Dud for Talent Hunters—Fear Legit Declining Like Vaude—Burlesque as Film Material Developer

TESTS OFF 60%

Hollywood's established stars and featured players can consider themselves safe for the time being from talent competition from the eastern stage, according to agents and scouts. The new face hunters report that there now exists the worst talent drought on record.

Summer stock season produced little or nothing during the summer season just ended, and the Broadway legit season thus far has been equally unproductive. Agents and scouts say a thorough search of the stock and legit troupes has revealed nothing encouraging, and that only one new player, a girl, appears to show any promise. But this one exception is known through advance reports rather than actual performance, and they're all holding back their bids until she opens in a show in about two weeks.

Particularly scarce are ingenues, agents and studio scouts declaring they've never noted such a lack of this type. Shortage of likely looking leading men is equally acute. Only actors who are plentiful for pictures are character people, but Hollywood considers itself as already overboard in this department.

Milked Dry

Consensus of 10 percenters and others who rely on the eastern stage as their talent source pin the cause for the drought on the contention that since the advent of talkies Hollywood has milked the stage field practically dry, and the effects are now being felt. They believe at least two more seasons are needed (Continued on page 43)

Warners' 'Night's Dream'

Studio Has Reinhardt, but No Script—Watch Cues on Changing Shakespeare

Hollywood, Oct. 1. Though Warners has signed Max Reinhardt on an optional term contract and has announced the production of his 'Midsummer Night's Dream', studio is not out of the woods in so far as the Shakespearean comedy is concerned.

Main hurdle is how to modernize the story so that it will not offend the Bard's fans. Studio admits that it cannot be done in prose and fears that too much tampering with the original text might bring a chorus of squawks. Reinhardt as yet has not commented on how he would like to have the story prepared for his direction.

Several years ago United Artists found itself in a pickle when it monkeyed around with Shakespeare's dialog in the Fairbanks-Pickford production of 'Taming of the Shrew'. Picture received so many knocks that the studio decided against ever tampering with any of the Bard's works. It also proved a small moneymaker for the combination.

No assignments have been made as yet for the adaptation of 'Night's Dream' at Warners, but everyone has been asked to suggest ideas.

Reinhardt's contract with the studio stipulates that he will be allowed to do outside stage work he

American Film Colony in London Grows as More Yank Stars Arrive

Shoeless Rib

Hollywood, Oct. 1. Before going to the football game Saturday (29), George Raft, after finishing lunch removed the shoes of Mack (Killer) Grey, his stooge, took them to the game with him as protection against 'Killer' following him.

Shoeless Grey remained in the restaurant all afternoon.

HAROLD LLOYD PLANS TRIO BY '36

Hollywood, Oct. 1. Harold Lloyd returned from New York Saturday (29) with a plan to produce more frequently during the next two years. He has promised Fox sales execs to make every possible effort to deliver three productions within the next 24 months.

Comedian has definitely set a new Clarence Buddington Kelland story for his next feature, and will start on screen play with his writing staff within the next week. Jack Murphy, Lloyd's production manager, who preceded him to the Coast by a week, brought along several prospective stories that were secured in the east.

WB Options MacMahon

Hollywood, Oct. 1. Warners has optioned Almie MacMahon for another year.

Player, presently in New York, has for her next role the part of a nurse detective in 'While the Patient Slept', murder mystery tale by Mignon Eberhardt, for which Robert Lee and Gene Solow are doing the script.

London, Oct. 1. The film colony of Americans is being rapidly replenished here at the moment. Newest arrivals include John Barrymore, who is set to play the scientist in an adaptation of H. G. Wells' 'The Shape of Things to Come', for London Film Productions. It will be called 'Whither Mankind'.

Then there is Nils Asther, who, although Danish, should come under the category of American film star. He will be featured in Bill's production of 'Abdul Hamid'.

Colony will be further enlarged with the arrival of Phillips Holmes, who comes soon to play the lead in the first production of Transatlantic Film Corporation version of the dramatic success 'Ten Minute Alibi'. This production will be made in conjunction with British Lion. Bernard Vorhaus is directing.

Among the visitors are Bessie Love and her husband, Bill Hawks. J. E. Williamson has arrived and announces he is going to photograph the Loch Ness monster.

Business side of the American floating film contingent has just been augmented with the arrival of Albert Kreibler, followed a day or two later by Sol Lesser. Any American picture person would feel very much at home in and around Wardour street these days.

Joe Schenck and Fairbanks Fly to Mex. and N. Y.

Hollywood, Oct. 1. Joseph M. Schenck and Douglas Fairbanks flew to Mexico City to attend the opening of the Mexican National Theatre Saturday night (29).

The pair hop from Mexico City today (Monday) via plane for Yucatan, Havana and Florida, then continue to New York where they are slated to arrive the end of this week.

Schenck may hit for Europe, with Fairbanks remaining in the east for at least two weeks to look after personal business affairs.

M-G UNTIES LA CAVA; TO CENTURY AND FOX

Hollywood, Oct. 1. Metro is releasing Gregory La Cava from his contract calling for three flickers yearly at \$3,000 a week in order that he may choose his story material in the future as a freelance.

Deal he is making will bring him back to Metro for a single at his regular weekly stipend should execs choose. Currently he will do one for 20th Century and another for Jesse Lasky at Fox.

Too Much Advice

Hollywood, Oct. 1. Rupert Hughes, engaged by Metro to write an original story, left after three days on the lot.

He walked when a supervisor told the author how the story should be written.

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Page 2**

Chi Selling Season Stalls Again; B&K Wrangles Over Product Deals

Chicago, Oct. 1.

Appeal case of Balaban & Katz against the clearance and zoning schedule will be brought back for rehearing at the joint code board meeting this Thursday (4). But there is no doubt that the return of the case here is merely a formality before tabling the entire matter. B. & K. had originally asked for another week of protection but later asked that the appeal be recalled to the local board.

This was one obstacle in the path of the new selling season. And when this is cleared away there will still remain one other hitch; that is the unusual difficulty Balaban & Katz is having this season in getting together with the major exchanges as Metro, Warners and Fox. All are asking for added preferred playing time and additional percentage pictures. And until this situation is straightened out the exchanges do not know on what basis they can sell the rest of the exhibitors in town.

B. & K. is using Metro and Fox pictures in the loop on the new season's product since the firm's franchise with these companies takes care of the loop and three major nabe houses, Uptown, Marbro and Tivoli, but yearly contracts must be gotten up for the other 36 houses. Warners product is not franchised. WB chiefs are expected in town early this week to go into another round of negotiation.

WB SETS \$3,000,000 FOR 4 1935 SPECIALS

Hollywood, Oct. 1.

Budget of approximately \$3,000,000 has been set for production of "Gold Diggers of 1935," "Sweet Music," "Casino de Paris" and "Devil Dogs of the Air," designed as road show specials, according to announcement of Jack L. Warner on his return last Saturday (29) from a 10-day trip to New York.

Quartet are to be put into work almost simultaneously before the end of October, with four new sound stages being rushed for completion within the two months to house lavish sets and spectacular numbers which will keep the four pictures going along well toward New Year.

Ah! Theatre Pays Off For Radio Advertising

Los Angeles, Oct. 1.

Loew's State paid for a 15-min. period over KJH last night (Sunday) to advertise "Caravan," Fox picture opening at the house Oct. 4. One of the first instances of paying for such material on the Coast by a theatre. Heretofore programs were on a tie-up arrangement.

Program was wholly musical, with Raymond Paige's orchestra playing tunes from the Fox musical.

\$150,047,735 Par Claims

The Paramount trustees have computed the total of claims against the company and yesterday (Monday) issued the following statement:

"The total of claims filed in the Paramount bankruptcy and being filed under Section 77B of the bankruptcy act, and the new claims filed in the latter proceedings, exclusive of duplications, up to Sept. 15, 1934, according to a recent calculation made by counsel for the Paramount trustees, is \$150,047,735.

"This figure includes a large number of claims which have been filed in amount believed to be considerably higher than those at which claims will be finally liquidated."

NEW YORK CUT

Joe E. Brown's "Bike Race" About 1,500 Ft. Overlength at Preview

Hollywood, Oct. 1.

Warners "Six Day Bike Race," latest Joe E. Brown picture which admittedly needs the elimination of 1,500 feet before ready for release, was shipped in negative form to New York immediately following the preview Thursday (27). Due to release date which is in a few days, negative will be cut in New York instead of at the studio with the eliminations made there.

Negative, shipped by plane, carries an insurance floater for \$300,000. Joe E. Brown, now in N. Y., will sit in on the final clip.

F.W.C. NOW HAS 180 HOUSES IN CALIF.

Los Angeles, Oct. 1.

Expanding its theatre holdings to 180 houses on the Coast, Fox West Coast has set up a new operating district, that embraces all of Pasadena and Glendale, nearby cities, and several nabe houses here, in charge of Cullen Espy.

Circuit over the weekend took over operation of three local chains, including six of the seven Southern California houses heretofore operated by Pacific National Theatres, Inc.; half a dozen houses from the Hollywood West Coast Theatres, Inc., in which it has held at 50% interest, and three houses in the N. Y. Herond (Indie) circuit in and about L. A.

Espy, a brother of J. Reeves Espy, in charge of Fox West Coast de luxe operation, was formerly with Paramount-Public in Indianapolis and more recently with the Skouras Bros. in St. Louis and on Long Island.

Donohue Vice Lee

Hollywood, Oct. 1.

Jack Donohue succeeds Sammy Lee as dance director at Fox. Lee has been with the studio for the past four years. He plans to do a musical production in New York.



EDGAR BERGEN, Esq.
with MANIKIN CHARLES

Ye star of ye variety halls and ye Vitaphone magic lantern pictures is now showing forth verily in person at Loew's State, 1450 City of New York for a split fortnight. See him and thou wilt titter and forsooth split thy gut.

Just completed 10th Vitaphone comedie.
Offering novel comedies suitable for ye supper clubs.
Address, 128 W. 44th St., New York.

INFO WANTED

Bondholders' Order to Show Cause of Several Issues

Information sought from the Paramount trustees by Malcolm Sumner in behalf of Par-Public bondholders who obtained the right to prepare and submit a reorganization plan of their own has been supplied pending hearing yesterday (Monday) before Special Master Joyce on an order to show cause why facts and figures wanted should not be provided.

Bondholder group, among other things, desired the following from the Par trustees, according to the papers:

1. Explanation of a discrepancy of 9,592 shares of capital stock in figures submitted.

2. Details of evaluation supporting the Reserve for Revaluations and the Reserve for Investments in Advances to Subsidiaries, representing substantial variations in the book valuations of the assets supporting the equities of the creditors and stockholders.

3. Details relating to compensation being paid major executives, both of Par and the trustees' operating administration.

4. Details by companies of the financial data supporting the consolidated figures for "Direct Foreign Subsidiaries," as included in Par financial statement for March 31, 1934.

5. List of companies included in Par International, specifying which are producing, distributing and are operating companies, together with statement of earnings for such companies.

Stuart, as Col's Pub and Ad Head, To Also Extend Exhib Contacts

Herschel Stuart has joined Columbia Pictures in the newly created post of advertising and publicity. He will operate in this capacity under Nate Spingold. Technically Stuart succeeds George Brown as head of advertising and publicity, but under the title of business manager in charge of this particular work, Stuart's duties become broader than in any similar position in the industry.

Executive sources of Columbia have let it be understood that their aim is to provide a general executive post that would fit Stuart's standing, experience and knowledge of the business. It includes a direct contact with exhibitors playing Col. product.

Although beginning his career in show biz in the advertising and publicity field, Stuart gradually shifted into theatre operation. He started in the south, later with S. A. Lynch, and when H. B. Franklin began to consider operation of Fox West Coast, Stuart was his advance man who made a survey of the properties and later worked as Franklin's right-hand man in the

operation of that 450-theatre chain during its heyday under the Hayden-Stone and the William Fox regimes.

When William Fox bought the Pol circuit in New England, Stuart was selected to operate that chain. When Franklin became head of RKO theatres, he again summoned Stuart as general manager of RKO theatre operation under Franklin, during which regime rehabilitation of that circuit was undertaken.

More recently Stuart was sought by Paramount and Warners for theatre operating posts.

Arnold Van Leer has joined Lou Goldberg in switching over to Gaumont-British under A. P. Waxman. Van Leer and Goldberg were with Col for some time. Gregory Dixon was selected to operate that chain with an ad agency. George Brown has joined the Blom agency.

Van Leer will handle the G-B premiere on Broadway of "Man of Aran" at the Criterion opening Oct. 19. Van Leer's theatre background includes 12 years with Morris Gest and Broadway exploitation man for Warner Bros., Radio, Col and RKO. Ed Olmstead, who was acting director of publicity and advertising of Col, in addition to his regular duties as exploitation manager, has resigned from Col. altogether.

Balcon's U. S. Audience-Laboratory Idea to Best Gauge G-B Pix Market

HOLD HARRY GOLDBERG

Aftermath of Tragic Red Kann Party's Auto Crash in New Haven

Harry D. Goldberg, Mentone Productions sales executive, is held criminally responsible for the death of Mrs. Maurice (Red) Kann in an auto accident at New Haven about a month ago, according to coroner's findings in N. H.

Goldberg was driving the Kann car, which crashed into a milk truck, resulting also in injuries to himself and Kann, M. P. Daily editor, who is still confined to his home.

C-Z Board Has Mystery When Trying to Sue

Minneapolis, Oct. 1.

Deep mystery engulfs the grievance board here. It concerns the ownership of the Paradise, local nabe house. A complaint has been filed against the house for alleged violation of lottery gift nights and, thus far, the board has been unable to obtain service because the supposed owners have denied they're the proprietors.

Mrs. Mabel Dietz, grievance board secretary, first served a summons on the Northern Amusement Co. On the day of the scheduled hearing she received a communication from that organization, headed by W. A. Steffen, president of Northwest Allied States, opponents of the industry code, stating that it no longer owned the theatre, but vouchsafing no information regarding the owner's name.

Mrs. Dietz then learned that the ostensible purchaser of the theatre had been Bennie Berger, independent chain operator, and so, after the hearing had been postponed, she mailed a summons to Mr. Berger. Again, on the day set for the hearing, a note came from Berger's secretary, stating that Berger does not own the house and that he is in Europe. The writer did not volunteer any information as to who the owner may be.

It was pointed out by board members that the signer of the film contracts and checks in payment for product is not necessarily the owner.

H. J. Green, attorney for H. P. Green of the Lake Amusement Co., the complainant, was instructed to try to obtain the desired name from the secretary of state or clerk of the court here.

Important Ruling For Smaller Towns On 2d Run Product

Minneapolis, Oct. 1.

The local grievance board has upheld the contention that film exchanges are justified on economic grounds in refusing the sale of film for second runs in smaller towns throughout the territory. In dismissing the complaint of C. B. Knutson, Watertown, S. D., independent exhibitor, against Public, the board virtually upheld local distributor's policy in this respect.

Knutson's complaint against Public alleged that the circuit had influenced Minneapolis film exchanges to decline to furnish his theatre second run product. This was denied by Public, which stated that the exchanges' position is that towns of Watertown's size (4,500 population) are not sufficiently large to permit the second running of pictures. Such second runs, it was explained, would reduce the exchanges' revenues from first runs substantially.

Public has three theatres in Watertown, but only two are in operation. It stated that the closed theatre would be reopened as a second run house if product were available for such a purpose. The board decided in favor of the respondent.

Michael Balcon, Gaumont-British studio manager, will stay in New York about two months studying conditions here, but he will stay away from Hollywood or any of the studios here. He is not interested in studios at present, he says. What he wants to know more about is American audiences.

Balcon's idea is that his company's studios in Elstree have sufficiently learned about equipment and production, so that he has very little to learn that way from Americans. However, he points out, his company is now definitely hitting out for international business, and he wants to know more about how audiences here react to pictures before making any produce.

Balcon is planning 26 pictures for next season, Balcon says, at least 16 of which with an eye to an international market. Some of them are already finished and several more on schedule. With about seven or eight G-B's to open in New York within the next few weeks, Balcon's idea is to walk into the theatres on the G. and watch the customers. Then he will go back to England, he feels, with a better notion of what's what.

Also over with Balcon are Nova Pilbeam, G-B 14-year-old starlet, and Jack Hwert, company's ace comedienne. Both are here for build-up purposes on G-B's idea of importing talent regularly to keep American audiences aware of them.

Benita Hume, another G-B star, arrives tomorrow (Wednesday) in time to attend the opening of "Power," in which she co-stars at the Music Hall Thursday (4).

Goldwyn's 2d Sten Pic For M. H., Maybe 2 Wks.

Another Sam Goldwyn picture, the second Anna Sten starrer to be made by Goldwyn, "We Live Again," is going into Radio City Music Hall, N. Y., instead of into United Artists' own Broadway outlet, the Rivoli. Starts Nov. 1, figured for probable two weeks, though the M. H. isn't committed to a fortnight as on Miss Sten's first, "Nana."

An increased advertising budget in which Goldwyn agrees to share, has been approved for "We Live Again," but not yet figured as to cost. Goldwyn and UA put up \$31,000 on advance and run advertising for "Nana."

LUBITSCH TO MAKE ONE FOR TOEPLITZ

London, Sept. 23.

Toeplitz Productions has signed Ernst Lubitsch to direct one picture early next year.

Lubitsch is under contract for a couple more pictures for Paramount, and the exact time when he will be able to take on the Toeplitz engagement is at present uncertain. As near as can be figured at the moment, he is expected here some time next May or June.

On 'Round' Premiere

Hollywood, Oct. 1.

Edward Small is en route to New York for the premiere of "Transatlantic Merry-go-Round."

Picture was given its final cut after added scenes made with the Boswell sisters were inserted. Small plans to be gone three weeks.

Geo. Brown's Script

George Brown, ex-Columbia Pictures publicity chief, has joined the Milton Blom ad agency.

Brown meantime has a legit script which he and Harry Puck may produce for Broadway. It's from the Hungarian.

ACES' SHORTS

Goodman and Jane Ace ("Easy Aces") have been set by Van Beuren for a series of six shorts for Radio release.

Shorts will be novelty traveltogs with the Easy Aces keeping up running comment on their countries.

PAR TRUSTEES' SPEED-UP

Katz's Metro Studio Berth Sets To Rest Reports of Return to Par

Production berth for Sam Katz at the Metro Culver City studio sets at rest inside probabilities that Katz may return to Paramount on reorganization of that company. His name had been closely linked to Par on a new executive setup for some months.

Katz, in Chicago over the weekend on private matters, returned to New York yesterday (Monday) to be in readiness for the arrival from abroad of Louis B. Mayer, who gets in tomorrow (Wednesday) or Thursday (4), when final details on a deal with Katz are expected to be ironed out. As standing now, pending Mayer's arrival, Katz is pointing toward a supervisory studio capacity under Mayer.

Mayer will stay in New York the better part of a week before returning Coastward, during that time in company with J. Robert Rubin and others, discussing further details with Katz on the production authority he is going to have under the plan. Katz may go to Hollywood in company with Mayer, or if necessary will probably be given sufficient time to clean up existing matters here.

The Monarch theatre chain, which has as its official president Milt Feld, former Katz associate in Public, will continue as is with headquarters in Katz' New York offices. Harry Katz, brother of Sam, together with Dave Chalkin and others, will remain with the theatre project. Monarch operates in Ohio and Indiana. Katz from the start has held no office in Monarch and has always referred to it as something 'the boys have'.

Although Par on a reorganization could make an official offer to Katz, presumption is that if he ties up with Metro, that is out.

M-G GOES COLD ON 'WANDERING'

Metro is 100% cold on 'Wandering Jew,' Twickenham's British-made feature. Company and a releasing contract on the film, guaranteeing a \$75,000 minimum but a protection clause in the contract gave it an out after it was learned a group of rabbis seriously objected to the picture.

William Shapiro, who bought the American rights of the film from the British producers and then made the Metro deal, is now trying to release the film on his own.

American Jewish Committee last week circulated the industry advocating that the film not be shown.

Film was slated for the Capitol, N. Y., was postponed to make cuts, and is now off altogether for that house.

AGAIN POSTPONE COL. PIX ANNUAL MEETING

Hollywood, Oct. 1. Annual meeting of Columbia Pictures Corp. stockholders may be again postponed owing to studio matters keeping Harry Cohn here. Meeting was slated in New York for Oct. 9, after having been postponed previously from Sept. 18.

JULIAN JOHNSON EAST

Hollywood, Oct. 1. Julian Johnson, Fox studio story chief, has left here by plane for the home office.

Johnson goes East for confabs with Sidney R. Kent and Winfield R. Sheehan on yarn line-up for future production.

Sheehan Back in U. S.

Winnie Sheehan got back last week to America from an extended European business-vacation jaunt.

Not returning to Hollywood until early next week.

ESTOPPAL PUT ON TRADING IN SAENGER

Washington, Oct. 1. Trading in securities of either Saenger Realty Corp. or Saenger Theatres was banned today (Monday) by the Securities and Exchange Commission for failure to file registration statements or seek exemption under the new Stock Exchange act.

Any member of the National Exchange or any broker is prohibited from using these securities as collateral for extension of credit to customers.

ERPI Perplexed As Indies Duck Gen. Rental Lot

Hollywood, Oct. 1. Electrical Research Products, Inc., is beginning to doubt the wisdom of operating General Sound studios as a rental lot. Weekly net for the plant is \$7,500. In addition to this, ERPI also rents the Educational lot on which—besides the rental—there is a \$35,000 bonus which goes to Educational. When ERPI took over the old Metropolitan, retagged it General Sound, it was with the hope that independent producers would avail themselves of Western Electric Sound. Indies stuck to 'bootleg' sound, refused to pay the high rental asked by General and the license fee for V2 apparatus.

ERPI then, through General, intimated that it might be possible for Indies to get some ERPI money to finance their pictures. Several indie producers looked into the matter, decided that they could do much better borrowing outside money. If they used ERPI money terms were too high for them, plus the necessity of working on the General lot where the rental prices were much higher than those asked by other renting studios.

Since ERPI took over the General lot, only Monogram has been a regular tenant. Company recently let for the Pathe lot with Walter Wanger taking over its space. Wanger's is the only producing company on the lot. During the past year, less than half a dozen features, outside of Monogram's have been produced at General which leaves the studio holding the bag for a heavy deficit on the year.

SCHREIBER TO 20TH

Hollywood, Oct. 1. Low Schreiber started today (Monday) with Twentieth Century as a production assistant to Darryl Zanuck and adviser on general casting for pictures of that company.

Schreiber resigned from the local office of William Morris Saturday (29) to wing over with the Zanuck organization.

SETTLE CLAIMS WITH DESPATCH

Almost All Factions Now Becoming Iried With Sundry and Unnecessary Technical and Legal Delays—Special Committee May Be Formulated to Clear the Way for Factional Claimants

BY END OF OCT.

Creditor groups are now hopeful that through proper understanding of the situation involved Paramount trustees will cooperate towards an early reorganization of that company. Among the larger problems that require effective and speedy administration by the trustees is included a batch of claims by quibbling minority creditors. On paper, these claims run around \$30,000,000. Their actual worth may be only a fractional part of the sums asked for.

A specially created committee, composed of representatives of all creditor groups, may concentrate on a cleanup of these claims.

Meantime creditor groups are agreed on a plan for financial reorganization. This plan, as detailed, includes a settlement of the \$12,000,000 negative hocking case with the 13 banks involved. Because of remarks by certain counsel for the trustees at a hearing last week before Referee John Joyce, inadvertent interpretation was made about this settlement. Counsel's re-

(Continued on page 25)

FILM PROLOGS IN COMEBACK

Fanchon & Marco seem to have caused a revival of the prolog stage stuff for pictures. After P. & M. put on this time-honored idea, at the Roxy in connection with the showing of 'Chu Chin Chow,' the Radio City Music Hall followed suit with a prolog for 'Caravan.'

Now the Capitol, on Broadway, is also considering the prolog for incoming pictures.

Abramson Awarded \$70,000 in Rheben Deal Suit by N. Y. Sup. Court Jury

An echo of the sale of the Rheben Theatre's eight theatres to Fox Metropolitan Playhouses in December, 1932, was the \$70,000 jury award before Justice Schmuck in N. Y. Supreme Court last week in favor of Leon Abramson against Ben Leo, Albert Strauss, Jack E. Ungersfeld, Leon Kaufman, Rheben Theatres Corp. and other corporate subunits.

This follows a previous \$100,000 damage award to Abramson before Justice Untermyer in January, 1932, also by a jury, but set aside by the Appellate Division. In a lengthy opinion, that body, while sustaining the findings of fraud, ruled the damage award of 100% was excessive and ordered the case back for a new trial. Last week's jury estimated that \$70,000 damages were adequate.

Abramson was a stockholder with

Sol Rosenblatt, Last of Original 13 Deputy Administrators, Expected To Quit Amusement Post Shortly

Laemmle, Jr., Abroad

Hollywood, Oct. 1. Carl Laemmle, Jr., and Harry Zehner leave here Oct. 15 for a three-month European trip. Jaunt will be in the nature of a story-writer-player hunt.

M'DONOUGH'S RKO PIX SWITCH TO COAST

Hollywood, Oct. 1. It appears to be the aim of J. R. McDonough to have only personally selected assistants help him in his new post as head of Radio Pictures. McDonough is slated to stay two years on the Coast, at least, under terms of his present deal with RKO. In that time he will have had not only the assistance of Bob Sisk, but also of Herman Zohbel. Latter goes west as treasurer of the picture company, a position he has been holding for some years, except that hereafter Zohbel, like Sisk, will remain on the Coast.

Zohbel will continue to hold the office of treasurer in the RKO parent company, although stationed on the Coast.

Zohbel's going to the Coast looks to be McDonough's own idea. It looks to have been McDonough's original aim, entertained by him for many months to have Zohbel with him on the Coast. Zohbel, it is understood, at first didn't relish the idea, but later capitulated.

Not known yet when Zohbel reaches here. A film company treasurer headquarters on the Coast is a new idea, but Zohbel will undoubtedly commute between both coasts. Distribution, per usual, will remain east under Ned Depinet's direction.

Montague Heads East

Hollywood, Oct. 1. Abe Montague, Columbia sales manager, and Jerry Saffron, western division manager, have left for the home office by plane.

They dropped off for confabs at Denver with the Col sales organizations in that city and Salt Lake City.

Washington, Oct. 1. Long expected announcement of Hugh Johnson's resignation from NRA immediately provoked conjecture about the plans of Division Administrator Sol A. Rosenblatt and the effect of change in control on film, radio, legit, and other amusement codes.

Although previously he had indicated on several occasions that when Johnson left he might be expected to follow in short order, Rosenblatt gave no open indication that he is about to join the exodus from the Eagle nest although other signs suggested that his resignation in the immediate future is to be anticipated. There's still a job to do and I'm sticking to that," was Rosy's comment. As the last of the 13 original deputy administrators appointed by Johnson and the sole remaining individual who was close to the ex-cavalry officer, it is generally believed that Rosy will make as graceful an exit as possible without undue delay.

Belief that Rosy is preparing to abandon ship was stimulated by suggestions that Deputy Administrator William F. Farnsworth is being groomed for the post of amusement code boss. The most suggestive indications are his increasing importance in film matters, climaxed by his attendance last week at the Code Authority meeting.

Details of the extra and agency regulations have come under his supervision, as have labor problems, while his assignment to the C.A. session marked the first time Rosy has failed, when within traveling distance or not tied up by other appointments, to sit in with codists.

New board, which must consult the White House on all important questions, comprises S. Clay Williams, Reynolds tobacco president, who has been elected chairman; Sidney Hillman, union leader; Arthur D. Whitehead, ultra-conservative business man; Leon C. Mar-

(Continued on page 32)

G-B's 3 on B'way; Due at MH, Roxy, And for Criterion

Gaumont-British will undertake a twice daily run at the Criterion, N. Y., for 'Man of Aran' starting Oct. 19. Firm has acquired the house for eight weeks, on a lease containing a four-week cancellation clause.

With this picture at the Criterion for \$150 top, it will give G-B three films in major Broadway spots in a row, and two simultaneously. 'Power' ('Jew Suss') will be at the R. C. Music Hall the week previous, and 'Little Friend' to screen at the Roxy, opening the same day. It's the biggest simultaneous display any foreign film firm has ever arranged for Broadway.

'Little Friend' stars Nova Philbeam, G-B's 12-year-old youngster currently in New York for a personal buildup. On 'Man of Aran' there was some early talk of bringing over the native players to appear with the feature, but this idea has apparently been abandoned.

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RUDY VALLEE IN PERSON, 53C, SOCKO; MORE MONEY CIRCULATES IN CHICAGO

Shift of Film Center to Randolph Street Helps RKO Palace—'First Gentleman' Gets \$17,000

Chicago, Oct. 1. Show business is feeling fine in Chicago. For a month now trade has been strictly on the upbeat, with the box-office tempo around the theatres steadily increasing. New season's product is helping, of course, but besides that there is genuine stepping up of tempo.

B&K. flagship went for the works this week on stage and screen, doubling attractions of Rudy Vallee-Allice Faye and 'Servants' Entrance' (Fox). Gross zooms upwards to \$53,000 but mainly on a heavy matinee grind. Nights are off for some reason. House is angling constantly for attractions lately and is resorting to repeats.

Palace has picked up remarkably in the last few weeks. After being a heavy loser for about a year it is now riding on the right side of the books consistently. Not only has the lowered tariff helped but also the fact that the shifting of the theatrical Rialto has brought the Palace closer to the center of things. Strong exploitation helps, too.

Other outstanding house this week is the Roosevelt which will see its best mark under its new policy, hitting \$27,000 for the initial session of 'Chained'.

Estimates for This Week
Appelle (B&K) (1,200; 35-45-65)—'Belle of the 90's' (Par). Comes here for hold-over for about two smashing weeks at the Chicago. Heads for \$14,000, excellent pace in this spot. 'Judge Priest' (Fox), turned in a satisfying fortnight getting fine \$8,900 for the first session.

Chicago (B&K) (3,940; 35-55-75)—'Servants' Entrance' (Fox) and 'Rudy Vallee band' on stage. Also Allice Faye on the billing for additional sock. Gross is going up to \$53,000, mainly on the matinee trade in the afternoon. 'Belle of 90's' (Par) finished its second week to good \$37,900.

Garrick (B&K) (900; 25-35-50)—'Dames' (WB). Another holdover, coming in after three stanzas at the Roosevelt. Will make it \$5,500 without any difficulty. 'Crime Without Passion' (Par) faded away badly, sleeking only six days. Started off on a nice week-end pace but dove brutally after the first two days. Out at \$3,800.

Oriental (B&K) (3,200; 25-35-40)—'Bulldog Drummond' (UA) and vaude. Steady pace currently at \$17,000. Last week 'Personality King' (WB), held to same trade at \$17,900.

Palace (B&K) (2,500; 25-35-55)—'Age of Innocence' (Radio) and vaude. Wonder house of the Loop, coming from the deep red ink to a happy place in the sun in a short two months. Attractively riding again to a winning mark at fine \$22,000, mainly on the picture. Last week 'Richest Girl' (Radio) was the right kind of show for melodious \$26,100.

Roosevelt (B&K) (3,500; 25-35-65)—'Chained' (MG). Big at \$20,000 for first session. Getting heavy evening play at top prices. 'Dames' (WB) finished third week here to okay \$9,400 and shifted to Garrick.

State-Lake (Jones) (2,700; 20-25-35)—'Romance in Rain' (U) and vaude. Quoted around \$17,000. Last week 'Embarassing Moments' (U), hit nice \$16,300.

United Artists (B&K-UA) (1,700; 35-55-65)—'Last Gentleman' (UA). George Arliss picture opened on Saturday (29) to good notices. Looks like \$17,000, fair enough for first session. 'Monte Cristo' (UA), had a heartening start here, going three weeks and holding a remarkable pace. Over \$10,000 for final session meant a word-of-mouth build-up.

NO HITS, NO ERRORS

Buffalo, Oct. 1. Buffalo Grievance Board has ruled that there is no violation of the picture code where an exhibitor has no competition. Complaint has been made to the Board that a showman in a small town in western New York is using 'thrill nights'. As the exhibitor is the only theatre in the town, the board dismissed the complaint.

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1st Runs on Broadway (Subject to Change)

Week of Oct. 5
Paramount—'Belle of Nineties' (Par) (3d wk.).
Capitol—'Barretts of Wimpole Street' (MG) (2d wk.).
Music Hall—'Power' (G-B) (4).

Strand—'Lost Lady' (WB) (3).
Roxey—'Peck's Bad Boy' (Fox).
Rivoli—'Count of Monte Cristo' (UA) (2d wk.).
Rialto—'Our Daily Bread' (UA) (2).

Week of Oct. 12
Paramount—'Now and Forever' (Par).
Capitol—'Student Tour' (MG).
Music Hall—'Judge Priest' (Fox) (11).
Strand—'Happiness Ahead' (WB) (10).
Rivoli—'Count of Monte Cristo' (UA) (3d wk.).
Rialto—'Our Daily Bread' (UA) (3d wk.).

Birmingham's 1st State Fair in 4 Years Milks Town; Grosses All Down

Birmingham, Oct. 1. Pocketbooks and bank accounts will be yelling for headache powders and black coffee all this week. They're going through the most strenuous hangover in five years. Depression or no depression the Alabama State Fair last week was a howling success with the grandstand packed for five consecutive nights at 25-50-75 cents. The midway was just as successful. Fair folks were rejoicing Sunday. Fair was first held in four years.

Estimates for This Week
Alabama (Wilby) (2,800; 30-35-40)—'Baby Takes a Bow' (Fox). Shirley Temple will get a few of the thirty cents that didn't go to the fair, but the gross isn't startling, \$1,000. Last week 'Bulldog Drummond' (UA) and fashion show did a nose dive into the lard can, \$5,000. Ritz (Wilby) (1,600; 25-30)—'Hide Out' (MG) \$2,000. Last week 'Scarlet Empress' (Par) light, \$1,900. Strand (Wilby) (800; 25)—'Now I'll Tell' (Fox). Light ended, \$1,000. Last week 'A Modern Hero' and 'She Wore a Yellow Ribbon' (UA) same. Empire (Acme) (1,100; 25)—'Man With Two Faces' (FN). Ed Robinson will get \$1,700 in spite of poor condition. Same time judges. Last week 'Such Women Are Dangerous' (Fox) \$2,000.

'CHAN IN LONDON' WITH STAGE, BIG 12G, MONT'Y

Montreal, Sept. 24. Selsorling Mae three days of showing after turnaway his opening three nights. Current showings include three nights of Shakespeare at His Majesty's which is not a menace to the main stem. Otherwise virtually no counter-attractions.

Palace has 'Dames' shown already to elite at premiere at ritzy resort near here and should gross \$9,000. Capitol showing 'Judge Priest' and 'Howlville' good for \$8,000. Last week with locally popular 'Charlie Chan' and highly touted stage show, 'Words and Music, Inc.', will top town easily at likely \$12-13,000. 'Belle of 90's' (Par) at least \$8,000 on 'One Night of Love' and 'Girl in Danger'. Nabes all report better grosses.

Estimates for This Week
His Majesty's (Ind) (1,600; 50-52)—'Belle of 90's' (Par) light and mat—starting Thursday, maybe \$3,000.
Palace (FP) (2,700; 50)—'Dames' (WB). Should be good for \$9,000. Last week 'Belle of 90's' (Par) faded towards end of week but still grossed \$10,000.
Capitol (FP) (2,700; 50)—'Judge Priest' (Fox) and 'Housewife' (Par). May get \$8,000; last week 'Human Bondage' (Radio) and 'Bachelor Bait' (Radio), did a good \$9,000.
Crew's (FP) (2,200; 50)—'Charlie Chan in London' (Fox) and stage show 'Words and Music, Inc.' Not likely to be less than \$10,000. Last week 'Their Big Moment' (Radio) and vaude. 'Lalage' (Par) (1,000; 50)—'Princess' (CT) (1,900; 50)—'Night

of Love' (Col) and 'Girl in Danger' (Col) will pack 'em in for \$9,000. Last week 'Last Yacht' (Radio) and 'If I Were Free' (Radio), \$7,000. Imperial (Ind) (1,900; 40)—'She Was a Lady' (Fox) and 'Scotland Yard History' (Fox) and vaude. Nice for \$2,500. Last week 'Hat, Coat and Glove' (Radio) and 'Monstones' (Mon), \$3,000.
Cinema de Paris (France-Films) (500; 50)—'Bouhoul' (A). Above average, \$1,800. Last week third repeat of 'La Porteuse de Pain', \$1,000.

'OUTCAST LADY,' \$9,000, SO-SO

Kansas City, Oct. 1. Although Kansas City did not go for Mae West's 'Belle of the Nineties' as strong as expected, the picture was held for the second week at the Newman and is getting a fair play. 'Outcast Lady' is the Midland's bill and the week end business was good.

Tower continues to get the vaudeville trade unopposed, and has thrown the red ink bottle away. This week 'Million Dollar Ransom' is the flicker in addition to six acts of flesh.

Last week the cold and dismal weather gave all the theatres a chill, and cut deeply into the grosses.

Estimates for This Week
Mainstreet (RKO) (3,200; 25-40)—'Age of Innocence' (Radio). Opened light Friday but gained some speed over the week end and should get around \$5,000. Last week 'Richest Girl in the World' (Radio) got about same, fair.
Midland (Loew) (4,000; 25-40)—'Outcast Lady' (MG). What the mention of 'Green Hat' is taboo in the publicity, the reporters have slipped the words into some of the advance notices so the fans know what the story is all about. Opened well and is going strong, which looks like near \$9,000, so-so. Last week 'Barretts of Wimpole Street' (MG). Picture got away to a bad start, but continues to build until the last days were better than the first and it finished with \$15,000, good.

Newman (Par) (1,800; 25-40)—'Belle of the Nineties' (Par). Second week for the Mae West feature, which is expected to get close to \$5,000 after a reported \$18,000 first week. Both good.

Tower (Rewit) (2,400; 25-35)—'Million Dollar Ransom' (U) and stage show. Lots of amusement for the price and the house is establishing a strong following. Saturday business heavy and indications are that the week will return close to \$10,000. Last week 'Gift of Gab' (U) and vaudeville took \$8,500. Both good.

Uptown (Fox) (2,400; 25-40)—'Servants' Entrance' (Fox). The regulars are strong for Janet Gaynor and the week and takings were good. Look for \$12,000. Last week 'Cat's Paw' (Fox), second week, \$4,000.

St. Louis Baseball Excitement Makes 'Death on Diamond' a Natural, \$15,000

St. Louis, Oct. 1. What a break! Loew's State opened with 'Death on the Diamond', in which the Cardinals are featured, and which is laid in Sportsman's Park, and that day the team entered into a tie for league leadership and a thrilling struggle for the pennant.

Theatre made the most of the break by having the team to dinner and to the show. Also much other appropriate ballyhoo. And it's all paying big returns. Maybe big enough for hotover.

Otherwise, Fox, Shubert and Orpheum are in a three-way contest for what's left of the business. Grace Moore film got under way at Fox Tuesday (18) and looks headed for two weeks. Shubert and Orpheum again placing dependence in strong double bills.

Estimates for This Week
Ambassador (F&M) (3,000; 25-35-55)—'Crime Doctor' (Radio) and 'Famous Brokers on Stage' (Pig) \$11,000. Last week 'Belle of the

Government Gross Figures

Washington, Oct. 1. Theatres in seven states took \$19,708,000 during 1933, the Census Bureau reported last week, bringing figures up to date on 30 states. Latest group of reports showed Minnesota challenging Connecticut, its 317 film, vaudeville and legit houses reporting a take of \$7,612,000, against Connecticut's \$7,672,000. Florida theatres with gross receipts of \$1,746,000 had an income \$700,000 under the take of eight dog and horse tracks.

Latest states for which statistics have been published are: Utah, 74 houses, \$1,126,000. Idaho, 61 film houses, \$705,000; 10 others \$260,000. Nebraska, 231 film houses, \$2,590,000; 10 others, \$216,000. Wyoming, 37 houses, \$873,000. Minnesota, 314 film and vaude houses, \$7,523,000; three legit \$89,000. Kansas, 198 film houses, \$2,232,000; 56 vaude houses, \$2,332,000; 6 legit, \$27,000.

Leading cities in these states shaped up as follows: Omaha, 28 houses, \$1,118,000; Lincoln, Neb., 4 houses, \$104,000; Miami, 12 houses, \$625,000; Jacksonville, 6 houses, \$149,000; Tampa, 6 houses, \$138,000; Minneapolis, 53 houses, \$3,558,000; St. Paul, 25 houses, \$1,544,000; Duluth, 11 houses, \$234,000; Wichita, 22 houses, \$121,000; Topeka, 6 houses, \$317,000; Kansas City, Kan., 11 houses, \$262,000; Denver, 29 houses, \$1,142,000.

Calling Gallery the Balcony Helps: 'Judge Priest' \$10,000, Denver, Big

Portland Tops Bunched Between \$5,000-\$5,500; 2 Pix, Unit, at Par, 40c

Portland, Ore., Oct. 1.

Paramount has Wilbur Cushman units from Chi and Bert Levi units from L. A. alternately and plans a stage show policy without padding, scores and other time fillers which have taken the punch and b.o. strength from unit shows in the past. Opening Cushman unit had a nine-piece band with 11 local musicians and boosted the gate at that house from the start. Pix were 'Now and Forever' (Par) and 'Charlie Chan in London' (Fox), both registering well. Policy looks like a winner.

Estimates for This Week
Broadway (Parker) (2,000; 25-40)—'Gift of Gab' (U). Started uphill and looks like \$5,500, okay. Last week 'Gift of Gab' (U) did nicely in second week at \$3,700. First week clicked for good \$6,800. United Artists (Parker) (1,600; 25-40)—'Charlie Chan in London' (Fox). Along in second week, going good \$5,000. Last week 'The Last Gentleman' (UA) got \$5,000, but no holdover.

Paramount (Evergreen) (3,000; 25-40)—'Now and Forever' (Par) and 'Charlie Chan in London' (Fox) and stage show. Registering well for big money around \$5,300. Last week 'Scarlet Empress' (Par) and 'Crime Without Passion' (Par) rang the bell for good \$4,800. Music Box (Hamrick) (1,400; 25-40)—'Howling' (Fox). Poor at \$2,500. Last week 'No Ransom' (Lib) with 'Penthouse Follies' stage unit off extra biz on the vaude appeal, nicely \$4,000. 'Charlie Chan in London' (2,500; 25-35)—'Hat, Coat and Glove' (Radio). Getting average attention for fair \$2,000. Last week 'Life of Vergie' (U) and 'Death on the Diamond' (MG) showing bettered average at this house with okay \$2,400.

Denver, Oct. 1. Last week 'Belle of the Nineties' mopped things up at the Denham, hanging up the house record for money. Many days holdovers were registered four times, twice on matinees and twice at nights. Mae West's last film 'T'm No Angel' still holds the house record for number of people played to in one week, however. This apparent paradox is made possible by the recent boost in prices at the Denham from 15-25-35 to 25-35-50. Manager Cockrell has used a bit of psychology in the money angle, which has helped. Stopped calling the room the gallery. Now it's the balcony, and the balcony becomes the mezzanine. And the balcony is filling up much faster than before, with the mezzanine doing its usual snappy business. A compelling exploitation campaign and flash front also helped boost business.

Estimates for This Week
Aladdin (Huffman) (1,000; 25-35-50)—'Judge Priest' (Fox) (UA). Should gather \$4,000. Last week 'Charlie Chan in London' (Fox) appeared headed for an average gross, but along came wet cold weather and knocked it down to \$2,000. Denham (Cooper) (1,500; 25-35-50)—'Belle of the Nineties' (Par). (2nd week). Worth \$6,000 for hold-over. Last week same film not only topped the house record for money, but took the town record for the week, both in money and percentage. It's possible the film may stay longer, and if it stays that will be another record for the Denham held by a Mae West film.

Denver (Huffman) (2,500; 25-35-50)—'Judge Priest' (Fox). Bright outlook for \$10,000. Last week 'British Agent', while doing close to average business, was pulled at the end of six days to give the two following films eight days each. The slightly below average business of the film apparently proves that Denverites fail to read reviews on, reading, fail to heed. Fred Spera Post gave the picture a half-column rave, with a three-column head; and Alberta Pike of the News picked it as the 'film of the week' in her Sunday section. Denver fans seem to know in advance what they want to see and seemingly pay no attention to local critics. Gross for the six days was a nice \$5,000.

Orpheum (Huffman) (2,500; 25-35-50)—'His Greatest Gamble' (Radio). Weak at \$3,500. Last week 'Hideout' (MG) had a nice week, evincing considerable interest with about \$6,000 in the till, an average week for this de luxe, the biggest in Denver. Paramount (Huffman) (2,000; 25-40)—'Judge Priest' (Fox) and 'Our Daily Bread' (UA), split. Worth \$1,200. Last week 'Tomorrow's Children' (Foy) and 'Chained' (MG), split over the week, with \$1,200 gross over average. 'Children' did average for its three days, and 'Chained' brought from a fast week at the Denver, did well above normal.

Changes in Shea Org.

Buffalo, Oct. 1. Personnel changes in the Shea organization in Buffalo include the transfer of Joseph Weinstein, booker, to the New York Paramount offices, with Bob Murphy taking over Weinstein's duties. George Mason has become manager of the Great Lakes. Emilio Cifonelli, son-in-law of the late Mike Shea, who has been supervisor of neighborhood houses, succeeds Mason at the Century.

TALENT HAS WORN DOWN

'Belle' Eases Off to \$13,000 in 2d

L. A. Week; Biz Mostly Off There; Rogers' 'Priest' at \$12,000

Los Angeles, Oct. 1. Nothing in sight to indicate any exceptional grosses on the current week, with only the Warner-RKO group looming as potentialities for increased takes over the previous week. After getting away to a terrific start, Mae West's 'Belle of the 90's' began to ease off near the end of its first week at the Paramount, and second status will be almost 50% under first seven days. Loew's State opening with Will Rogers' 'Judge Priest' started slowly, considerably below expectations, and now house has been satisfied with \$12,000 on the week. United Artists, folded Sunday night after 12 days of 'Bulldog Drummond Strikes Back', with house remaining shuttered until some operating policy can be worked out. Grosses at this house have been so-so since theatre reopened, and on Wednesday (25) after advance newspaper advertising for the Sunday editions of the dailies had already been planned. Criterion continues on its second week of 'One Night of Love', a continued first run after two weeks at the Paramount, and will be only about \$200 behind last week. Orpheum goes single bill with vaude starting Wednesday (3), using Mascot's 'Crimson Romance' for its local first run, plus the regular six acts of vaude.

Estimates for This Week
Criterion (Rialto): 30-40-55-55. 'Night of Love' (Col) (2d week). Still a little early to get an accurate slant on what this continued first run (following Paramount) will do. On second week of the heavy grosser, indications point to around \$7,800. First week of new policy garnered slightly in excess of \$5,000, plenty ok.

Downtown (WB) (1,800; 25-40). 'Housewife' (WB) and 'Defense Rests' (Col) split. Prospects a little brighter for this week, with \$4,500 secured in the first week. Last week 'Dragon Case' (WB) and McLarin-Ross fight pic brought \$3,900, not overly hot.

Hollywood (WB) (2,756; 25-40-55). 'Pountain' (RKO). House is playing an RKO pic for second time in a row as result of day and date pool with IGO Hillstreet, and looks like the Ann Harding picture will be good for about \$7,500. Last week 'Richest Girl' (Radio) slow at \$5,500.

Los Angeles (Wm. Fox) (2,800; 15-25). 'Marriage on Approval' (Mayfair) and 'Human Side' (U) split. Biz about average with \$3,500 the probable take. Last week 'Beyond Law' (Col) and 'Romance in Italy' (U) just around the \$3,000 mark.
Orpheum (Bdwy) (2,270; 15-25-35). 'Dude Rancher' (Fox) and 'Circus Clown' (FN) split, and vaude. Although only one of the dailies, 'Dude Rancher' is a first run, house elicited with Joe E. Brown's 'Circus Clown' for a near \$6,000. Last week two second run pic.

Parlages (Pan) (2,700; 25-40). 'Chan in London' (Fox) and 'Red Head' (Monogram) split. Got away to a good start with outlook house headed for \$3,000 or more; a little better. Last week 'Chained' (U), as solo bill, nicked \$5,000, plenty satisfactory.

Paramount (Partmar) (3,595; 30-40-55). 'Belle of the 90's' (Par) and stage show (2d week). Second of Mae West pic, starting slowly, indicates a substantial drop in take that will probably wind up around \$13,000. First week started strong but eased near the end, for a total take of a few hundred below \$25,000, but profitable.

RKO (Hedro) (25-35-40). 'Fountain' (RKO). Expected for \$6,500, unless something develops on the last three days. Last week 'Richest Girl' (Radio) slipped to \$4,800, which not so far.

State (Loew-Fox) (2,024; 30-40-55). 'Judge Priest' (Fox). Getting away to less than a \$1,900 opening day, this one will likely wind up around the \$1,200 mark; a little disappointing. Last week 'Chained' just ok at \$1,400.

United Artists (UA) (2,100; 30-40-55). 'Bulldog Drummond' (30th Century) (2d first week). Wound up after five days on second week with around \$3,500. Initial week hit \$5,500, which prompts speculation as to why house went dark.

ELLINGTON SMACKS YALE

Gets Spiffy \$6,500 Teamed With 'Have a Heart'

New Haven, Oct. 1. That West gal still is able to draw them in this town. Holds over for five days after a swell opening with Duke Ellington and a powerful magnet at the College, which ends first run policy this week. Bijou, currently dark for alterations, takes over College policy Thursday (4).

Estimates for This Week
Paramount (Public) (2,348; 35-50). 'Belle of the 90's' (Par) (2d week). On a five-day holdover should do slightly better than an oke \$3,200. Last week the hour-glass rift dragged in a very pretty \$11,000.

Poli's (Loew) (3,040; 35-50). 'Barretts of Wimpole St.' (MG). A bit highbrow for local fans but seems headed for satisfactory \$3,200. Last week 'Judge Priest' (Fox) and 'Million Dollar Ransom' (U). No complaints at \$7,800.

Gogher Sheen (WB) (2,200; 35-50). 'Lost Lady' (WB) and 'Howling Dog' (WB). Not too good, not bad, around \$6,000. Last week 'British Agent' (WB) and 'Down to Last Yacht' (Radio). So-so \$5,800, which 'Agent' could have done all by itself.

College (Loew) (1,555; 35-50). 'Have a Heart' (MG) and Duke Ellington on stage. Scored upped a dime for this week, with biz better than ever. Lion's share of credit to the band, with a possible good \$6,500. Last week 'Romance in the Rain' (U) and 'Dude Rancher' (Fox). At 40-cent top had trouble reaching a poor \$2,800.

'Barretts' 13 1/2 G, Last Gent' 12 G's, Cincy OK at B.O.

Cincinnati, Oct. 1.

'Barretts' is the trade traffic letter this week with \$13,500; lota top for the Capitol, RKO's off-the-regular-path house, 'Last Gentleman' (Radio) and 'Dude Rancher' (Fox). 'Heart' throbbing at \$6,500, low pulse for Palace.

Taft Auditorium, in Masonic Temple, started yesterday (30) for series of Sunday grindings of foreign pic at pop rates, opener being 'Wiener Blut'. Venture sponsored by Lofbrogh and Crawford, partners in a new operation. Operates tiny Mayfair daily in same building with Taft. Mayfair, with 'Blue Light' current, dishes out juva and fags to patrons regular.

Estimates for This Week
Capitol (RKO) (2,000; 35-44). 'Barretts' (MG). Popularity of stage production, name leads and splendid support, plus crafty screen translation, down the asterisk fave of cricks and trade, and leading to a great \$13,500. Last week 'One More River' (U), in for six days, \$4,000, slow.

Abbe (RKO) (3,300; 35-44). 'Last Gentleman' (UA). Arliss the sales angle and producing \$12,000, good. Last week 'Richest Girl in World' (Radio) aided by La Cucaracha (Radio) technicolor short, built up to a swell \$11,500.

Palace (RKO) (2,800; 35-44). 'Have a Heart' (MG). James Dunn and Jean Parker bigger over title. Sate theme no help, maybe \$6,500, same. Last week 'Belle of the 90's' (Par) on nine-day stretch, \$20,000, hot.

Lyric (RKO) (1,400; 35-44). 'Belle of the 90's' (Par). Transferred from Palace for extended first run, \$4,500. Last week 'Scarlet Empress' (Par) \$6,000, so-so.

Keith's (Libson) (1,500; 30-40). 'Lost Lady' (WB). Stanwyck tall lettered. Bazzies from reviewers, loud squaw argument of title for a Villa Carter novelette. Start indicates \$4,500, mild. Last week 'Dragon Murder Case' (WB), \$5,000. **Grand (RKO)** (1,300; 20-30). 'Straight is the Way' (MG) and 'Paris Interlude' (MG). Split, \$2,000, sluggish. Last week 'Count of Monte Cristo' (UA), a move-over

AGENTS MUST EARN COMMISS

If Stalling or Flopping Talent May Break Without Financial Responsibility for Commissions Later Accruing

DRASTIC RULES

Washington, Oct. 1. Drastic regulations for control of agent-producer relations, proposed by a special five-five committee several weeks ago, will be discussed at a hearing Oct. 17, National Recovery Administration announced last week.

Simultaneously it was learned that shortly before new five-man commission assumed control, proposed extra regulations were approved. Rules become effective in production end Oct. 8.

Agency rules designed primarily to prevent milking of actors, directors, writers and technicians by agents, as well as to curb raiding and hold-up of producers. Committee in accord on all but one of 12 proposed regulations, while 13th rule, approved by committee, has been mixed by NRA as in conflict with film code.

Under the proposed agents code, clients would be enabled to cancel contracts for failure of reps to get jobs, while agents would be banned from business for violation of detailed rules. Producers could deal only with agents in good standing. Agency cancellations by clients would be permitted under following conditions:

1. If agent refuses twice to confer with client within 48 hours.
2. If client fails to obtain 'bona fide' offer of employment from a responsible employer over four-month period.
3. If client does not secure employment for four weeks during any six-month period.
4. If agent refuses to make periodic reports on demand about activities in client's behalf.
5. If agent makes salary rebate to producer; makes secret agreement with other agent or producer to reduce client's compensation; splits commission with anyone not a recognized agent; misrepresents client, clientele, or connections of agent to obtain business; is guilty of business dishonesty.
6. If agent fails to notify client promptly of 'all definite offers.'
7. If agent fails to use 'reasonable efforts' to land clients.
8. If agent refuses to represent client, when requested, in negotiations with employer.
9. If agent is disbursed under this code.
10. If agent fails to give clients full information about changes in control of his business.

Can Be Disbarred
 Agents may be suspended or disbarred for violations of specified unfair trade regulations; for making contracts not reserving stipulated cancellation rights to clients; or attempts to attach, without written contract, any client's salary.

Regulations stipulate following unfair trade practices, for which punishment may be either suspension or disbarment:

1. Giving or promising any em-

(Continued on page 55)

'Caravan' Looks \$83,000 at M.H.;

'Barretts' \$65,000, Maybe 3 Weeks At Capitol; 'Cristo' \$39,000, Riv

N.O. B.O.'S OK

'British Agent' \$9,000, 'Barretts' at \$15,000, Outstanders

New Orleans, Oct. 1. 'Barretts' at Loew's State is topping the town for regal \$15,000. Saenger is hurt some by the Shearer draw, but with 'British Agent' should get \$9,000. Orpheum is off materially with 'Howling Dog', while 'Our Daily Bread' is building at the St. Charles.

Estimates for This Week
Saenger (3,568; 40)-'British Agent' (WB). Picture liked and fair \$9,000 is evident. Last week 'Belle of Nineties' (Par) grabbed \$18,000, tremendous.

Loew's State (3,218; 40)-'Barretts' (MG). One of year's five best and will do smash \$15,000. Last week 'Death on Diamond' (MG) got light \$7,000.

Orpheum (2,400; 35)-'Case of Howling Dog' (WB). No howling success and will be lucky to get \$6,000. Last week 'Age of Innocence' (Radio) and fight pic to excellent \$9,000.

St. Charles (2,200; 25)-'Our Daily Bread' (UA). Picking up and may do \$2,200. Last week 'Return of Terror' (WB) got \$1,500, fair.

Tudor (700; 25)-'Belle of Nineties' (Par) (2d wk). Saenger got everything possible out of this one and \$1,500 will be below par. Last week 'Now and Forever' (Fox) to fair \$1,700.

Bernie Yowsahs 'Chan London' to Big 23G in Wash.

Washington, Oct. 1.

Big interest this week is 'Belle of the 90's'. Week's gross will probably fall below previous record runs here, but interesting angle is new opening Earle got on midnight preview.

Other unusual angle this is proof by Fox that old adage about stage show doesn't matter. 'Charlie Chan in London' is not up to usual pull placed on vaudeville house screen. But Ben Bernie revue is carrying place into lead position in entire town.

Estimates for This Week
Earle (WB) (2,242; 25-35-40-60). 'Belle of the 90's' (Par) and vaude. No name vaude, still entire responsibility for week onto Mae West. Rabid West fans stormed opening, but week as whole won't be sensational. Maybe big \$20,500. Last week 'Desirable' (WB) shoved by Dick Powell personal into fat \$18,000.

Fox (Loew) (3,434; 25-35-60). 'Charlie Chan in London' (Fox) and vaude. Ben Bernie personal the big draw. Should see nice \$23,000. Last week 'Servants' Entrance' (Fox) carried by lavish anniversary stage show to nice \$23,000.

Keith (WB) (1,830; 25-35-60). 'Monte Cristo' (UA). Everybody still raving over pic and popularity of book sending third week toward week \$10,000. Last week same pic in second week won sock \$10,000.

Palace (Loew) (2,363; 25-35-60). 'Barretts' (MG) (2d week). Plenty of space still surplus in press and holdover week headed for big \$10,200. Last week same flicker took hefty \$21,000.

Maya (U) (1,553; 25-35-40-50). 'Human Side' (U). Menjou only pull, maybe oke \$4,000. Last week 'Million Dollar Ransom' (U) got nice break on kidnapping angle through Lindy case headlines but didn't better satisfactory \$4,000.

Met (WB) (1,583; 25-40). 'Dames' (WB). Repeat from big week at Earle looks like oke \$4,000. Last week 'Howling Dog' (WB) did usual nice week at spot which always cleans up on mystery stuff. Big \$7,000.

Columbia (Loew) (1,236; 25-40). 'She Was a Lady' (Fox). Critics very lukewarm and we see not more than fair \$3,000. Last week 'Chained' (MG) followed two big weeks at Palace with oke \$14,000.

Heavy rain again last Saturday (29) interfered with film house business, but with the pull attractions on Broadway this week will 'see good results all around. In some quarters there are disappointments, but nowhere are they serious.

Heavily advertised 'Caravan' anticipated more than the approximate \$83,000 it will get at the Music Hall, but this is all right. Mae West on her holdover at the Paramount, also figured better than \$35,000. This is a heavy profit, but the dip from first week's \$62,000 is pretty steep. Picture will remain 'Ch of Gab' 'Now and Forever' being dated for Friday (12). Music Hall brings in 'Power', first of four Gaumont-British productions it will screen, Thursday (4).

Second week of 'British Agent' should attract around \$23,000, after a smash first week of \$41,300, but won't stay a third. While picture justifies another seven days, Warners will let it go in order to put up others which are piling up. There are more than a half dozen pictures waiting to get into the Strand.

'Barretts of Wimpole Street' is big for what appears a certain \$65,000 or over. Maybe three weeks for this one. 'Monte Cristo' is smart at the Rivoli, heading for a first week of around \$39,000.

The Roxy, on second week of 'Chu Chin Chow', seems fairly good, probably \$24,000, while Rialto with 'Ch of Gab' will be around \$12,000 on eight days. 'Servants' Entrance' is taking the Mayfair a little above average at \$9,800 and is holding over.

Sometime this week Metro will decide on opening date of 'Merry Widow' at the Astor on a \$2 run. Expected to premiere within the next 10 days.

Estimates for This Week

Capitol (3,400; 35-55-81-10). 'Barretts' (MG) and stage show. Off with a bang for easy \$65,000 or more. Holds second and maybe a third week. Jackie Cooper, George Jessel and Dick Sullivan personals last week with 'Death on Diamond' (MG) fell off after good start to \$40,000, but that's oke.

Mayfair (2,200; 35-55-65). 'Servants' Entrance' (Fox). Janet Gaynor-Lew Ayres above average here on first week ending last night (Monday), \$9,300. Holds.

Palace (2,200; 35-50-65). 'She Loves Me Not' (Par) and vaude. Maybe topping \$10,500, fair enough. Last week 'Last Yacht' (Radio) under \$9,000.

Paramount (3,564; 35-55-75-85). 'Belle of Nineties' (Par) (2nd week). Had first week of \$62,000 and dipping (current) to \$35,000. Stays a third week.

Radio City Music Hall (5,545; 40-60-85-99-110). 'Caravan' (Fox) and stage show. Heavy ad campaign with \$3,000 in prospect. No hurrahs and no kicks. Last week 'Richest Girl in World' (Radio) ended just under \$80,000.

Rialto (2,000; 40-65). 'Gift of Gab' (U). Maybe \$12,000, ok on eight days. 'Our Daily Bread' (UA) comes in tonight (Tuesday).

Rivoli (2,200; 40-65-75-85-99). 'Monte Cristo' (UA). Pulling good business, looks \$39,000 first week. Final week (third) of 'Celtic' (UA), \$21,500.

Roxy (6,200; 35-55-65-85). 'Chu Chin Chow' (GI-Fox) and stage show. Ran up smash of slightly over \$32,000 first week and will get around \$24,000 this week on holdover.

Strand (2,900; 35-55-65-85). 'British Agent' (WB) (2nd week). Although worthy of third week at indicated \$23,000 on second, won't hold because picture is piling up. First seven days of 'Agent' was \$13,300, very big.

State (2,300; 35-55-75). 'Bulldog Drummond' (UA) and vaude. Should hit \$17,000 or over, okay. Last week 'Cleopatra' (Par) around \$20,000.

TURN TO Page 9

Mpls. in Good B.O. Shape; 'Richest Girl' 7G, Gaynor-Ayres 8G, Colman 7G

Minneapolis, Oct. 1. Loop houses continue to dish up delectable entertainment morsels and public response is in encouraging fashion. Practically all along the line takings show a good gain over the corresponding period a year ago.

Current outsiders are "Servants' Entrance," "Richest Girl," and "Bulldog Drummond." Orpheum is booming things again with much success. Big variety ads acclaim its show "the perfect three unit," with "La Cucaracha" and "Dumbell Letters" backing up "Richest Girl," and Manager Emil Franke is selling to the public with a "money back guarantee," to any patron who feels that the program doesn't live up to his glowing promises. It's a new stunt locally.

Gaynor-Ayres combo spells coin for the State, while Colman is the Century's money-getter. Even the Lyric, with "Friend of the Sweeney," looks to be in the money. "Barretts" opens at the Century, Wednesday evening, with Manager Harold Kaplan boosting his night prices from 40c. to 40c. for his engagement, a daring procedure at a time when only stage shows command so high an admission here. Local filmlets will be the results of the experiment with much interest.

Estimates for This Week

Century (Public) (1,600; 25-35-40)—"Bulldog Drummond" (UA). Colman a magnet, in for eight and ten days at \$7,000. Last week, "Cat's Paw" (Fox), \$7,500, good.

Orpheum (Singer) (2,800; 25-35-40)—"Richest Girl" (Fox) and "La Cucaracha" (Radio) and "Dumbell Letters" also featured in flash newspaper ads that undoubtedly have brought in plenty of business. Cast names and "Friend of the Sweeney" great aid. Lots of praise spilled on both "Richest Girl" and "La Cucaracha." Around \$7,000 indicated; fine. Last week, "Hole Street" (FN) and "Hawking Revue" unit, to disappointing \$10,000 with stage show entirely responsible for bulk of business.

State (Public) (2,400; 25-35-40)—"Servants' Entrance" (Fox), Gaynor and Ayres pic well liked; profitable clip and should finish to satisfactory \$8,000. Last week, "Bell of Nineties" (Par) slipped badly after fast get-away and finished at \$10,000, good, but disappointing for a Mae West.

World (Steeles) (350; 25-35-50-75)—"Houli" (Gai) and "You Made Me Love You" (M), dual. No heavy weight at box-office; pretty fair \$1,000. Last week, second and final for "One More River" (U), \$1,700, o.k.

Time (Johnson) (250; 25-35)—"I Give My Love" (U). Headed for around \$1,000, light. Last week, "Finishing School" (Radio), \$1,600, good.

Uptown (Public) (1,200; 25-35)—"Dames" (WB). Likely to finish with satisfactory \$2,000. Last week, "She Loves Me Not" (Par), \$2,200, good.

Lyric (Public) (1,300; 25-35)—"Friends of Mr. Sweeney" (WB). Ruggles a box-name and picture being accorded favorable response. Looks like \$2,500, pretty good. Last week, "Straight Is the Way" (MG), \$2,000, light.

Grand (Public) (1,200; 15-25)—"Handy Andy" (Fox). Second loop run. Should get good \$1,800. Last week, "Baby Take a Bow" (Fox), \$2,000, good.

Aster (Public) (900; 15-25)—"Old Fashioned Way" (Par). "He Was Her Man" (WB) and "Hitting With Two Faces" (FN), second loop runs. Likely to cop \$1,700. Last week, "The Key" (WB), "Personality Kid" (WB) and "Midnight Alibi" (FN), second loop runs, \$600, light.

FOX, B'KLYN, WOV 32G ON 'NIGHT LOVE, HOLDS

Brooklyn, Oct. 1. General swing in the right direction. Good pictures at the principal downtown deluxers. Plenty of rain. Majestic reopens with lentil production. Brooklyn Institute of Art and Sciences starts fall season. Coney Island shutters up. County has a new Democratic leader, Frank Kelly, and the Brooklyn Dodgers slapped the Glants around.

Fox is getting the brunt of business this week. "One Night of Love" on the screen and bright stage show with Anthony Quinn, "Richest Girl" heading bill. Around \$32,000, very well. Albee is fair with "Richest Girl in the World" on screen and Cross and Jones. "Belle of Nineties" mount has "British Agent" and is keeping clip up with \$19,000 in view.

Estimates for This Week

Paramount (4,000; 25-35-50-65)—"British Agent" (U), light. The reports and business should reach

\$19,000. Last week "She Loves Me Not" (Par) \$21,000. "One Night of Love" (Col) and stage show, featuring "Poet Prince," house leading while town for very big \$32,000, and holds. Last week "Romance in the Rain" (U) did \$13,000, so-so.

Albee (3,500; 25-35-50)—"Richest Girl in the World" (East-Strand) vaude headed by Cross and Dunn, about \$15,000, o.k. Last week "Down to Their Last Yacht" (Radio) \$13,000, poor.

Strand (2,000; 25-35-50)—"You Belong to Me" (Par) and "Young and Beautiful" (Mascot), double dose. Maybe \$6,000, mild. Last week "Desirable" (WB) \$4,000, poor.

Metropolitan (3,000; 25-35-50)—"Death on the Diamond" (MG) and vaude, with "Slim" Timblin. Around \$4,000, so-so. Last week "Bulldog Drummond Strikes Back" (20th) \$17,000.

PITT'S NO HITS, SHORT RUNS 2 ERRORS

Pittsburgh, Oct. 1. Business all over town off again. Last week's expected pick-up, despite the loss of act attractions, never materialized save for one or two exceptions.

Leader this week will be a toss-up between "Last Gentleman" at Penn and "British Agent" at Stanley, with little or nothing to choose between the two of them. Arliss, on draft of recent "Rothschild," likely to have the edge, probably \$11,500, very ordinary, with "Agent" maybe slightly less than that.

"Monte Cristo" the town's surprise, knocking down \$8,000 in its first week and snatching a h.o., which should account for an all-right \$5,000. Initial session would have been a grand more had heat last couple of days not knocked the bottom out of things, but even that figure's plenty hotcha. Expected h.o. of "Servants' Entrance" didn't work out at Alvin and management shot in "Chase" (Than in London), with chances for this one pretty slim. Maybe \$3,300, terrible.

Pitt, with only stage show in town, picking up a bit again, and should knock off close to \$600 with "Unknown Blonde" and "Dames on Parade" unit, while Warner looks in for just another so-so session with "Case of Howling Dog" and "Great Flirtation." Maybe \$4,000, maybe not.

Estimates for This Week Alvin (Harris) (2,000; 25-40)—"Charlie Chan in London" (Fox). Pretty weak sister to go in without any support of any kind and will be lucky to get even \$3,200, terrible.

Indiana (Katz-Feld) (1,500; 25-40)—"Cleopatra" (Par). Strong campaign but no results at \$5,000, considerably off. Last week "British

Apelle (Fourth Ave.) (1,100; 25-40)—"Judge Priest" (Fox). Will Rogers' latest, "Judge Priest," is setting the pace for the downtowners with a strong \$7,500 at the Apollo. It's headed for a sure hold-over, as usual. "Dude Ranger" and a stage show at the Lyric is second best money of the town, with an indicated gross of \$7,000, while the biggest disappointment of the week is the poor showing of "Cleopatra" at the Indiana. The latter pic won't top \$5,000 at the large deluxer, rather slow going for this recently reopened house. After a slow start the signs of picking up a little at the Lyric, but it isn't going to reach \$3,800. "Outcast Lady" at the Palace is also none too healthy at \$4,200.

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shoved 'Chan' in. Last week "Servants' Entrance" (Fox) way below expectations at \$5,250.

Fulton (Shea-Hyde) (1,750; 15-25-40)—"Count of Monte Cristo" (UA). (2d week). This one looks like it may halt at around \$5,000, all right and good enough here for the average first session. Last week saw the Dumas classic hit above \$5,000, best since house reopened.

Penn (Loew's UA) (3,300; 25-35-50)—"Last Gentleman" (UA). Not so forte as an Arliss follow-up to "Rothschild" and hardly rated a strong contender for real coin; maybe \$11,500, just fair and that's all. Last week "Death on the Diamond" (MG) and Ben Bernie's band disappointing at under \$17,000.

Pitt (Shaffer) (1,800; 15-25-35)—"Unknown Blonde" (Indie) and "Dames on Parade" unit. Should pick up a bit with no stage competition in town. Around \$6,000 looked for. Last week "Name the Woman" (Col) and vaude around \$5,250.

Stanley (WB) (3,500; 25-35-50)—"British Agent" (U). Completion of Howard-Francis should enable this one to slide through to fairly decent \$11,000 despite slow get-away. Last week "One Night of Love" (Col) plenty disappointing at \$11,500. Col will probably begin to figure this house and this city as a jinx. "Happened One Night" fopped here, too.

Warner (WB) (2,000; 25-40)—"Case of Howling Dog" (WB) and "Great Flirtation" (Par). Combo not so strong and hardly likely to better \$4,000, which won't pay any dividend. Last week "Bachelor Bait" (Radio) just about the same.

Bennett's 'Outcast' At A Slim \$4,200 Disappoints Indpls.

Indianapolis, Oct. 1. Will Rogers' latest, "Judge Priest," is setting the pace for the downtowners with a strong \$7,500 at the Apollo. It's headed for a sure hold-over, as usual. "Dude Ranger" and a stage show at the Lyric is second best money of the town, with an indicated gross of \$7,000, while the biggest disappointment of the week is the poor showing of "Cleopatra" at the Indiana. The latter pic won't top \$5,000 at the large deluxer, rather slow going for this recently reopened house. After a slow start the signs of picking up a little at the Lyric, but it isn't going to reach \$3,800. "Outcast Lady" at the Palace is also none too healthy at \$4,200.

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'Monte Cristo' \$9,600 in Seattle, Big; 2 Monograms Do Nicely, \$3,500

Seattle, Oct. 1. Both leaders of last week hold-over for a second week, Mae West staying at the Fifth, while George Arliss moves over to the Blue Mouse. Takings going satisfactorily for both "Last Gentleman" and "Belle of Nineties."

Hamrick circuit lining up for more intensive exploitation and publicity, with Jos. Rosenfield taking charge of advertising and staff helping him. Jim Clemmer this week steps into management of Music Hall, Hamrick's de luxe house, which seems to be taking the jinx out of the spot, checker-boarded under former names of Mayflower, Fox and Roxy theatres. John Hamrick has three first-runs in this burg and about a half dozen theatres in Portland, with two in Tacoma. Coliseum again trying two first line pieces instead of one good one and one weak sister, finds it pays as "Belle of Nineties" and "Key" headed somewhere.

Paramount theatre has third of the Cushman shows to hit this area, Chick Meyer's "International Revue." These shows have been going o.k.

Estimates for This Week Blue Mouse (Hamrick) (1,100; 25-40)—"The Last Gentleman" (UA). Hot from Music Hall, where it kept building. Last week, "British Agent" (WB), nice \$3,200.

Coliseum (Evergreen) (1,800; 15-25-35)—"The Key" (WB) and "Last Gentleman" (UA). Last week, "Operator 13" (MGM) and "Dr. Monica" (WB) dual, big \$4,400. "Fifth Avenue" (Evergreen) (2,400; 25-40)—"The Last Gentleman" (UA) (4 days, 2d week). Steady first week warranted holding over. Around \$3,500. "Barretts of Wimpole Street" (MGM) (WB) follows. Last week, "Belle of Nineties" (WB), \$3,800.

Liberty (J-V-H) (1,900; 10-25)—"Jane Eyre" (Mon) and "King Kelly" of U. S. A. (Mono), dual. Nice count. "The Key" (WB) and "Last Gentleman" (UA) follow. Last week, "Crime of Helen Stanley" (Col) and "West of the Divide" (Mono) dual, around \$3,400, fair.

Music Box (Hamrick) (950; 25-35)—"The Last Gentleman" (UA) and "Housewife" (WB) dual. Headed for \$3,800. Last week, "Case of the Howling Dog" (WB) and "Adventure Girl" (Radio), dual, \$2,900, okay.

Music Hall (Hamrick) (2,300; 25-40)—"Count of Monte Cristo" (UA). Wont nifty campaign and big newspaper space, look to get \$3,600, good. Last week, "The Last Gentleman" (UA) kept building, \$3,000.

Paramount (Evergreen) (3,100; 25-40)—"Cherry and the Ladies" (Fox). With heavy ink for Chick Meyers' "International Revue" on stage. Look for \$8,000. Last week, "Hillside" (MGM) and stage, nifty pace, hit around \$5,100, big.

Estimates for This Week Keith's (RKO) (2,900; 25-40-55)—"Count of Monte Cristo" (UA) (3d week). Calculated to take \$5,500 or a shade better. Last week it got to a nice \$13,200.

Boston (RKO) (3,200; 25-30-40)—"Charlie Chan in London" (Fox) and vaude. A tasty \$21,900 or so in sight here, well above \$16,600 for "Charles Lett" and aude last week.

Orpheum (Loew) (3,000; 30-40-55)—"Night of Love" (Col) and vaude. A pleasant \$15,000 is the ticket for this house. Last week, "Chained" (MG) and vaude hung up a record with \$19,700, wonderful.

State (Loew) (3,600; 30-40-55)—"Barretts of Wimpole Street" (MGM). This is hot after hitting house's best gross in years, \$21,500, smash. Looks for \$14,000 more this week. Next week the house goes dual opening with "Outcast Lady" (MG) and "Have a Heart."

Met (M&P) (4,500; 35-40-65)—"Cleopatra" (Par) and Ben Blue and vaude. Last week, "Chained" (MG) in store here, following a take calculated close to \$40,000 for "Belle of the Nineties" (Par) and Borrah Minevitch and rang on stage. "Belle" fell under expectations, not getting too near West's house record for "I'm No Angel," but still fetching a very fancy take.

Paramount (Loew) (3,500; 25-35-50)—"Now and Forever" (Par) and "Case of Howling Dog" (WB). Something like \$8,30

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THIS is a statement from exhibitors to exhibitors. We operate 350 theatres in London and the British Isles. De luxe, suburban, neighborhoods.

We don't ask if pictures are made in Hollywood—or in the jungles.

All we ask is,—“Are they good entertainment?” And that's all our patrons ask. We believe you and your patrons feel the same way.

We are also producers. We will bring you 16 productions every year.

They will be selected by our New York representatives—men whom you know—and men who know your needs.

We know—and you know—that new personalities, new faces, new stories and new treatments, are what you want, and that's what we'll give you.

Mr. Sidney R. Kent, President of Fox Films Corp., after screening our product, invited us to release in the U. S., through Fox. We consider this a compliment. And a responsibility. Mr. Kent's standards are high. We will measure up to them.

Our sales offices in the U. S. will be in the Fox Exchanges. The branches will handle prints and accessories. Our own sales force will shortly contact you from your Fox Exchange. Regal Films, Ltd. will continue to serve Canada.

Our policy is simple. Screen our pictures. Look before you book.

We plan to go far beyond delivery. We'll send showmen—men you know—to go ahead of these pictures—and get behind them.

Our first eight are presented on the following pages.

They tell our story in one word—Box-office.

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**GAUMONT BRITISH
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ROXY *Books* 10

"CHU CHIN CHOW"

and **9 more**



RADIO CITY

Books

4

"POWER"

and **3 more**



Conrad
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PRO

**CONRAD VEIDT
A TREMENDOUS
NEW PERSONALITY**

**BENITA HUME
GERALD DU MAURIER
FRANK VOSPER
CEDRIC HARDWICKE**

**DIRECTED BY
LOTHAR MENDES**

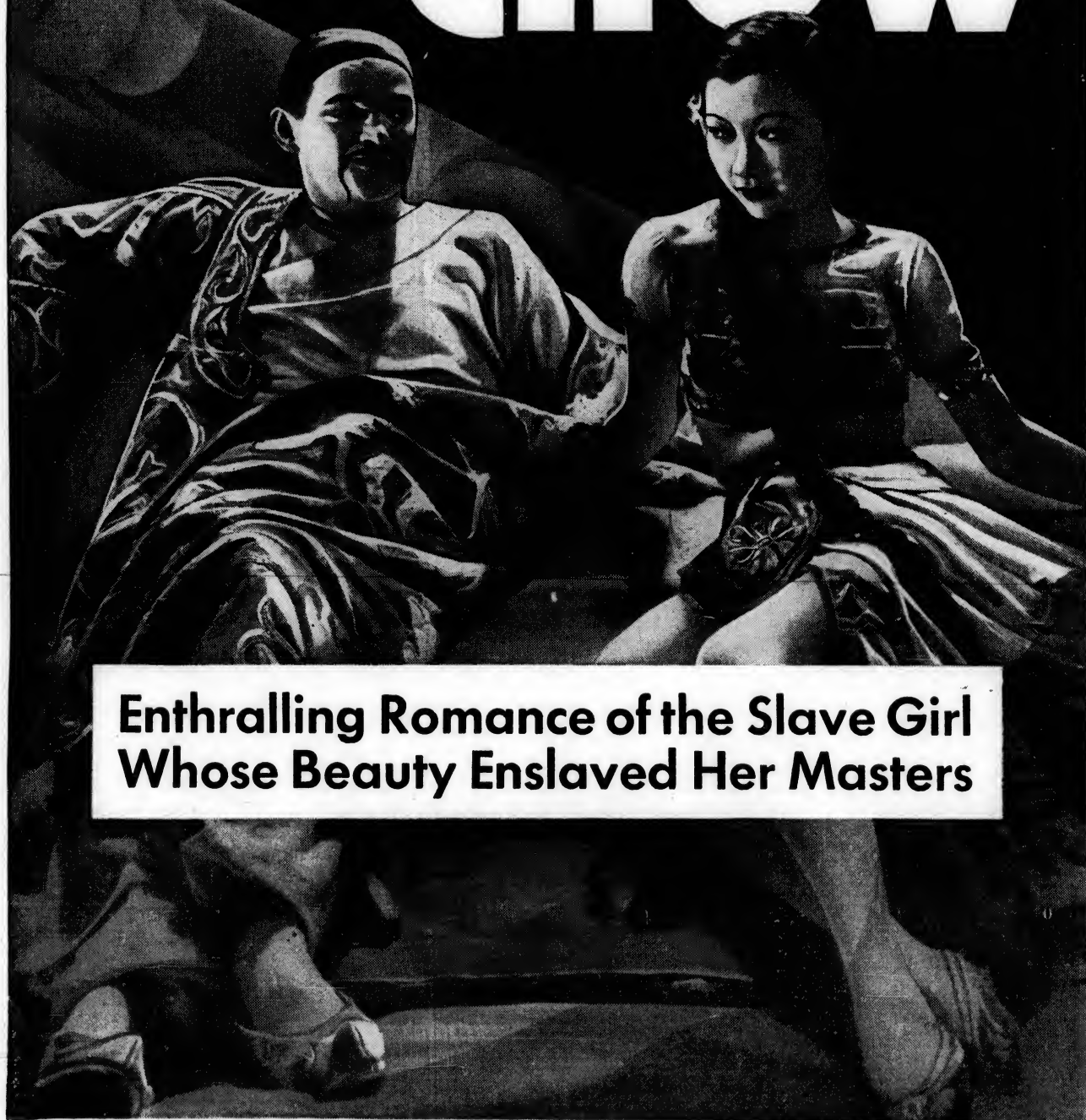
WESPER

**Based on the
Celebrated Novel by
LION FEUCHTWANGER**

**Opening Thursday
RADIO CITY MUSIC HALL**

Wrecking Roxy Records! Second Smash Week!

CHU CHIN CHOW



**Enthralling Romance of the Slave Girl
Whose Beauty Enslaved Her Masters**



**First Picture in
Roxy History
to Get Flat Two
Weeks Guar-
antee Directly
After Screening.**

**Press and Public
Confirm Howard
S. Cullman's
Judgment.**

**ANNA MAY WONG
GEORGE ROBEY
FRITZ KORTNER**

**AUTHOR OSCAR ASCHE
MUSIC BY FREDERICK NORTON
MUSICAL DIRECTOR LOUIS LEVY**

**DIRECTED BY
WALTER FORDE**



A NEW PERSONALITY



They Were Lovers...Only Yesterday...But
He Couldn't Remember...and She
Couldn't Forget.

Evelyn LAYE



**FRITZ KORTNER
CONCHITA SUPERVIA
EMLYN WILLIAMS
CARL ESMOND
ALICE DELYSIA**

**DIRECTED BY
Victor Saville**

EVENSONG

**AUTHORS
EDWARD • BEVERLEY
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A NEW

Jack's
Sensational Song Success
**"MY HAT'S ON THE
SIDE OF MY HEAD"**
Will Be Sung, Whistled and Played,
on the Air, and Everywhere, on Release.

JACK

By **SIDNEY GILLIAT** and **JOHN ORTON**

PERSONALITY

JACK HULBERT
IN "JACK AHOY"
is a hurricane of hilarity!

•
HE CAN SING! HE CAN DANCE!
HE CAN CLOWN!
•

A welcome addition to the exclusive
circle of top-notch comedians! . . .

**JACK
HULBERT**

AHOY

DIRECTED BY WALTER FORDE





A NEW PERSONAL

The Most Sensational Discovery in Years!

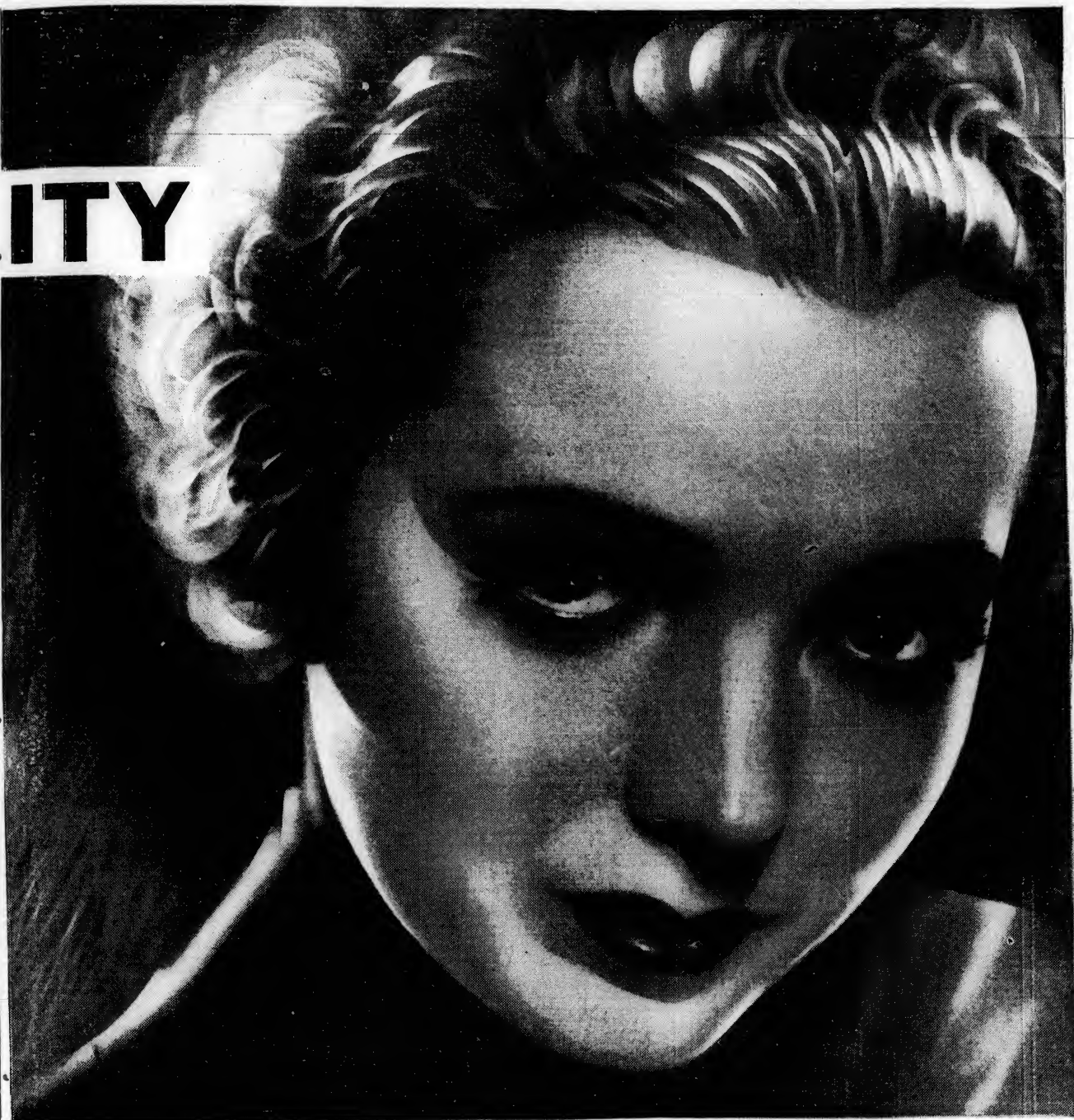
Princess Personality Herself!

**She Can Sing! She Can Dance! She Can Act!
She Can Look! She Can Charm! Youth, Beauty
and a Million Dollars worth of Magnetism.**

**This is not a Prediction, this is a Promise!
Jessie Matthews will be one of the biggest
box-office bets in America within
the next six months . . .**

JESSIE
Matthews

EVERGREEN



Based on the stage play by BENN W. LEVY
Directed by VICTOR SAVILLE

•
Lyrics and Music by
HARRY M. WOODS RICHARD RODGERS
LORENZ HART

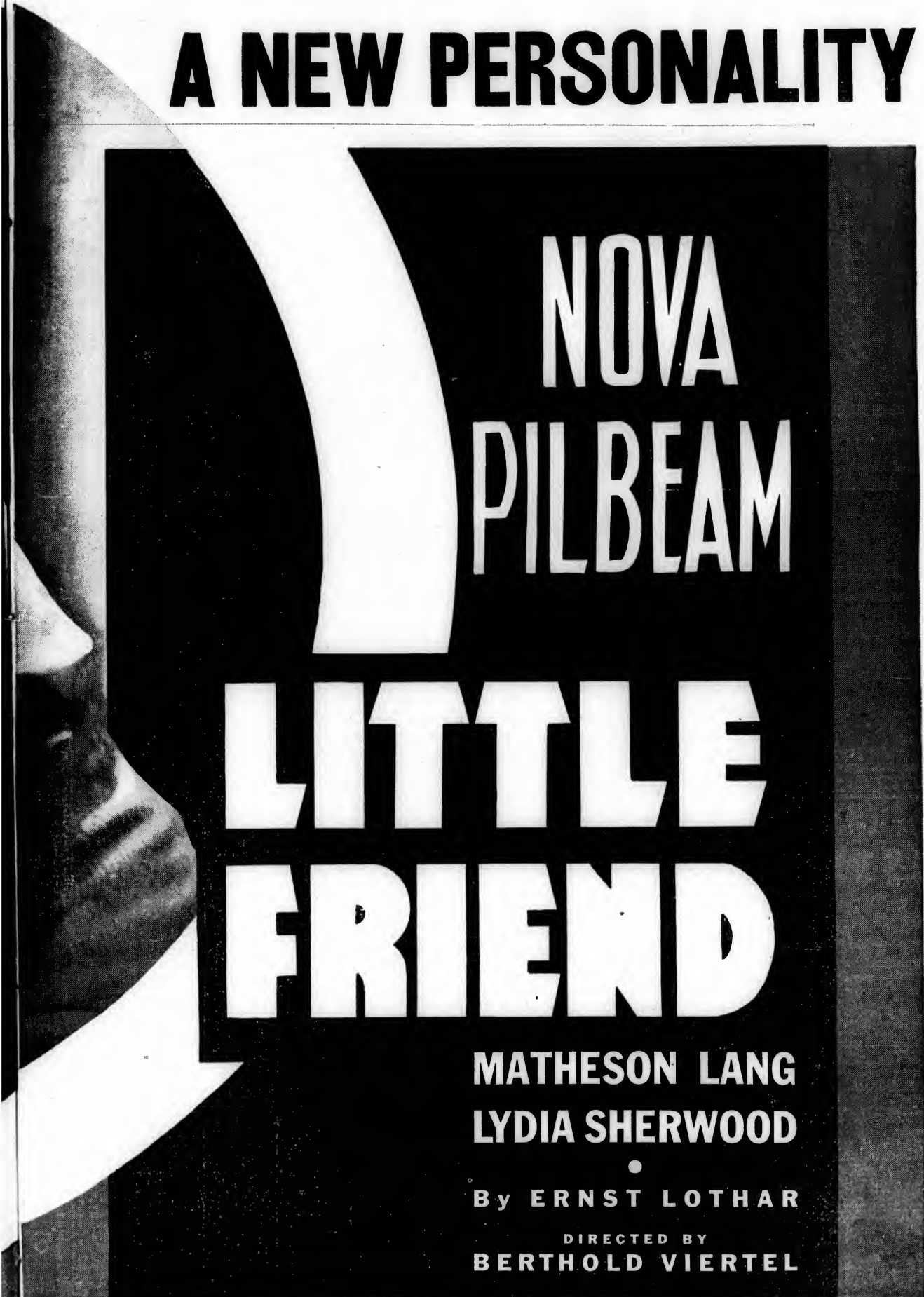


One of the greatest discoveries. One of the most deeply moving performances. One of the most sincere stories in years.

WOMEN WON'T CRY
...THEY'LL SOB..
AND LOVE IT.



A NEW PERSONALITY



NOVA
PILBEAM

LITTLE
FRIEND

MATHESON LANG
LYDIA SHERWOOD

By ERNST LOTHAR

DIRECTED BY
BERTHOLD VIERTEL

TWO NEW PERSONALITIES

EVELYN LAYE

AND

HARRY WILCOXON

Sensation of "Cleopatra"

EVELYN LAYE



He always obeyed orders — until he was ordered to act as understudy for her future husband!

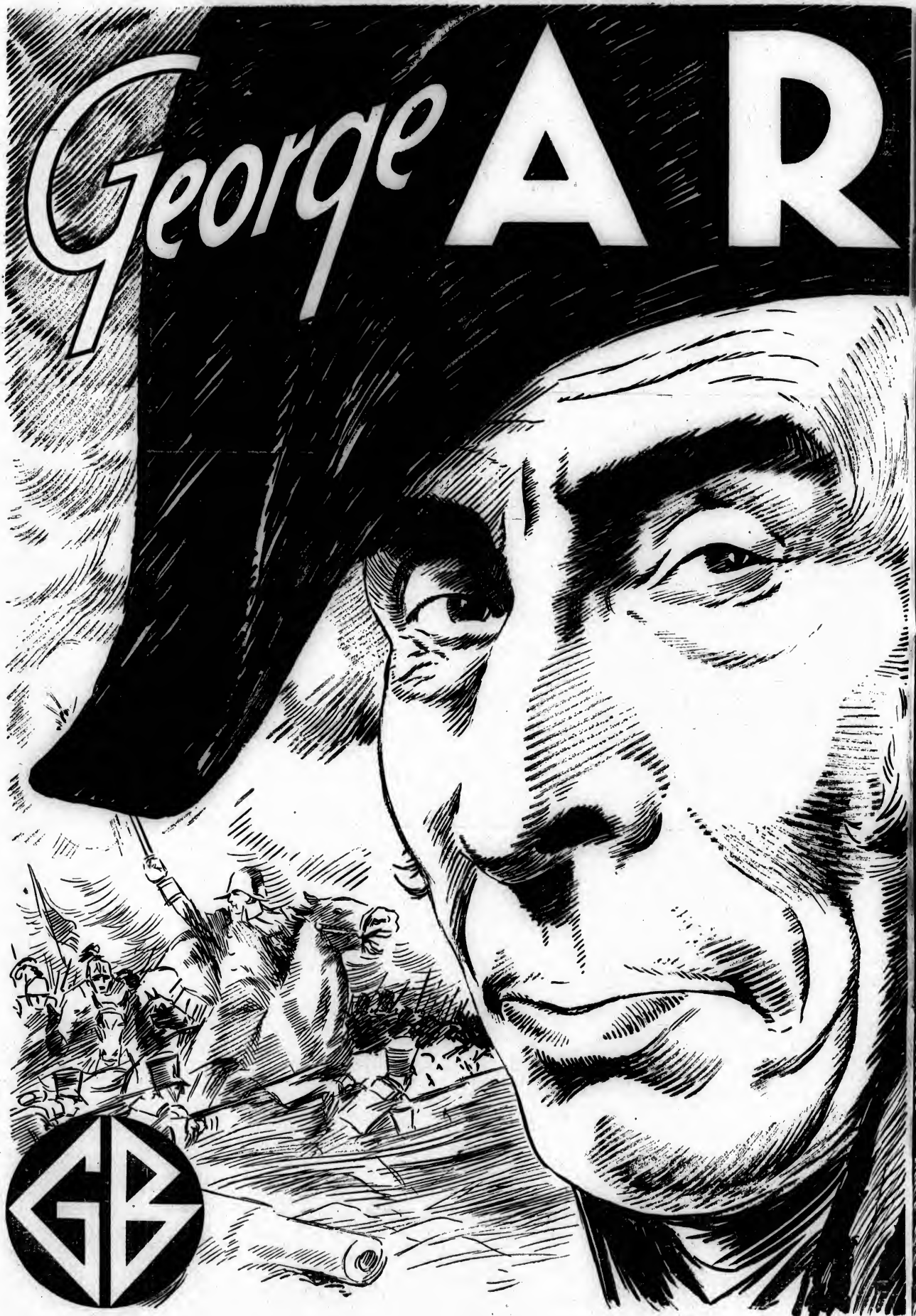


Princess Charming

Directed by MAURICE ELVEY

HARRY WILCOXON
YVONNE ARNAUD
GEORGE GROSSMITH





LASS

THE IRON DUKE

**ELLALINE TERRISS
GLADYS COOPER
A. E. MATTHEWS
ALLAN AYNESWORTH**

•
AUTHOR H. M. HARWOOD
•

**DIRECTED BY
VICTOR SAVILLE**



COMING!

"MAN OF ARAN"

DIRECTED BY

ROBERT FLAHERTY

PRODUCER OF

"NANOOK OF THE NORTH"

ON THE WAY

8 more

JUST AS
GREAT AS THE
FIRST EIGHT!

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1600 BROADWAY, NEW YORK, N. Y.

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BRITISH

Day and Night Shifts at Hunnia As Hungarian Production Booms

Budapest, Sept. 20.

Productions are current at Hunnia Studios in day and night shifts.

First to be completed was a German comedy, directed by Fritz Schulz, with Rosie Barsony and Soke Szakall in the lead, called 'Place for the Aged.' Next came 'Coroner,' from the popular Bus Fekete play, with two Budapest companies, City and Thalia, as joint producers. Istvan Szekely directing, with his wife, Irene Aray, in the lead, and a very good cast of popular Hungarian actors.

'Emmy,' produced by a new firm, Muevesszlm, is a musical on the 'good old days' theme, locale a pre-war little garrison town. It was successful as a novel and a play years ago. Szekely is directing. Cast is largely the same as in the previous picture.

'Fairly Tale Car,' a Reflector production, has Bela Gaal for director and Zita Percel, who was also in 'New Relative,' as femme star.

Situation in young Hungarian film industry, now in its covered wagon days, is strong enough to engage a permanent company, still less permanent stars, and entire cast is always assembled for one occasion only. Salaries are paid by production days, same as the hire of the studio. Consequently most companies strive to employ the same dozen or so locally popular actors, with the result that the name attraction is not reserved to either of them.

For the next three weeks, studio premises are leased to Universal again, for production of 'Peter,' Joe Pasternak's new Francy Gaal picture. Based on 'Little Boy in Big Shoe,' one-acter, in which Francy was a hit on the stage. German version only for the present, with a French and English one in view for a later date. Karl Lamac is directing.

'CARGO,' 'TARZAN' LEAD SYDNEY'S B. O. CLICKS

Sydney, Sept. 4.

It is vacation time for kiddies just now and managers are lining up suitable shows. 'Wild Cargo' (Radio) and 'Tarzan and His Mate' (M-G) look like running up the best score among the new ones. Best business in town is still being done by 'It Happened One Night' (Col) in its fourth week.

'Scandals' (Fox) surprised by going into a third week despite a public weakness towards musicals, generally. 'Scharlie' (Paramount) and 'Voltaire' (WB) look like coping nice grosses, although there is just enough missing to make them smashes.

Two quick flops included 'Going Gay' (Fox) and 'Where Sinners Meet' (Radio).

Current bills include 'Evergreen' (G-B) (6th week), 'Jack Ahoy' (G-B), 'Above the Clouds,' 'No Greater Glory' (Col) 'The Old Bus,' 'Smarty' (Fox) and 'Cockeyed Cavaliers' (Radio).

DuWorld's 20 Foreigns

Twenty foreign films have been added to the schedule of DuWorld Pictures, making 40 for the coming year, according to Irvin Shapiro, company's g.m. Besides that, company will release indie American films.

Company has acquired U. S. rights for Clifton-Hurst pictures from England and has acquired a number of French features brought to the U. S. by Jean Lennauer. Company also has arranged for American release of Universal foreign language pics, including several Hungarians and at least one Polish talker.

Further Drop Noted In Prague Cinemas

Washington, Oct. 1.

According to a report just received from Commercial Attache at Prague, attendance in Czechoslovakian motion picture theatres continued to decrease during the first half of 1934.

Reasons for the drop in attendance have been the decreasing purchasing power of the public in general and shortage of American pictures. No U. S. major films have entered the territory in over two years.

Double Feature Ban Helped German Pic Biz in Past Season

Berlin, Sept. 19.

Exhibitor-distributor relations have very much improved under the Nazi regime, and theatre business in general has been put on a sound basis by different edicts of the Film Chamber, including the order suppressing double-feature programs and that regulating admission prices which eliminated much cut-throat competition.

Still it cannot be said that the double feature program order has worked according to plans. It was, apparently, too drastic a change for the provincial exhibitors to accept at the start, so was later amended to permit of the showing of a supplementary feature of not more than 1,600 meters in length. Usual scarcity of features of this length and difficulties involved in cutting down long features to this prescribed length for the sake of exhibitors, for they have but small revenue possibilities, soon produced a shortage for exhibitor needs. Question of the advisability of recommending the order or of definitely promulgating the original single-feature order is under official discussion at present.

In a few scattered parts of Germany, exhibitors are permitted to show two features for one admission, on account of 'peculiar hardships.'

5,000 Registered Actors in Spain But Work for Only 500 of Them

Madrid, Sept. 19.

Spanish actors and actresses are in a bad way. Out of 5,000 registered in the profession, 4,500 are out of work most of the year.

Aspirants to actordom in Spain serve six months without pay in stock companies. After this period is over they may or may not get on the payroll. A beginning contract possibly pays ten pesetas (about \$1.35) for each working day. It's pay as you work. Stars, of course, get much better salaries, but even the better class actors have comparatively thin pay envelopes.

It's figured that of the 5,000 persons giving their professions as actors, 1,000 belong to the Actors' Syndicate, another thousand to an actors' union sponsored by the Socialists, and 3,000 are unaffiliated because of their disdain for labor unions.

Three-fourths of the 5,000 are men and only one-fourth women. In 1928, the Actors' Syndicate had 4,395 members, but more than 3,000 have dropped from its lists since then.

Even when the season is at peak only about sixty theatrical companies function. Each company has about eighteen members, so that little more than a thousand out of the 5,000 in the theatrical census secure work during the most prosperous period of the year. Number of companies have been decreasing steadily since the war, when 125 used to play the capital and the provinces.

Advent of Spanish talkers has

S. African Crusade Vs. Lurid Posters

Capetown, Sept. 5.

South African Youth Movement wants increased restrictions on cinema posters. Contends that natives, seeing the class of paper on boardings depicting scenes reflecting discredit on the white race.

Large number of posters are claimed to be lurid, obscene and debased. Sensual dances in pictures and suggestive meanings in songs are also condemned. This is a hit at American posters, especially.

SEE OPPOSITION LOOMING UP FOR G-T

Sydney, Sept. 3.

Reported that a group of financiers interested in a nabe theatre will venture shortly into the city, rebuilding an indie house in opposition to General Theatres. Rebuild move stated to be the outcome of the recent film probe, when F. W. Marks reported that no governmental restrictions are to be placed on the erection of new theatres.

G. T. at present has opposition here from Metro's St. James, Carroll's Prince Edward, and Martin's Liberty.

Although representatives of distributors stated at the probe they would build their own houses if G. T. did not come to terms, no such move, with the exception of Metro, took place following Marks' favorable report. Instead, most of the distributors met the terms set down by G. T. Now, however, it is thought that outside financial interests are ready to build one or two theatres in Sydney, providing suitable locations can be gotten.

What distrib will link up with any new organization is not known. While G. T. has contracts with the majority of the distributors, the pics playing the circuit are, in most cases, on percentage. Visit of Charles Munroe America, currently on behalf of G. T. is said to be to arrange long-term contracts with the major outfits.

Phil Budden's O.O.

Phil Budden, head of the Commonwealth Film Laboratory of Sydney, Australia, is in New York. Inspecting labs here for several weeks.

Spain Spurts in Film Production; Some 16 Features Now in Work

Madrid, Sept. 26.

Spain's baby film industry is showing a sudden production spurt. Sixteen full-length pix have been completed, or are being completed, or are set for shooting. This represents the most important production activity Spain has shown thus far.

Most of the shooting taking place at the studios of Orpheo Films, Barcelona; Cinematografia Espanola-Americana studios in Ciudad Lineal, and Cinema Espanol studios in Aranjuez. A new outfit, Ballesteros-Tona Film, has opened shop in Madrid. Serafin Ballesteros, son of a wealthy shipper who got interested in pics as an amateur photographer, is the head man.

Films finished, about to be finished, or slated for production are: 'Asilo Naval' ('Naval Asylum'); Tomas Calo, director.

'Patricio Miro a una Estrella' ('Patricio Saw a Star'); written and directed by Jose Luis Saenz de Heredia; musical score by Fandino; with Antonio Vico, Rosita Lacasa and Manolo Parla; produced by Ballesteros-Tona Film.

'Diez Dias Millonaria' ('Ten Days Millionaire'); based on novel by Concha Linarez Decerra; adapted by Antonio Paso, Jr.; directed by Jose Buch; music by Jose Fornes; with Vilma Vidal, Milagros Leal, Luis Pena and Antonio Riquelme; produced by Ballesteros-Tona Film.

'La Llamada de San Sulpicio' ('The Sinner of Saint Sulpicio'); based on a novel by Armando Palacio Valdes; Florian Rey, director; with Imperio Argentina, Miguel Ligerio, Salvador Soler-Mary, Fernando Fernandez de Cordoba and Luis Martinez Tovar; produced at Cinema Espanol studios.

'Rosa Marina,' written and directed by Martinez de la Riva; starring Raquel Meli; also a French version.

'Cantare Para Ti' ('I'll Sing for You'); original by Francisco Ramos de Castro; music by Romero; Fernando Roldan, director; with Conchita Piquer, Rafael Nieto, Manolo Paris, Paquita, Oton, Dolores Valero and Jose Agueras; Orpheo studios.

'Resaparecido' ('Missing'); Antonio Garcia, director; starring Rambal; Orpheo studios.

'Tatapan' ('Drumbeat'); Francisco Elias, director; Orpheo studios.

'El Negro que Tenia el Alma Blanca' ('White-Souled Negro'); from novel by Alberto Insua; Benito Perojo, director; with Antonita Colome, Jose Calle, Merino, Ricardo Munoz, Angelina Bahamonde, and Carlos del Pozo.

'Doce Hombrera y Una Mujer' ('Twelve Men and a Woman'); Fernando Delgado, director; starring Irene Lopez Heredia; with Mariano Asquerino and Gabriel Algora.

'Tu me Haras Feliz' ('You Can Make Me Happy'); original by Antonio de Guzman, a local film critic; Leon Artola, director.

'Una Semana de Felicidad' ('One Week of Happiness'); musical revue adapted from a story by Suarez de Deza; music by Jean Gilbert; Max Nosseck, director; with Raquel Rodrigo, Tony D'Algy, Antonio Palacios and Castro Blanco.

'Una de Fieras' ('About Wild Beasts'); parody on animal pic; Eduardo G. Maroto, director; with (Continued on page 32)

First 100% Egyptian Talker in Production

Cairo, Sept. 7.

Encouraged by the success of his first production, 'Fils a Papa,' Youssef Wahby, local star-producer, has started production of a second film, to be called 'La Defense.'

'Fils a Papa' was made partly in France and partly in Egypt and it was a 40% talker. Youssef Wahby and Colette Darfeul (French) were the stars. 'La Defense' is the first attempt to produce a 100% talker in Egypt with Egyptian artists exclusively and it is being prepared in the small studio recently constructed by Youssef Wahby.

COLOMBIA PIC BIZ UP; TEN CINEMAS REOPEN

Bogota, Sept. 25.

Motion picture business in Colombia has undergone a notable expansion in the past few months. Since the beginning of April, ten picture houses, closed since silent picture days, have been re-opened, and three new structures have been begun in Medellin, Barranquilla and Glorad.

Investment of capital in modern theatre construction in Colombia is a noteworthy development. At least 90% of existing theatres are located in adapted buildings which are neither modern nor comfortable. Reported that a modern cinema will shortly be erected in Bogota.

Of the 140 feature films released in Colombia during the second quarter of the current year, only five were non-American. Likely, however, that future months will see an increased number of foreign language releases, as ten Mexican films have been purchased outright by a local exhibitor-distributor, and an independent distributor has made connections with European producers to distribute their pictures in Colombia.

PERTH EXHIBS WANT ADMISS PRICE CUT

Perth, Sept. 3.

Exhibiting interests here are asking the government to assist in reducing admission scale from 25c. to 12c.

Appeal for lower rate applies mostly in the industrial nabe centers. Exhibs say they prefer to operate to good trade at the cheaper admission than to poor trade with higher scale.

Majority of exhibs in other States agreed on a minimum rate of 25c. following a get-together with distrib. Some exhibs in the working centers stated that they should be allowed to operate with admissions scaled to meet the recent reduction in the basic wage.

Stated that distrib refuse to supply pics to those exhibs who operate their houses at cut rates. Certain Perth men are now asking the government to protect them from the demands of the American distrib, and to allow them to run their theatres on their own admission scale.

Acc theatres in Eastern States run from 30c. to 50c. top, with slightly lower rate for morning and supper shows.

1st Peru Pic

Lima, Sept. 24.

Preparation has started here for the first sound picture ever produced in Peru. Inti Sono-Film Co. is producing.

Film will be titled 'Such Is Life' ('Cosas de la Vida'). All Peruvian talent will be used.

Leon Garganoff in U. S.

Leon Garganoff, a Paris film man, is in New York with a print of 'The Battle.' French-made feature which he will release here.

ZECH TO ENGLAND

Hollywood, Oct. 1.

Harry Zech, ASC, leaves here today (Monday) for England to start on a six months' contract with London Films as miniature and process cameraman.

The photographer has been with Howard Hughes and United Artists here for the past several years.

NAZIS WILL TRY PORTABLE CINEMAS

Goerlitz, Ger., Sept. 24.

Purchase of 12 trucks, each equipped to show sound films as well as serve 300 people three meals daily, is announced by the Nazi organization 'Kraft durch Freude.'

Trucks are used to bring travel pictures to the poorer residents in the small villages which are unable to support motion pictures from all parts of the Reich, mostly the Kultur class, are shown free to the people who gather in droves nightly around the trucks.

Trucks are so constructed that kitchen equipment can be set up on short order and, in addition to being rolling cinemas, they are also rolling kitchens.

METRO, U.A., U. RADIO POOL IN MEXICO

Mexico City, Sept. 29.
Combo has been formed by Metro, United Artists, Universal and Radio to extract more profits from their stellar pic here by using Cine Regia, best local first run house, as their joint show window.
Price of 56c per, double the customary fee, has been fixed for viewing super pix of the combo.
Pledge that pic will not appear in makes or second runs until at least 90 days after being shown at the Regia also. Under former system, plenty folk passed up the first run houses as they knew that pic would appear in the cheaper stands within a few days.

LONDON FROWNS ON SPIRITUALS IN PIX

London, Oct. 1.
Paramount is having London censor trouble on Mae West's 'Belle of the 90s.' But it isn't the purity business that worries London. It's the negro spirituals.
Censor recently ruled that spirituals or any solemn things of that sort must go out of films, and started it by shearing such a sequence out of 'Will Rogers' 'Judge Priest' (Fox), followed with a 500-foot elision on this West pic.

1ST YEAR U.A. PARTY AT LEICESTER SQUARE

London, Sept. 21.
First anniversary of the occupancy of Leicester-Square theatre by United Artists as a pre-release West End house was celebrated Sept. 19 with the opening of the Herbert Wilcox production of 'Noël Coward'.
Contrary to the usual custom, picture was first shown in New York.
Over here it was immediately classified as one of the finest pictures ever made in England. In the trade practically all the credit is given to Wilcox for direction, production and casting.

Guilty Gives In

Paris, Sept. 21.
Sacha Guitry, owner of films, will make two pictures this year as soon as run of his 'New Testament', opening Oct. 1 at Madeleine, is over. Doesn't say what they'll be, but admits he'll probably stop knocking other people's films when his own are made.
After that he'll go on a long tour of Europe and North Africa, reaching London June 1.

Stage Shows Back at Prince Edward, Sydney

Sydney, Sept. 4.
Prince Edward management is trying stage presentations after dropping idea for over a year.
With 'Scarlet Empress' (Par), first part bit complex shorts and a presentation depicting the working of a radio station, W.K. radio personalities appear twice daily, showing audiences how they operate in putting out air entertainment.

Schmitt Quits Barrandov

Prague, Sept. 21.
Director Julius Schmitt, head of the Barrandov studio, has resigned his position.
Schmitt was for several years the Prague general manager of United Artists. He will shortly head a new Czech company producing domestic films, he announced.

NEW MEX PIC STARTS

Mexico City, Sept. 28.
Compania Impulsora Cinematografica, S. A., newest producer here, backed by American and Mexican interests, has started making its first pic, 'Crux-Double' (Coca-Cola).
Bernardo de Fuentes, ex-Paramount here, is managing, and Alex Phillips, late of Hollywood, is doing the camera work.

Ho, a Post!

Los Angeles, Oct. 1.
Papeete, one time South Seas retreat, has such a famine of pix that Tony A. Bambridge, who operates the only theatre and studio in Tahiti, has written here, asking local distributors to line up silent prints, no matter of what vintage, for showing there.

Monogram Inaugural In Australia, Maybe Off; Coin Headache

Sydney, Sept. 3.
Monogram is now having all kinds of trouble getting located here.
Al Aaronson and Max Ehrenreich have been in Australia since February, with no date set for the establishment of an organization. Stated that last minute failure of broker to clinch the financial backing of the local company, and the withdrawal of big monetary interests caused the stoppage in the big plans laid out by the Monogram men. Understood that a law-suit may result through the failure of the broker to get the company started.

Production plans for five Australian Monogram pics annually have now been thrown overboard, and it is not known whether distribution plan will go ahead or not.

Much of the backing was lined up in New Zealand, but internal trouble caused the withdrawal of some money men interested in the venture. A tremendous amount of time and energy has been spent here by Ehrenreich, and failure to get going has cost him plenty because he has carried most of the overhead while waiting for company to be floated.

Ehrenreich is very anxious to remain in Australia and carry the Monogram distribution alone. Depends whether New York office will give the okay. An agreement between Aaronson and Ehrenreich covering Monogram franchise is believed to have expired, and Ehrenreich may be able to swing Monogram alone.

Par's Incomers

Steve Fitzgibbons, studio manager of Paramount's Joinville studio (Paris), is in New York for his first home visit in about five years.
Also in New York for short home visits are S. E. Pierpont, Par's manager in Panama, and J. P. Donohue, company's head in Porto Rico.

G-B and BIP Merger Talk Again; London Doubts Deal Can Be Closed

London, Oct. 1.
Reports are on again about an amalgamation of Gaumont-British and British International. Report has bobbed up regularly for the past five years or so, but this time looks serious. Inside circles say, however, that it is not likely to go through, even though admitting there has been some serious pay-lowering.
Isidor Ostrer, G-B's prexy, and J. M. Maxwell, head of BIP, met several times last week to chatter. How far these conversations go is a matter for conjecture. Pointed out, however, that neither is anxious for the deal because both are extremely anxious to retain their individuality. The two companies (with the exception of London Films, a recent firm and partly financed by America) are the most important production and theatre companies on this side.
It is known that the Fox (U.S.) holdings in G-B caused the present ripple. Fox owns 49% of G-B stock. Company has been desirous of disposing of it for some time. Learned that B.I.P. was offered a chance to purchase it.
An important factor in the negotiations is that both companies do their financing through the National Provincial Bank. One of the bank members, William Douglas Springwood, is also a nominee on the B.I.P. board.
Move is a curious one from Gaumont's standpoint since Gaumont has recently increased its film production standards to way beyond those of B.I.P. Company is in good shape and does not need B.I.P. from a production or distribution standpoint. Each company, however, has close to 500 theatres and an amalgamation would make one of the strongest exhib chains in the world. Also B.I.P. is more fortunate in theatre holdings than G-B, having, outside of London, a number of more important houses and in better condition than the rival company's theatres.

British International recently changed its title to Associated British Picture Corp. and practically absorbed the entire capital of Associated British Cinemas, thereby receiving the whole of that company's profit. Combined trading profits for the year ending March, 1934, was \$2,565,000.
Company is now mainly a holding company owning shares in its subsidiaries, and the Board has recommended a dividend of 6% against 5% paid last year.
Proposed that the capital shall be further increased from \$17,599,000 to \$20,000,000 by the creation of \$1,250,000 of 6% preference shares and 1,000,000 shares of \$1.25 each.
This new capital will be utilized to complete the funding of loans of subsidiaries, thereby making a substantial saving on interest.

ALL-PARIS FILM STRIKE IS AGAIN NARROWLY AVERTED; TAX SLASH SET

Sydney Nixes Plans For Liberty Theatre

Sydney, Sept. 2.
Plans for proposed new Liberty theatre have been turned down by the government.

Dave Martin, m.d. of Liberty Theatre, intended erecting an ace theatre on the Main Street in conjunction with his present indie house. Martin had plenty of backing from big investors, but the refusal of government looks like knocking the scheme on the head. Believed that it would be too costly to erect a theatre on lines set down by the officials, and Martin will now continue with his intimate 600-seat house instead of building the ace.
Reported at Chief Secretary's Department refusal came about because plans submitted did not comply with requirements of Theatres Act in regard to public safety.

KEATON'S LONDON PIC TO BE SEMI-MUSICAL

London, Sept. 21.
British & Continental Films' Buster Keaton picture starts Oct. 1 at Worton Hall Studios. Tentative title is 'The Intruder,' and picture is to be a semi-musical, with musical numbers by George Frank Rubens. Sammy Cluck, brought over here by Clifford Whittier to stage the dances for the next Dorchester hotel floor show, is to do the dance numbers.
B. & C. as announced, is also doing a picture with Clive Brook. Is to be titled 'The Marquis,' with Binnie Barnes and Edmund Gwenn. Intended to support picture starts shooting, also at Worton Hall, on Nov. 16.
Both these films are to have English release through Gaumont-British.

Dr. L. Ludvick Named Prague Import Chief

Prague, Sept. 21.
Dr. L. Ludvick, has been appointed chairman of the Import film commission of the ministry of commerce, in place of Dr. H. Kaufmann.
Dr. Piskac continues in his position as expert on American and other foreign films, besides.

Only Holdup Now Is Percentage of Cut—Americans Attend Trade Gathering—Considered Significant for Future Trade Harmony

Paris, Sept. 21.
Film interests in all branches have spent the past week or so gathering their forces together for a strike movement, shutting down all the theatres. If the Government fails to come through with promised tax relief, but today the industry's leaders are convinced that no direct action will be necessary.

Understanding is that the Government has found a trick whereby the tax burden on the shows can be cut without going to Parliament for authorization—which would hold up matters too long—and that this will be put into effect without prolonged palavers. Only question supposed still to remain open is what percentage tax cut will be granted.

Rank and file of exhibitors don't know this and are nervous. Government's tax committee hasn't even met yet, and they're wondering if it ever is going to get together and do something.
Exhibitors from all over the country met last week under chairmanship of their leader, Raymond Lussiez, and affirmed their willingness to sock hard to get the taxes cut. Incidentally Lussiez took them out to see the Paramount-Joinville studios, thus celebrating the Paramount-Lussiez rapprochement which was remarked at the 'Scarlet Empress' luncheon, and making everybody happy.

At same time collection of trade leaders got together to give a vote of confidence to the defense committee—the triumvirate Lussiez, Charles Delac of the Chambre Syndicale and Henri Clerc of the Independents—who are waging the tax fight. At this meeting American interests were represented by Harold G. Smith, Hays rep here, Alan Byrne of Metro and Carlo Ravetta of Fox. Meet told Lussiez, Delac and Clerc to go ahead—they'd stand behind them.

Inclusion of Americans in this trade gathering is significant, of French industry's present desire to cooperate, at least up to a certain point. Since the proposal of the 'Vandal' embargo report forced the Americans to resign from the Chambre Syndicale, French trade bodies have been ogling them, because they do, after all, represent a fair proportion of the salable product on this market.

Paul Charles River, active head of Clerc's Independent outfit, has put out feelers as to whether the Americans would participate in a meeting in October to launch his ideas for trade cooperative movements such as a joint propaganda campaign, cooperative film deliveries, etc. Bernard Natan's press campaign against River has subsided.
Whether the Americans will want to join this movement is still questionable. Their attitude is that the only alliances which are any good for them are those which are definitely going to help them keep in business here. They're not sure yet whether it wouldn't be best to steer clear of the Clerc outfit, as well as of the Delac crowd.

River, meanwhile, is extremely active and ambitious for trade development and is full of good ideas. His main thesis, which Frenchmen often lose sight of, is that the place where film business gets healthy is in the box office, and only in the box office, and the only moves to fix up the industry are those based on the idea that the gross must grow.
He is all excited over the report on American publicity methods brought back from New York by Jean Coupan, who filled himself with all the latest p.a. stunts in a short visit, and now wants to put them into effect in France. Publicity organization designed to use all channels to bring the French public to film theatres is one of the king points of the Clerc-River re-organization scheme.

PARIS SWANK FOR RADIO, U.A. PICS

Paris, Sept. 21.
RKO, Radio and United Artists ran fancy presentations of films this week, former to give a start to 'Vergie Winters' at the Studio Caumartin and latter for 'Blossom Time,' English made pic, at l'Avenue, new U.A. showcase.

For swank the U.A. opening was the stuff, guided by the expert hand of Curtis Meinitz. Theatre, which previously went in for arty legit, has been done over in modern style, with a striking color scheme and auditorium lights, and United Artists filled it up Thursday night (20) with a brilliant evening-dressed crowd that would have done credit to the Paris Opera. It was better than the Opera gala crowd, as a matter of fact, because it was uniform high-class all through, with the exception of the newspaper men, who nevertheless got into dinner coats and did justice to the good seats that were saved for them.
Diplomatic crowd came out, led by Theodore Marriner, counselor of the United States Embassy, and Oliver Harvey, first secretary of the British Embassy, as well as Canadian Minister Philippe Roy and Count O'Kelly, Irish envoy. Leon Bailly led the French high-grade newspaper crowd—publishers, not muggs—and Tristan Bernard and Henri Bernstein headed the literary bunch. Beaucoup jewels were flashed.

RKO's crowd was more mixed, but also representative. Louis Bromfield was there to tell the gang how well he liked the way Radio has pictured his story, and Louis Gillet, French literary gent, patroned the show. So many invitations were put out that two showings, in the 300-seater, were necessary to keep all the card holders happy.

THE HAGUE RESTRICTS ALL FOREIGN TALENT

The Hague, Sept. 19.
New Dutch bill regulating alien labor in Holland prohibits aliens working in Holland without a special permit by the Director of Unemployment Insurance and Labor in the following positions: Photographers in photo studios or Dutch film industry; producers, cameramen, architects, technical experts; waiters in restaurants and hotels.
Also all foreign actors, opera singers, vaudeville artists, not radio broadcasting musicians.
Though bill looks drastic, pointed out that foreign talent need not be scared, as artists of repute will get permits easily.

Apollon's Film

London, Oct. 1.
British Lion has signed Dave Apollon for one feature film to be made over here pronto. Apollon is currently at the Pathé Club on a holiday week and has 10 weeks of vacate booked hereabouts.
He will make the picture while doubling into the theatre.

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Exhibitors' Assn.'s Advise Cautious Observation of New ASCAP Tax Rise

Before advising its member theatre owners what to do with respect to increased levies of the American Society of Composers, Authors and Publishers, Allied States has been conferring in star chamber sessions with representatives of the Government as well as with higher-ups in other branches of the film industry. Abram F. Myers has been in touch with the Department of Justice, alone and together with members of principal theatre chains.

Pending the outcome of a D.J. action, which Allied is furthering, the organization has advised its member-exhibitors on the course to follow. Allied states that it understands it is the plan of ASCAP to demand the increased royalties beginning yesterday (Oct. 1), but will accept it in quarterly installments. Unless the exhibitor had a new license yesterday (1) when his old one expired, Allied advises the exhibitor may be subject to penalties. There is no alternative, in Allied's opinion, but pay the first installment and see what happens. Allied advises not to pay more 'even if you can afford it.'

It is estimated that the Government's case on the ASCAP matter may take 60 days in preparation but that the Department of Justice will move to expedite the hearing and determination thereof. If by the time the next music tax installment is due the Government has rendered a decision favorable to exhibitors, further advice will be given by Allied. Meantime exhibitors are urged to campaign for modification of the copyright laws and to organize for effective work in every Congressional district. Feeling all along on the part of Allied has been that substantial and permanent relief from the combinations and devices of musical copyright holders must come from a modification of the copyright law.

Even if the Government action designed to break up ASCAP, the Music Publishers Protective Association and the Music Dealers Service, Inc., comes to a successful conclusion, the Myers' organization feels the exhibitors would be in a worse position than ever unless the situation thereby created would lead to a more equitable series of contracts than ever before.

The Department of Justice petition is under the Sherman Act to declare illegal and void all contracts between the ASCAP, MPAA, Music Dealers Service and their respective members, with injunction relief including the following:

Since the suit was filed negotiations have been undertaken by Allied looking toward settlement of the Government's petition to include allegations bearing more directly upon the situation of the exhibitors; (2), an application for preliminary relief either by way of a temporary injunction or the impounding of the royalties pending determination of the suit.

MPTOA Advises Ditto
The Motion Picture Theatre Owners of America also advises that the first installment of the music tax be paid as of yesterday (Monday) but, backed by legal opinion, suggests that it be remitted under protest, with the check so marked. At the same time the organization is urging financial support of its defense fund that it may carry on the fight against ASCAP.

Among the warnings of the M. P. T. O. A. is the advice that smaller theatres should be careful of ASCAP strategy which may exempt houses of under 800 seats from a tax this year, going after the larger film showplaces instead. MPTOA is of the opinion that if this is done, ASCAP will get around to the small houses next year, when their defense will probably not include the bigger theatres on the ground that 'they didn't help us, so why should we help them?'

E. C. Mills, general manager of the American Society of Composers, Authors and Publishers, declared yesterday (Monday) that two

Bank Nite Killed Out In Two Calif. Suburbs

Los Angeles, Oct. 1. Bank night was dealt two body blows during the past week when nearby town exhibitors, who have been operating in defiance of the code authority, following cease and desist orders handed down by the local grievance board, hoisted the white flag of capitulation and abandoned the giveaway.

For nearly a week after film service had been shut off, Edelstein & Dietrich continued to operate their San Fernando, in San Fernando, but the outlook for product obtained from wildcat sources became so bad the operators decided to eliminate the money giveaway.

Similar action was taken by Principal Theatres and C. B. Corcoran at their Ventura, Ventura, where for several weeks bank night was operated in conjunction with a vaude program. Cited to show cause why film service should not be denied the house, operators called it quits, and theatre reverted to a straight pic policy.

COASTAL CREW AWAITS C. A. HEARING

Los Angeles, Oct. 1. Ben N. Bernstein and Harry H. Hicks, indie exhib leaders; Lou Halpern, Warner theatre operator on the coast; Harry M. Chotiner, president of the Independent Theatre Owners of America; Milt Arthur, operator for Cabaret and allied companies; and J. J. Milstein, Metro exchange manager here, are in New York to attend the code authority hearing Wednesday (3) on the L. A. zoning-clearance schedule. Also in New York, for the past week, are John B. Bertero, Fox-West Coast attorney, and E. Port Major, circuit chief booker.

Coast delegation will put up considerable of a fight to get the proposed z-c asked for this territory approved, and put into immediate effect. Bernstein and Hicks will campaign to have the C.A. set back from November to February the L. A. hearings on the 1935-36 schedule, and Chotiner, in addition to seeking a dozen or so changes in the schedule, will demand of the C.A. representation of ITO on the local z-c and grievance boards.

Hicks is a member of the zoning-clearance body; Bernstein, Halpern and Milstein function on the grievance board.

Patent Suit in S.A.

San Antonio, Oct. 1. Alcegraph company suing National Pictures, Inc., of San Antonio, alleging patent infringement on sound equipment. Due to be aired in Federal court soon.

Similar suit against Electrical Research Products, Inc., was lost by Alcegraph here two years ago.

of the major circuits have asked him to issue licenses to their theatres. Mills declines to make known the names of these chains on the ground that the licensees preferred to withhold for a while the info that they had broken away from the exhibitors' group opposing the revised ASCAP scale. This new number of indie theatres throughout the country that have agreed to the new ASCAP contracts would not be available, said Mills, until after Nov. 1, at which time he will receive the reports of the Society's reps. At the request of a circuit executive, Mills is arranged to meet with a delegation from the Exhibitors' Emergency Committee Wednesday (3) and discuss the counter proposition which the latter has devised.

Variety Club, Pittsburgh, 6th Annual Show Oct. 14

Pittsburgh, Oct. 1. Variety club has taken over the entire 17th floor of the William Penn hotel for its sixth annual banquet Oct. 14. Around 45 acts and seven bands will furnish the entertainment.

Joe E. Brown, east for the World Series, will be among the talent.

Lowered Assessments

Most of the important New York legit, picture and vaudeville theatres share in lowered assessments for 1935, covering not only theatres, but office buildings, apartment houses, clubs, etc.

Rockefeller Center, Loew's State and the Paramount are among office structures getting cuts. R. C. is reduced from a \$26,000,000 assessment for 1934 to \$25,000,000 this year. Loew building is dropped from \$4,100,000 to \$3,900,000, while the 'Par' building slides from \$12,500,000 to \$12,000,000.

In the theatre group the Metropolitan opera house, assessed at \$5,600,000 and Radio City Music Hall at \$11,500,000, are the only ones not favored by reductions.

Other theatres and reductions:

Theatre	1934	1935
Empire	800,000	842,000
Loew's State	4,100,000	3,900,000
Edison	1,350,000	1,250,000
Mayfair	1,800,000	1,750,000
El Comodoro	1,200,000	1,150,000
Roxey	3,850,000	3,650,000
Ziegfeld	1,150,000	1,050,000
Marine Building	1,200,000	1,100,000
New Amsterdam	1,350,000	1,310,000
Times-Apollo	2,100,000	1,925,000
Hulton	2,000,000	1,825,000
4th Street	1,650,000	1,600,000
Edwin	1,400,000	1,350,000
Marjette	720,000	670,000
South 80th	1,100,000	1,025,000
Royal	475,000	450,000
Marquee	320,000	300,000
Imperial	750,000	720,000
Music Box	600,000	580,000
Uptown	2,100,000	1,975,000
Gaiety	2,250,000	2,175,000
Chapin	1,125,000	1,075,000
Ulobe	400,000	370,000
Minskoff	400,000	370,000
Adams	425,000	410,000
Harrymore	600,000	570,000
Strand	3,250,000	3,200,000
Forrest	215,000	200,000
Ambassador	650,000	625,000
Rivoli	1,000,000	975,000
Winter Garden	2,250,000	2,200,000
Capitol	1,100,000	1,050,000
Hollywood	1,100,000	1,050,000
Gold	750,000	730,000
Lincoln	1,900,000	1,800,000
R K O Roxy	4,000,000	4,000,000
Lincoln Square	1,200,000	1,150,000

Brooklyn theatres are all assessed at valuations same this year as they were last.

Rosenblatt

(Continued from page 5)
shall and Walton Hamilton, 'brain trust' advisers.

Policy formulating board, which will not be in a supervisory position but will rather consult with the President, includes Secretaries of Interior Ickes and Labor Perkins; Agricultural Adjustment Administrator Davis; Relief Administrator Hopkins; and Richberg, all recognized liberals and exponents of progressive economic theories.

Shift Ground
Identity of the individuals appointed to these two boards indicates that President Roosevelt intends to use NRA as a more effective means of industry control and that, instead of less government interference with business, there will be a much closer relationship between the Federal Government and all forms of industry. The new set-up will abandon many Johnson policies, however, and may lead to general code revision.

Primary objective of the radical change is asserted to be more efficient and speedy operation by the efficient and speedy operation by the National Industrial Recovery Board, but, in view of the fact that the Industrial Emergency Committee and the White House will play more important parts in NRA operations, it is difficult to see how this objective will be gained. More, rather than less, delay in deciding important questions is expected.

Whatever substantial changes in policy occur are not expected to be made much before the November elections. The Administration aim has been to avoid taking any steps that might be construed as an admission of weakness, failure, or error before the Congressional campaign ends and it is anticipated that the NRA will continue more or less along its present track for the next five weeks.

Close Court Street, Buffalo

Shen's Court Street, Buffalo, Oct. 1. Saturday night, with prospects that it will remain dark for the season. Closing is taken to mean final execution of the lease for the Great Lakes, which has been pending since Labor Day.

Gov't's Quiz on Realty Takes In Paramount-Broadway Reorg. Plan —Question Hilles

XTRAS' BUREAU Set Up by Central Casting to Get All Written Squawks

Hollywood, Oct. 1. A complaint bureau was set up at Central Casting today (Monday) through which extras may protest in writing any squawks they have regarding treatment at the studios. Bureau is installed following a promise of the new manager, Campbell MacCulloch, that such an institution would be created. In order that a new and squawker deal might be accorded the atmosphere workers.

LOTTERY CASE MAY SEE NRA COURT TEST

Minneapolis, Oct. 1. Appearing in behalf of Harry Dickerman and Charon & Levy, local independent exhibitors fighting to block grievance board action to stop them from continuing lottery gift nights at their theatres, S. P. Halpern; local film attorney, challenged the film code's constitutionality. Halpern contended that the code takes away from exhibitors a number of recognized constitutional rights. He also assailed the manner in which the board here is administering it.

After the board decided against his clients and issued a 'cease and desist order' requiring them to quit the lottery gift nights Oct. 8, Halpern served notice of appeal to the Code Authority.

Later the attorney issued a statement to the effect that if the Code Authority sustains the local board's order 'the case will be taken into the civil courts.' A restraining order will be sought in the courts to halt the local exchanges from carrying out any grievance board order to refuse the exhibitors-defendants films under the contracts which they hold.

H. P. Green of Lake Amusement Co., independent chain, and Fred Holzappel, another exhib, testified that they had sent persons to the respondent's theatres and these persons had received chance coupons on cash prizes with their tickets of admission to the theatres. The coupons, along with newspaper ads concerning the gift nights, were introduced as evidence.

Halpern objected to the testimony as hearsay and argued that it did not constitute sufficient proof to put his clients out of business. The respondents were present at the hearing and the board asked that they be sworn in and give testimony, but Halpern refused to permit them to take the stand.

Chi Code Bd. Orders No Service for Minimum Admission Violations

Chicago, Oct. 1. Code authority board drew on its mandatory powers last week for a stop service order against C. G. LeKander of the Fargo theatre in DeKalb. If okayed by the New York board the order will go into effect Oct. 8.

LeKander has been hauled up four times since July for violation of the 15c. minimum admission and each time was ordered to desist. He failed to appear for the fifth hearing last week.

Decision stops contracts made since the advent of the board. Any contracts made before that are not affected.

In a counter case the Fargo theatre, run by LeKander, complained against the City of Fargo for charging the admissions by issuing ad passes. It was shown that so many passes were given away that it had the effect of violating the 15c. minimum clause. Cityman was ordered to desist.

Committees representing interests of bondholders in show business only briefly faced the glare of a comprehensive investigating agency just set up to probe into alleged abuses suffered by real estate debenture holders. Opening its inquiry in Federal quarters last week, among first to be called were Charles D. Hilles and the Root, Clark, Buckner & Ballantine firm which represents the Far trustees, Arthur A. Ballantine appeared for the law firm.

Hilles was questioned, but not at length, in connection with the Paramount-Broadway reorganization plan against which objections have been raised by Far-Public debenture owners. Peter Grimm, realty expert, who is chairman of the bondholder committee of Far-Broadway, and Morton L. Delich, member of that committee, were also haled down by the inquisitorial body, plus many others outside of show business.

Investigation of committees which may not be affording full and proper protection to bondholders is being conducted by the Congressional Real Estate Bondholders Reorganization Committee set up for the purpose with Congressman A. J. Sabath of Illinois as chairman.

In addition to the Far-Broadway plan which had come to the attention of this Government probing agency, Hilles was asked concerning trustee and counsel fees under the Paramount bankruptcy on which ad interim allowances were recently approved. Charges were raised that allowances were excessive, echoing similar allegations made by independent bondholders and others before this.

The Far-Broadway matter so far as bondholders is concerned seemed confused somewhat in the minds of the investigators. These bondholders are separate and apart from the two groups of Paramount Public bondholders. While it appeared the Congressional committee is attempting to learn whether the Far-Broadway holders are getting protection, actually the objections to the Far-Broadway plan have been raised because the terms would allegedly place a stern hardship on bondholders of Far-Public instead.

On a matter outside of show business it was revealed that Charles I. Hilles, Jr., son of the Paramount case, was a member of the Root-Clark-Buckner law firm. This firm is counsel to the Far trustees.

The probing committee did not set a date on which Hilles would appear again, if at all, but indicated that notices for appearance, if and when, would be served.

The Sabath committee came into New York not as well prepared to conduct its probe into bondholder abuses as desired and will return later to delve further into detail on the bond protective groups it has under scrutiny, including the Paramount Broadway matter. Committee came into New York last week partly to satisfy criticism as to why it didn't look into abuses in New York where sorely needed instead of proceeding further in Chicago.

Cantor

(Continued from page 1)
ried. 'Chatter boys are said to have agreed to treat the comic with thunders of silence.'

Even though Cantor's contract with the food packer has only eight weeks to go, the sponsor and agency may go over the heads of the columnists with their protests. Accountants feel that the discrimination is an unjust one in that it may be made to suffer for something that exists strictly between Cantor and the chatter brigade. Cantor, last season, aroused the ire of the columnists when he charged them in print with log-rolling proclivities.

**ANOTHER MONUMENT OF AMERICAN LITERATURE
BROUGHT BY RKO-RADIO TO THE SCREEN!**



THE AGE OF INNOCENCE
by **EDITH WHARTON**

IRENE DUNNE
JOHN BOLES

First time together since "Back Street"
with **Lionel Atwill**

Helen Westley Laura Hope Crews Julie Haydon

From the play by Margaret Ayer Barnes
Directed by Philip Moeller
Associate Director, Jane Loring

Pandro S. Berman Production
RKO RADIO PICTURE

•

EDITH WHARTON'S WORLD-LOVED NOVEL . . . ON THE BOOKSTANDS,
best seller of all this author's works and winner of the Pulitzer Award . . . **ON**
THE STAGE, one of Katharine Cornell's outstanding successes . . . **ON THE**
SCREEN, a moving drama of the human heart that cries out for the right to love!

SIDNEY WILMER

**WILMER & VINCENT
CORPORATION**EXECUTIVE OFFICES
1776 BROADWAY
NEW YORK CITYMr. Jules Levy,
RKO Corporation,
Radio City,
New York City.

September 24, 1934.

WALTER VINCENT

Dear Jules:

It is a pleasure to write you this letter, for when a company makes as splendid a picture as **THE RICHEST GIRL IN THE WORLD**, they deserve a pat on the back and we Exhibitors are all too prone to criticise and get an opportunity to say something pleasant. It is a great picture, not great in the sense of plot, but great in the treatment of what might have been a hackneyed story. It is delightfully played, delightfully directed and delightfully written. It is real entertainment.

I am hoping we shall be able to play this picture in Harrisburg. Mr. Egan is getting in touch with you personally tomorrow. I will be out of the city.

Sincerely yours,



WV:MF

RKO-RADIO
PICTURE

MIRIAM HOPKINS in **"THE RICHEST GIRL IN THE WORLD"**

with
JOEL MCCREA • FAY WRAY
HENRY STEPHENSON • REGINALD DENVY
DIRECTED BY WILLIAM A. SEITZ
PANDRO S. BERNMAN PRODUCTION

FOOTBALL SEASON OPENS!

**—AND JUST IN TIME FOR YOU!...A
THRILLING ROUSING MUSICAL FEATURE IN THE COLLEGE
SPIRIT WHEN THE WHOLE COUNTRY IS IN FEVER-HEAT
PLAYING, PRACTISING AND TALKING FOOTBALL!**

Songs of the Colleges

**TWO
REELS** OF SOUL-STIRRING
BLOOD-POUNDING ENTERTAIN-
MENT YOUR AUDIENCES WILL
STAND UP AND CHEER!

Featuring
HAL ROBERTS
And his Famous
TROJAN BAND

East, West, North and South...
there's a thrill for every Old Grad!
and his son and daughter as the
band swings by and the songs they
love ring out! They'll be singing
them too as the scenes flash
by... thrilling scenes
from gridiron, track
and every field of college
sports, with good fun,
spine-tingling music and A
**GLORIOUS NEW THRILL
FOR YOUR SCREEN!**

**An RKO-RADIO
SHORT FEATURE**
Produced by
Leo Marcus

Page 9

They're Rolling in the Aisles!



Lallapaloozas from the morning mail collected by Juliet Lowell

All over America the Laugh Panic is on! Audiences that used to sit on their hands are now blistering them with applause! They laugh till they cry, then cry for more! There never was anything like it! DUMB-BELL LETTERS, that dippy-daffy-delirious collection of guaranteed genuine bottled in the booby-hatch nut mail, is one reel of concentrated howls that is stealing the show everywhere.

PANIC IN PORTLAND!

"Thought you would be interested to learn that the audience reaction to DUMB-BELL LETTERS has been excellent. This subject can be used to advantage on any program as it will brighten up any show."

A. Goodside, Empire Theatre, Portland, Maine.

BELLY LAUGHS ON BROADWAY!

"DUMB-BELL LETTERS is a riot. Our audiences laugh at every one of them and invariably applaud. This is so rare with a short that I am happy to call it to your attention."

Arthur L. Mayer, Rialto Theatre, New York City

ROARS IN RADIO CITY!

"...the audiences in the Music Hall enjoyed the DUMB-BELL LETTER picture in extraordinary fashion. There were roars of laughter, which are always good to hear in an audience."

W. G. Van Schmus, Managing Director, Radio City Music Hall

APPLAUSE IN ATLANTIC CITY!

"Please be advised that the audience's reaction to the DUMB-BELL LETTER series has been very, very favorable. In fact the audience heartily applauded at the end of the first series. Would appreciate your letting me know when the next of these series will be released."

Herbert Coplan, Seashore Theatres, Inc., Atlantic City, N. J.

LAUGHTER IN LOUISIANA!

"Audience convulsed at showing of first of DUMB-BELL LETTERS and applauded at finish which was very unusual for short subject."

Victor Meyer, Orpheum Theatre, New Orleans, La.

MADHOUSE IN MEMPHIS!

"Have just had the pleasure of running two of your DUMB-BELL LETTER Subjects. They are marvelous entertainment and I have never run a short that pleased the audience more. In fact the audience applauded for a full minute after each subject was shown. Congratulations for producing this series."

Charles Mensing, Manager Orpheum Theatre, Memphis, Tenn.

VAN BEUREN
PRODUCTION
RKO-RADIO
PICTURE

THE BIGGEST NEWS TODAY



is the first Issue of
the NEW and GREATER

HEARST METROTONE

NEWS *starring*
EDWIN C. HILL
(*The Globe Trotter*)



EXPLOITATION

By Epes W. Sargent

Fighting and Ducking

Now that the circus season is drawing to a close a lot of managers will breathe a sigh of relief. Circus visits are not plentiful, particularly when they are trying to get business for that night instead of realizing that circuses are infrequent and that a big mud show has always had a big draw. It's different. It has a garish appeal, and the mob is going to go if it has anything that's legal tender at the box office. Only recently if a promoter wanted to in fighting the Ringling brothers, Long Beach (Calif.) theatres used up two big previews and a big air act. All cost money and all made the theatre lose money. But normally it would have been.

A clever fighter does not reach out his chin for it. He ducks where he can. It's sensible for the theatre to follow the same tactics and dodge. It is not possible to keep them away from the rings. The same amount of investment may bring a big return later on, and some clever crowd can be advised to. The trick is not to fight but to work on the crowd the circus has assembled on the theory that next week the circus will get there and the theatre will. And they'll be willing to come back to the theatre when the ring banks form the only visible evidence a circus has been in town. Don't get caught and effort in trying to achieve the impossibility. Make a drive on the circus crowd for future business. The man who drives the family 20 miles to see the circus may get there again the next week for an attractively advertised picture. But he isn't going to miss the clowns.

Halloween Parties

Halloween parties are winners for intimate houses and can be made close runners-up to the New Year's Eve party if a competent manager of ceremonies is appointed. Stores can supply a wealth of material for decoration from orange and black crepe paper to paper pumpkins, streamers and streamers. House lights should be dipped in green to increase the effect, and if possible only one circuit of white lights kept on. Of course this does not include the exit lights.

There should be ducking for apples for the youngsters, various augury stunts for the adolescent and perhaps fortune telling for the clever girl can be impressed into service. She should be given strict orders not to dish up fearsome predictions. No advertisement to send any patron home in four shuddering, parlor tricks transferred to the stage.

A girl line of witches can be taught some simple dances. Local talent can be enlisted to vary the stunts. At midnight all but the exit lamps should be downed, with wind howl, meowing of cats and other sound effects added to the still lights should be held down a couple of minutes and then dimmed slowly up. In most spots it will be possible to serve light refreshments and add the cost of the refreshment charge made for the after-show if desired. If desired a special coupon may be sold to be taken up after the regular audience clears.

Likes Sentry Box

Edward Harrison, of the Capitol, Philadelphia, Pa., has obtained very good results on "Scarlet Empress" with the sentry box from the press box.

Gag was originally worked at the New York Rivoli on "Gloria Swanson in Mine and Mine." Patterned after the shelter boxes to protect sentries from the weather. Has one side practically all doorway with no door, the other three sides being blank or protected with white wind-downs. Just about large enough to contain a man standing up. Box is white with red stripes and stands out about as well as anything that can be used around the lobby.

Harrison got hold of a real Russian, formerly in the army, and tricked him out in a Russian uniform. Man spoke only Russ while on duty, which helped more than a little.

If you try the stunt build the box so it can be taken apart and re-assembled, for it will work so well it will be used on other pictures.

Beats the Turtles

Not so long ago a favorite gag was to letter the backs of a sufficient number of turtles to spell out the name of a short title and offer tickets to the audience to catch the turtles in a position to spell out the name. Turtles were a bit sluggish, so the gag was changed to lettered perches with tickets when there was a bird on each perch.

Recent adaptation was to put a couple of frisky puppies into the window of a pet shop near the theatre. Back of the window was a series of kennels with an offer of

tickets to all should a pup go through a kennel with a certain letter. Dogs investigated and worked the watching crowds up to fever heat, but they never went into the right door, though the letter on the sign was changed each day and repeaters had seen a dog pass through that door.

Answer was that while the lettering remained the same, one of the openings was guarded by invisible black thread (which prevented entrance. This was shifted each night when the letter on the sign was changed, so the dogs never did get through.

The top of the window was plastered with advertising for the benefit of people who could not get close enough to see, for generally the space before the window was congested.

Three Co-Op Pages

Los Angeles. Dick Pritchard, battling as Columbia exchange exploiter for Mike Newman while latter was convalescing from a serious illness, put over three co-op pages in three rival local dailies for Col's "One Night of Love." Following an initial break in the Hearst Examiner, the conservative Times fell for the idea and followed suit. When pic moved to the Criterion for a continued first run after two weeks at the Paramount, the Herald and Express kicked in for the third co-op page.

Unusual

Figuring from the "Lady Godiva" gag that a horse might be a novelty, manager went out into the country to borrow a trotter which raced at the county fair now and then. Got the owner's jockey horse, close to, and along the shafts he ran close to the theatre. Trotter was jogged around town, and as the manager figured, it got plenty of attention. Not only that, but the newspaper gave an editorial to the decline of the harness horse and added mention of the theatre and the show.

Cost a dozen paces for the horse and \$3 a day for the driver, and figured to be worth it. Next time the manager is going to use the sulky but the worst horse he can find with "I am just trotting" and I'll make the Benton theatre in time to see—

In another spot a large furniture van was bannered for the picture and drawn around town by a pony. Van was an electric, so there was no giveaway exhaust.

Another good gag is to put air-pumps on the auto, playing the wings on top, where they will not interfere with other traffic and keeping away from shaded streets with trees with low-hanging branches. Anything different will get attention.

A boat built on an auto always gets attention, but the same boat will do twice as well if drawn around town by a team of four horses.

Baltimore Gags

Baltimore. For "Barrett's of Wimpole Street" (MG), current at the Century, Herb Morgan tied in with an afternoon sheet in promoting a poetry contest. Figure was appropriate in view of characters treated in the pic. Three cash prizes to the best lyricists unearthed, plus usual Oakley rewards.

Posts were on the theme reactions to the romances of the Browning-Barrington twins, compressing pieces into 20 lines.

Painted signs stencilled onto the sidewalks in downtown area featured the publicity efforts of the local lads last week. Larry Schenberger, with "Belle of the Nineties" (Far) at his Keltich, admonished the boys via the paint route to "Go West, Young Man"; did it with white lead liquid, after Herb Morgan, Loew's, led him by couple of days in dubbing the nameless nameless with a canny yellow arrow-shaped outline, worded "Straight Is the Way to the Valencia," where the flick of that tag was grinning.

Clever Copy

Hiring the still walker under the latest stunts of any in New Orleans. Loew's is kicking in for "Moulin d'Art" with the card copy telling that the picture "Tops them all." Got a smile that didn't hurt any.

It. D. Toups and Moise Bloch also have been kicking in with other 3,000 cards given out, largely from a sound truck which was paraded generally, but which paid particular attention to the schools about 11:30 a.m. Figured the children would go for this in a big way. Also had 10,000 fake ballots around the primary polling places headed "Vote for the Best Picture." The ballots were never used, but these were the standstills.

Made a Red Ink

Manager who wanted to get out a red ink edition on a picture it had found himself up a tree. The newspaper had no red ink attachment on its press and no job press large enough to turn the trick. There was no job office close enough to get the papers back the same day. Finally the manager adapted the printing wheel which originally was designed for sidewalk printing.

A large sheet of glass was obtained (though any smooth surface will do) and covered with putty to the depth of half an inch. Letters were cut into this surface putty down to the glass, and the putty removed. The lettering is done as it is intended to show and not in reverse.

Printer's roller composition was melted in a water bath and poured into the mould, which was built up with one-inch sides. When it was set, the cast was shifted and tacked with a wooden roller.

When the papers were delivered the roller was run over a plate linked with the red ink and then run over the upper half of the paper. Not quite as sharp an impression as press work but good enough and could be done quite rapidly.

BEHIND the KEYS

Canton, O. Max Young, head of the Young & Reinhardt Co. operating the Mozart, State and McKinley theatres here, who has been confined to his bed for the past several weeks, is reported slightly improved.

Manos at Elwood City, Pa., formerly the Liberty, has been re-opened by Mike Manos, with a straight picture policy.

J. C. Gutherie, formerly of the Lumber theatre, Cleveland, and associates have acquired the Grafton theatre at Grafton, O.

Columbus, at Alliance, O., owned by the T. H. Theatre, Inc., and managed by Ray Wallace, has dropped musical revues for the time being in favor of first-run films.

Los Angeles. Frank H. Johnson now managing the Majestic, Santa Monica, was formerly at the Tower, Pasadena. Abe and Mike Gore have a deal on for a new 20-seat de luxe at Beverly and LaBrea, plans for which are now being drawn.

A. F. Minor has taken over operation of the Liberty, in Los Angeles. House has been operated for some time by James Cunningham.

Oklahoma City. Oklahoma theatre changes: Openings—Ritz at Ponca City. Closings—Strand (part time) at Texhoma. Changes in management: Fox, at Davis, from S. J. Coler to J. E. Huggins to M. B. Phillips.

Portland, Ore. A separate Portland publicity department for the six Hamrick theatres in the city, formerly handled in the home office in Seattle, will be under the direction of Edwin B. Rivers, who in addition will manage the Music Box, relieving Andrew Sazo, recently appointed manager of Hamrick's new Orpheum.

Maury Foldare, manager of the Liberty, Evergreen, has a new policy of double billing for that house.

Bill Mayton, until recently stage manager at the old Panthea theatre, has opened a booking office here and is sending several acts on the road throughout the northwest each week.

Easton, Pa. Ritz theatre, Cambria, reopened last week after having been closed during the summer.

David Murphy, of New York City, has been named manager of the Rialto theatre, Rochester, with Warner and Vincent, owners of the house. He is in the south with the Paramount Public theatres for several years.

Canton, O. A 20% increase for union operators in six second-run theatres here is expected in the new season. Contract also gives operators concessions bettering working conditions, including payment of overtime by the theatre above the number of hours specified in the contract.

All nine first-run houses maintain four men to a booth and the town is 100% union. Only one dark house here, the old Grand opera house.

Birmingham. The Alabama Picture Exchange, operated by Clyde Shiers, has been closed and replaced by the New Orleans plant, the Southern Picture Exchange.

The composition can be remelted and used repeatedly, but it is better to keep the idea for large jobs, since it is difficult to cut small letters neatly. Date strips and similar printing can be run off by the same means.

Composition is a mixture of gelatine, glue and glycerine, the latter being used to permit the addition of more glue without making the composition too hard.

Copying Rogers

Waterloo, Ia. Strand cashed in on "Judge Priest," starring Will Rogers, through a campaign by the Waterloo Courier to build up the Rogers column carried daily by the sheet. Large ads and reading matter were devoted to exploitation of the picture and the Rogers column, \$20 in prizes and 50 guest tickets going to individuals turning out the best news commentary, all in the Rogers style.

A cinch in that limit was 100 words, editors of the sheet having the final say as to prize awards. Ducats all that the theatre had to put out and is a natural for any of the papers carrying the syndicated feature.

Denver. Chas. Yaeger, Bank Nite originator, has organized the Atlas Theatre corporation and bought the Rex theatre at Rapid City, S. D., Ray recently with Yaeger at North Platte, Neb., will manage.

Mark Berkhimer has been moved to the North Platte job from Las Vegas, N. M., and Elwood Vorhees, Cheyenne, is moved to Las Vegas, North Platte and Las Vegas are Fox situations.

George and Harry Kester have bought Abel Davis' interest in the Capital Film exchanges. The boys will continue to operate, one in Salt Lake City and the other in Denver. Walter Smith has resigned as manager of the Egyptian theatre in Denver.

Philadelphia. Jerome Harrison, former Public theatre operator, has been appointed manager of the Europe theatre. His new job combines operation and publicity.

Charlotte, N. C. Ed C. Curdis is erecting a \$20,000 theatre on North Main street, opposite S. C. The house is brick and tile.

Frank P. Bryan, Jr., assistant manager of the Carolina theatre, High Point, N. C., has been named manager to succeed Harry Hoyle, who resigned.

Suits continue to go on record in Mecklenburg Superior Court against the operators of the Lincoln theatre, Charlotte, a negro house, following an alleged fire and stampede on the night of August 15. Two new suits for \$2,500 each filed this week, brought the total to six.

Milwaukee. George Gambrell transferred from Fox Alhambra to Fox Palace, James Casey now at Alhambra. Formerly with Leo Salika.

Howard Niesler switched from Miller to Garden as assistant manager and Harlan Croy from Paradise to Miller, same capacity.

Russell Leddy from Fox Oriental to Silliman's Avalon.

Jack LeVoy from Brin, Marinette, to Tower, here.

Mickey Kippel named manager of Warner's Strand.

Charles City, Ia. Mid-West Theatre, Inc., has sold the Hildreth to J. C. Collins, who has been managing for 15 months.

Lincoln. Rialto, a Westland theatre, shuttered Saturday night (22) and will stay so until about Oct. 21. Replacing moniker scheduled to be Var-

Harry Weinberg, who just completed a deal with Bill Youngclaus for two houses in Columbus, Neb., lost them a week later, grand old the York and Sun in York, Neb.

This makes him about an even dozen Nebraska spots.

Oklahoma City. Texas theatre changes:—Ritz, Denton, Tex., sold by E. L. Black to S. B. Coleman. Roy Pringle will open new Europa, Fabens, Tex., soon.

Kansas theatre changes:—George Ellis erecting new 1,200-seat, Kansas City, Kan., for colored patronage only. Midway, at Protection, Kan., reopened.

Seattle. Jim Clement, who built first all-20-theatre in S. W. Wash. State, found a home for the Misses Hill, by John Hancock.

Pictures vs. Photos

Relative value of photographs against colored ads is being unofficially tried out by the Palace and Embassy theatres, N. Y. The two houses are separated only by a small sandwich shop. Palace is using a highly colored painting of the burning Morro Castle with a lifeboat pulling away. Largely yellow and red, it stands out for a big flash.

However it is not getting one-tenth of the attention given two frames of enlargements against the entrance to the newsreel house. This again brings up the question as to whether or not the average picture will pass along, his curiosity satisfied.

Much to be said, pro and con, without much chance of a decision being arrived at. It does seem, however, to establish definitely the pull of the photograph over the poster. More detail to be studied; more suggestion to be offered. It gets attention at least 10-15% where the photos are sufficiently large to get quick attention. If they promise information they'll pull in the passer by. Few posters can give more than a single fact for definite appeal.

Which advances the argument, apparently a sound one, that well taken \$210 photos can do more selling than highly colored one or even two sheets.

A poster can sell the feature on its title or with that and the star names. It is no more than an advertisement. It is not, on the other hand, if well made, will sell on the details while still offering the title and stars. Which is not saying that posters do not have their place in the general scheme of things.

Dogging Stories

Dog stories with which space is gained for purely fabricated news are not as general as they used to be, partly because the papers are getting wise and partly on account of the extra work imposed on reduced house staffs, but they still can be swung.

For example an exhibitor took advantage of the setup of an alibi to paint the title of his feature and the name of the theatre on the flat roof of the building. Then he got the news photographer up to see his new airplane advertising. It not only got him art, but editorial mention. Cost him a dime and a little trouble because he already had the brush.

Another man "found" a baby in his rest room. Took it over to the police station and they were phoning the man saying when the excited mother rushed in. She explained that picture had so thrilled her that when she put the baby down on a towel to powder her nose she forgot to pick it up again. Sounded improbable, but there was the police record, the mother and the woman who found the child peacefully, and an advertisement for a soap.

All it requires is a plant, a good story and some corroborative evidence. Although it's an old gag, one man recently figured a column tossing a handful of vest buttons on the floor of the theatre and then telling a reporter how people were actually laughing their buttons off over a Joe Brown comedy. It's worth a try, but be careful.

Rode and Shoved Vets

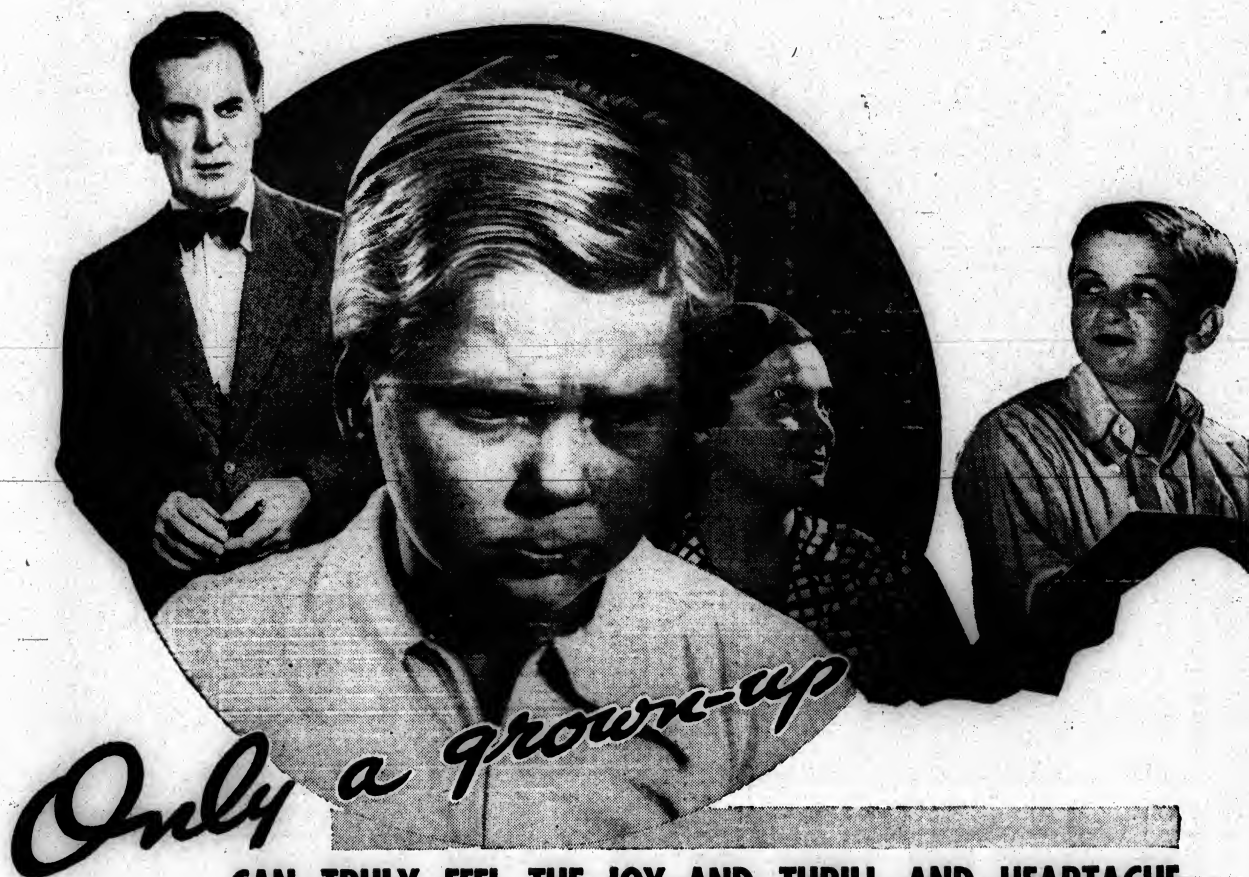
New Haven. Billy Elder, at Poli's, got some news space and a three-column photo for "Judge Priest" by working on the Civil War vet angle. In return for a newspaper mention, a cab company rounded up local vets and carted them down for a look at the film.

Some of them had never witnessed a talker before and this was played up in news story. Photo of vet handed in Sunday sheet for a nice plug.

Just Kidding

Several weeks ago a manager with a sense of humor wanted a window in a hat store. Storekeeper was willing, but what to do? Manager had a nice picture of a man start in a coming picture. Chap was wearing a straw hat. He put a stiff drier into the window carted a Hat Worn by Joe E. Brown in "The Road to Circus" to the Gem Theatre next door, then, in full view of 50 people dropped in to tell the hatter that the picture showed a straw while the hat was cast iron. Several bought hats when they were.

(Continued on page 56)



CAN TRULY FEEL THE JOY AND THRILL AND HEARTACHE...

of this plucky youngster as he fights for his
father's love against his scheming aunt
and his sly, sniveling cousin!

Jackie Cooper in
PECK'S BAD BOY

THOMAS MEIGHAN
JACKIE SEARL
O. P. HEGGIE
DOROTHY PETERSON

A Sol Lesser Production

Directed by Edward F. Cline

Screen play by Bernard Schubert and Marguerite Roberts



CALENDAR OF CURRENT RELEASES

Harold Auten Office: 1540 B'way, N. Y. C.
Blue von Himmel, Dos (Ger). Musical romance. Martha Egbert. Dir. Victor Janson. 70 mins. Rel. Sept. 1.
End of the World ("Fin du Monde" (Fr). Scientific dream based on Flammarion novel. Dir. Abel Gance. 65 mins. Rel. April 15.
Mala (German). Sensitive study of psychological difficulties. Elisabeth Berger. 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. 94 mins. Rel. Sept. 1. Rev. Dec. 29.

Chesterfield Office: 1840 Broadway, New York, N. Y.
Boy Park-3 Men and a Girl. Sully 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. 63 mins. Rel. April 13. Rev. May 29.
Green Eyes. Mystery. Charles Starrett, Shirley Grey, Wm. Bakewell. 72 mins. July 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.
Stolen Sweets. Society girl kills a rich suitor for an insurance salesman. Sully Blane, Chas. Starrett. 72 mins. Rel. March 15. Rev. Sept. 25.
Twin Husbands. "Cheating Cheaters" type of story. John Miljan, Shirley Grey. Dir. Frank Strayer. 63 mins. Rel. July 17.

Columbia Office: 729 Seventh Ave., New York, N. Y.
Black Moon. Thrill story of a white woman under the Voodoo spell. Jack Holt, Fay Wray. Dir. Roy W. Neill. Rel. June 25. Rev. July 2.
Blind Date. Working girl marries the millionaire. Ann Sothern, Neil Hamilton. Dir. Roy W. Neill. 71 mins. Rel. July 20. Rev. Sept. 2.
Crime of Helen Stanley. The murder mystery in a picture studio. Ralph Bellamy, Shirley Gray. Dir. Patrick. Dir. D. Ross Leeberman. 63 mins. Rel. April 29. Rev. Aug. 2.
Defense Rosta. 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. Billingsley, Buck Jones, Dorothy Revier. Dir. George B. Seitz. 60 mins. Rel. March 17. Rev. April 7.
Hell Bent for Love. Young state policeman defeats his gang rival. Tim McCoy. Dir. D. Ross Leeberman. 65 mins. Rel. May 19. Rev. July 31.
Hell Cat. The newspaper man takes a socialite, who has an unusual angle. Robert Armstrong, Ann Sothern. Dir. Al Rogell. Rel. June 16. Rev. July 19.
Body is Willing. Investment victim kidnaps banker's wife. She falls in love with her captor. Leslie Fenton, Jimmie Barnes. Dir. Gilbert Miller. 65 mins. Rel. July 28. Rev. Aug. 13.
Line Up. The Police story. Marion Nixon, Wm. Gargan. Dir. Howard Higgins. 61 mins. Rel. March 31. Rev. May 29.
Men's Game. A Tim McCoy as a fireman. Dir. D. Ross Leeberman. Rel. June 15.
Men 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. John Arthur, Donald Cook, Richard Cromwell. Dir. Lambert Hillier. 63 mins. Rel. May 15.
No Greater Glory. Ferenc Molnar's "Paul Street Boys" with a mostly juvenile cast. Joe Breakton, Jimmy Butler, Ralph Morgan, Lois Wilson. Dir. Frank Borzage. 73 mins. Rel. April 29. Rev. May 8.
One Night of Love. An opera star. Grace Moore, Tuin Carman, Lily Talbot. Dir. Victor Schultinger. 81 mins. Rel. Sept. 1.
Party's Over. The Bruce Bakely ends the party when he realizes his efforts to ruin his parents and brother and sister is robbing him of his own happiness. Stuart Erwin, Ann Sothern, Arline Dodge. Dir. Walter Lang. Rel. May 15.
Sisters Under the Skin. Tired woman takes a matrimonial vacation and gets it out of her system. Lila Lee, Frank Morgan, Joe 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 Higgin. Rel. April 15. 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. 71 mins. Rel. April 19. Rev. May 8.
Whom the Gods Destroy. A man's cowardice exiles him from society. Walter Connolly, Robert Young, Doris Kenyon. Dir. Walter Lang. 70 mins. Rel. June 29. 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 Lili Elfenstein. Rel. Sept. 15.
Bride of Samoa. South Sea featurette. Dir. Phil. Brown. 39 mins. Rel. March 1.
Dawn to Dawn. Artistic rural story. Julie Hayden. Dir. Cameron McPherson. 35 mins. Rel. Jan. 1. Rev. Jan. 1.
GMI in the Case. Comedy in the Continental manner. Jimmy Savo, Eddie Langford, Dorothy Farnish. Dir. Eugene Frank. 60 mins. Rel. Oct. 1.
Hollywood City. Dreams (Sp). Joe Bohr. Spinalard's impression of cinematism. 63 mins. Rel. March 30.
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 Jurell, Donald Kirkland. Dir. Alfred Smithley. 50 mins. Rel. Sept. 1.
Tell Tale Heart. Edgar Allan Poe thriller. Dir. Desmond Hurst. 50 mins. Rel. June 15. Rev. June 17.

First Division Office: R.K.O. Bldg., New York, N. Y.
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 hooligans and enjoys life for a time. Frank Craven, Sully Blane, Ray Walthall. Dir. Wm. Nigh. 70 mins. Rel. May 1. Rev. July 19.
City Park. Three men voluntarily become the guardians of a destitute young girl. Sully Blane, Frank R. Walker, Betty 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. 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. Rel. April 1.
Fugitive Road. Eric von Stroheim, Wera Engels, Leslie Fenton. Coming. Rel. Aug. 29.
Green Eyes. Murder at a masquerade party. Wm. Bakewell, Shirley Grey, Charles Starrett, Claude Gillis. 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 29.
In Love with Life. A hard-hearted millionaire, refusing aid to his starving daughter, takes her young son from her. Lila Lee, Claude Gillis. Dir. Dickie Moore. Dir. Frank Strayer. 63 mins. Rel. May 1.
June Eye. Screen adaptation of the Charlotte Bronte classic. Colin Clive, Virginia Bruce, Allen Prince. Dir. Christy Caban. Rel. Oct. 1.
Lawless Valley. Western horse opera. Lane Chandler. Rel. July 1.
Loud Speaker. Comedy-drama of a radio star. Ray Walker, Jacqueline Wells. Dir. Joseph Santley. Rel. May 21.
Men from Utah. John Wayne western. 52 mins. Rel. July 1.
Manhattan Love Song. Two orphaned Park Avenue society job sisters, forced to go to work with their parents, with their own job society. Dixie Lee, Robert Armstrong. Dir. Leonard Fields. Rel. May 29. Rev. Sept. 3.
Money Means Nothing. Efforts of a poor clerk to make a go of marriage with an heiress wife. Walter Ford, Gloria Stuart. Dir. Christy Caban. Rel. May 11.

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.

Eastern Talent

(Continued from page 3)
 to turn out another crop of picture possibilities.
 One school of thought among eastern talent grabbers inclines to the belief that legit show casters are largely at fault, pointing to what they describe as glaring casting boners in Broadway legit debuts this season. They fear that legit is following the footsteps of vaudeville and burlesque in declining as a developer of film talent, and insist that pictures must henceforth look elsewhere rather than depend any longer on legit as a principal source of new talent. But where pictures' talent will come from in the event legit falls down on its nursery assignment, is not known, nor has anyone ventured a suggestion. Radio is the only thriving competitive amusement branch now, and as radio looks like a dud as a maker of screen talent, it probably will be necessary for pictures to learn how to develop its own.

An indication of the dearth of film hopefuls in the east is to be found in the sharp decline in the number of screen tests being made. At the peak show season time in previous seasons and up to now, the major film companies have averaged 10 New York tests a week. Last summer they dropped off to the usual hot weather one or two weekly, but since then, and with the season two months old, the number hasn't increased beyond three or four a week.

This 60% decline or thereabouts in screen tests means a saving of around \$3,000 a week to each major producer, since ordinary screen tests cost about \$500 on an average. They run higher, and sometimes up to \$1,000, when a special job is wanted and a cameraman and crew are imported from the Coast. But the film companies doubt about whether the saving on tests atones for the lost opportunity to find new picture star material.

Asbury Off Nut

(Continued from page 1)
 obligation and has since been packing them in.
 From all States throughout the nation they continue to come to see the ship's hull, as the hotel registers will bear testimony. And the arrivals are frank in their admission that the Morro Castle is what brings them here.
 Bankers are breathing more freely and merchants are using black ink for the first time in months. Boardwalk film houses, generally ready to fold after Labor Day, have been doing more business during the past three weeks than the entire summer.

Stolen Sweets. High pressure insurance salesman falls for heiress and wins her via determined, rapid line 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 inside story. John Halliday, Marguerite de la Motte, Wallace Ford. Dir. Edward Ludy. 65 mins. Rel. May 15.

First National Office: 321 W. 45th St., New York, N. Y.
British Agent. Adapted from the novel about international spies. Testa Howard, Kay Francis. Dir. Michael Curtiz. 75 mins. Rel. Sept. 15. Rev. Sept. 25.

Circus Clown. The bearing comedy under the big tent with a whimsical romance wound into hilarious situations. Joe E. Brown, Patricia Ellis, Gordon Westcott, Tom Dugan. Dir. Ray Enright. Rel. June 29. Rev. July 15.
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 stealer set against a lavish background. Wm. Powell, Betty Davis, Verree Teasdale. Dir. Wm. Dieterle. 80 mins. Rel. Feb. 17. Rev. Jan. 23.
Fog Over Frisco. Mystery melodrama set in San Francisco. Donald Woods, LeRoy, Lyla Taft, 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 and on an unscrupulous rival. Ruth Chatterton, Adolphe Menjou, Claire Dodd. Dir. William Keighley. 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. 73 mins. Rel. Aug. 8. Rev. July 17.
Merry Frinks. The. Comedy-drama of the typical family stepping all over Ma until she turns and leaves them on their own. Alene McMahony, Guy Kibbee, Allen Jenkins, Hugh Herbert. Dir. Al Green. Rel. May 28. Rev. June 19.
Midnight Alibi. Heart-thriller melodrama from Damon Runyon's "Old Doll's House." Richard Barthelmess, Ann Doran, Helen Lowell, Helen Chandler. Dir. Alan Crosland. 59 mins. Rel. July 21. Rev. July 19.
Registered Nurse. Drama of the romantic side of a nurse's life in a metropolitan hospital. Bebe Daniels, Lily Talbot, John Halliday. Dir. Robert Florey. 73 mins. Rel. April 7.
Return of the Terror. The. Mystery drama with plenty of heart interest. John Miljan, Lily Talbot, John Halliday, Frank McHugh. Dir. Howard Bretherton. 65 mins. Rel. July 7. Rev. July 17.
Side Streets. Love drama based on an original story by Ann Carrick and Ethel Hill. Alene McMahony, Paul Kelly, Ann Doran, Patricia Ellis. Dir. Alfred E. Green. 62 mins. Rel. May 15. Rev. Aug. 31.
Twenty Million Sweethearts. Musical romance taking place behind scenes of a broadcasting studio. Dick Powell, Pat O'Brien, Ginger Rogers, Allen Jenkins, the Four Mills Brothers, Ted Fio Rino and Band. Dir. Ray Enright. 80 mins. Rel. May 28. Rev. May 28.
Very Honorable Guy. A. Comedy from the story by Damon Runyon about a guy who always kept his promises. Joe E. Brown, Alene White, Robert Harrat, Alan Dinehart, Irene Franklin. Dir. Lloyd Bacon. 62 mins. Rel. May 28. Rev. May 22.

Fox Office: 414 West 56th St., New York, N. Y.
All Men Are Enemies. Hugh Williams, Helen Twelvetrees. Dir. Geo. Fitzmaurice. 73 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 Paterson, Herbert Mundin. Dir. Jas. Tinlin. 65 mins. Rel. June 1. Rev. July 1.
Caravan. Romantic story based on "Gypsy Melody." Chas. Boyer, Loretta Young, Jean Parker, Louise Fazenda. Dir. Erik Chappel. Rel. Sept. 23.
Cat's Paw. The. Comedy done from a story by Clarence Budington Kelland. Harold Lloyd, Una Merkel. Dir. Sam Taylor. 191 mins. Rel. Aug. 15. Rev. Aug. 15.
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, Dray Leyton, Mona Barrie. Dir. Eugene Forde. 79 mins. Rel. Sept. 13. Rev. Sept. 13.
Charlie Chan's Courage. Another episode in the life of the Chinese sleuth. Warner Oland, Dray Leyton. Dir. Geo. Hader. Rel. Oct. 22.
Constant Nymph (British Gaumont). British-made version of a frustrated love. British cast. 81 mins. Rel. March 23. Rev. April 10.
Grand Canary. Warner Baxter, Madge Evans. Dir. Irving Cummings. 73 mins. Rel. July 12. Rev. July 21.
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. Fred Pommer production. Dir. Frederich Hollaender. 81 mins. Rel. April 27.
I Believed in You. Original story. Rosemary Ames, Victor Jory, John Boles. Dir. Irving Cummings. 48 mins. Rel. Feb. 23. Rev. April 11.
Judge Priest. Based on the Irvin Cobb stories of down south. H. B. Walthall, Tom Brown, Anita Louise. Dir. John Ford. Rel. Oct. 6.
Loveliest Girl in Town. Musical romantic story. Pat Peterson, Nina 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 Valerisco's novel. Nigel Bruce, Henry Arnel, Dr. Louis King. 71 mins. Rel. July 29. Rev. Aug. 13.
Now I'll Tell. Mrs. Arnold Rothstein's story based on her husband's life. Spencer Tracy, Helen Twelvetrees. Dir. Edwin Burke. 87 mins. Rel. May 11. Rev. May 29.
Orient Express. Mystery of a railroad train. Hentner Angell, 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. 24.
Servants' Entrance. Janet Gaynor and Lew Ayres decide to spend their honeymoon earning their own living. Both engage in domestic service. All works to a happy ending. "Mr. Frank Lloyd." Rel. Sept. 7.
She Learned About Sailors. Navy romance in Shanghai and Los Angeles. Alice Faye, Lew Ayres, Mitchell and Buzant. Dir. Geo. Marshall. 82 mins. Rel. July 6. Rev. July 23.
She Was a Lady. Helen Twelvetrees, Robert Young. Dir. John Blystone. 63 mins. Rel. July 29. Rev. Aug. 28.
Springtime for Henry. From Bonn Levy's stage play. Otto Kruger, Nancy Carroll, H. B. Walthall, Hentner Angell. Dir. Frank Tuttle. (Lasky produced). Rel. May 25.
Stand Up and Cheer. Musical. Warner Baxter, Madge Evans, Sylvia Froos. Dir. Hamilton MacFadden. 89 mins. Rel. May 4. Rev. April 24.
State Versus Elinor Norton. The. Screen version of Mary Roberts Rinehart story. Norman Foster, Gilbert Roland. Dir. Hamilton MacFadden. 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 12.
Wild Gold. John Boles, Claire Trevor, Harry Green. Dir. Geo. Marshall. 77 mins. Rel. June 8. Rev. July 31.
World-Moves On. The. A love story which covers a century. Madeleine Carroll, Marchmont Tane. Dir. John Ford. 191 mins. Rel. Aug. 31. Rev. July 2.

Freuler Associates Office: R.K.O. Bldg., New York, N. Y.
Kiss of Araby. Original. Sahara story of British army and Rift, with love interest. Maria Alba, Walter Byron, Claire Windsor. Dir. Phil Rosen. Rel. April 21.

Gaumont-British Office: 221 West 42nd St., New York, N. Y.
Along Came Sally. Comedy musical. Gladys Cummings. Dir. Tina Whelan. 70 mins. Rel. June 15. Rev. June 19.
 (Continued on page 18)

RIGHT ON TOP



20TH

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OF DOUBLING THE RECORD SET BY "ROTHSCHILD"
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Released thru UNITED ARTISTS

CALENDAR OF CURRENT RELEASES

(Continued from page 43)

Channel Crossing. Drama. Matheson Lang. Constance Cummings. Dir. Stu. 100. 68 mins. Rel. May 15. Rev. June 5.

Friday the 13th. Bus crash and what led up to it. Jessie Matthews, Frank Lawton, Bonnie Hale. Dir. Victor Saville. 70 mins. Rel. May 13. Rev. May 27.

Ghoul, The Thriller. Boris Karloff. Dir. T. H. Hunter. 73 mins. Rel. Jan. 1. Rev. Jan. 20.

It's a Boy. Comedy. E. E. Horton, Leslie Henson. Dir. Tim Whelan. 75 mins. Rel. June 1. Rev. June 12.

Just Smith. Mystery comedy by London. Tom Walls, star and director. 70 mins. Rel. April 12. Rev. April 24.

Orders Is Orders. American making film in British army. James Gleason, Charlotte Greenwood. Dir. Walter Forster. 70 mins. Rel. May 1. Rev. May 8.

Prince of Wales. Screened compilation of British heir's life. 60 mins. Rel. April 15. Rev. April 24.

Woman in Command. Backstage story with music. E. E. Horton, Cicely Courtneidge. 70 mins. Rel. May 13. Rev. June 5.

Majestic Offices: RKO Bldg., Radio City New York City

Scarlet Letter. The Hawthorne's dramatic classic. First sound film. Colleen Moore and Harile Abbott. Dir. Robert Vignola. 70 mins. Rel. Sept. 26.

She Had to Choose. Texas girl goes to Hollywood and back again. Nat a studio story. Sally Blane, Larry Crabbe. Dir. Ralph Ceder. 62 mins. Rel. Oct. 1. Rev. Sept. 25.

Studios: Culver City, Calif. Metro Offices: 1510 Broadway, New York, N. Y.

Barretto of Wimpole Street. Based on the play by Rudolf P. L. Norma Shearer, Frederic March, Charles Laughton. Dir. Sidney Franklin. Rel. Sept. 21.

Biography of a Bachelor Girl. Based on S. N. Behrman's successful play. "Biography." Ann Harding, Robert Montgomery. Dir. E. H. Griffith. Rel. Oct. 26.

Chained. Joan Crawford in love with two men. Clark Gable, Stuart Erwin. Dir. Clarence H. Brown. 73 mins. Rel. Aug. 31. Rev. Sept. 3.

Death on the Diamond. Murder in the big leagues. Based on the novel by Corliss Wood. Robert Young, Ted Healy, stage. Evans. Dir. Edward Sedgwick. 69 mins. Rel. Sept. 14. Rev. Sept. 24.

Girl from Missouri. The small town girl lands her millionaire. Jean Harlow, Franchot Tone, Lionel Barrymore. Dir. Jack Conway. 69 mins. Rel. Aug. 3. Rev. Aug. 7.

Have a Heart. Jean Parker as a crippled little doll-maker. Spencer Tracy. Dir. David Butler. Rel. Sept. 7.

Hide Out. The gangster goes rural and reforms. Robt. Montgomery, Maureen O'Sullivan. Dir. W. W. Van Dyke. 70 mins. Rel. Aug. 23. Rev. Aug. 23.

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 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, Wyn Powell, Myrna Loy. Dir. W. S. Van Dyke. 93 mins. Rel. May 4. Rev. May 8.

Merry Widow. Based on the world-famous operetta by Franz Lehar. Marjorie Reynolds, Jeanette MacDonald. Dir. Ernst Lubitsch. Rel. not set.

Men in White. Picturization of the successful Broadway stage play of hospital life. Clark Gable, Myrna Loy, Jean Hershoff. Dir. R. Holsaetvick. 72 mins. Rel. April 6. Rev. May 1 and June 12.

Murder in the Private Car. Mystery thriller with most of the action on a train. Charles Laughton, Uta Merkel. Dir. Herbert Brenson. 69 mins. Rel. June 23. Rev. July 10.

Operator 13. Based on the last novel of the late Robert W. Chambers. Marion Davies, Cary Cooper. Dir. Richard Boleslavsky. 55 mins. Rel. June 3. Rev. June 20.

Outcast Lady. Based on a novel by Michael Arlen. Constance Bennett, Herbert Marshall. Dir. Robert Z. Leonard. Rel. Sept. 23.

Painted Veil. Based on the novel by Somerset Maugham. Greta Garbo, Herbert Marshall. Dir. Richard Boleslavsky. Rel. not set.

Paris Intrigue. Based on the play "All Good Americans" by S. J. and Laura Perlmutter. Otto Kruger, Madge Evans, Robert Young. Dir. Edwin L. Marin. 73 mins. Rel. July 27.

Rip Tide. An American girl marries into English nobility and suffers disappointment. Anne Shirley, Norma Shearer, Robert Montgomery, Herbert Marshall, Mrs. Pat Campbell. Dir. Edmund Goulding. Rel. March 23. Rev. April 5.

Sadie McKee. Based on the novel by Vivia 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. 73 mins. Rel. March 9. Rev. March 25.

Stamboul Quest. Spy story. Myrna Loy, Gro. Brent. Dir. Sam Wood. 82 mins. Rel. July 12. Rev. July 17.

Straight is the Way. Released convict story. Franchot Tone, May Robson, Karen Morley. Dir. Paul Slom. 69 mins. Rel. Aug. 10. Rev. Sept. 3.

Student Town. Musical comedy about college boys on a European tour. Charles Butterworth, Jimmy Durante, Maxine Doyle. Dir. Charles Reisner. Rel. Oct. 12.

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 20. Rev. April 24.

Thin Man. The murder mystery from Dashiell Hammett's novel. Wm. Powell, Myrna Loy, Maureen O'Sullivan. Dir. W. S. Van Dyke. 80 mins. Rel. May 25. Rev. June 20.

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. Stuart Erwin, Fay Wray, Leo Carrillo. Dir. Jack Conway. 112 mins. Rel. April 20. Rev. April 27.

What Every Woman Knows. Based on the play by Sir James M. Barrie. Helen Hayes, Brian Aherne. Dir. Gregory La Cava. Rel. Oct. 19.

Studio: 6048 Sunset Blvd., Hollywood, Cal. 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. 23. Rev. May 1.

Blue Street. John Wayne, Eleanor Hunt. Dir. R. N. Bradbury. A Lone Star Western. 61 mins. Rel. May 10.

City Limits. Gay musical. Sally Blane, Frank Craven. Story of breezy newspaper reporter who gets his story—and the girl. 70 mins. Rel. May 1. Rev. July 10.

Girl of the Limberlost. A Gene Stratton-Porter story. Marian Marsh, Ralph Morgan, Louise Dresser. Dir. Christy Cabanne.

Happy Landing. Story of the U. S. air border patrol. Ray Walker, Jacqueline Wells. 65 mins. Rel. May 1. Rev. May 15.

Hoaxer. The. From novel by Robert Herrick. Dir. Reginald Barker.

House of Mystery. The. Verna Hillie, Ed Lowry. Dir. William Hark. 62 mins. Rel. April 30.

Jane Eyre. Charlotte Brontë's classic. Colin Clive, Virginia Bruce. Dir. S. J. Perlmutter. 65 mins. Rel. Aug. 11.

Loudspeaker. The. Radio comedy. Ray Walker, Jacqueline Wells. 67 mins. Rel. June 1. Rev. Aug. 11.

Man from Utah. The. (Lone Star.) Utah cowboy exposes racket and wins the sheriff's daughter. John Wayne, Polly Ann Young. Dir. R. N. Bradbury. 62 mins. Rel. May 15.

Moanings. The. Willie Collins story of disappearance of famous gem. David Manners, Phyllis Barry. Dir. Reginald Barker. 60 mins. Rel. Aug. 20. Rev. Sept. 15.

Nante Carlo. Mary Brian, John Darrow. 62 mins. Rel. May 20.

Never Means Nothing. Wallace Ford, Gloria Shea. 70 mins. Rel. June 15. Rev. July 21.

Randy Rides Alone. (Lone Star.) John Wayne, Albert Vaughn. Dir. R. N. Bradbury. 61 mins. Rel. May 10.

Shack. Ralph Forbes, Grellian Gil, Monroe Owsley. Shell-shock victim returns from World War, falls in love with the wife he had married just before going to front, and hares his unknown rival till his identity is re-established. 66 mins. Rel. Aug. 10.

Star Facker. The. (Lone Star.) John Wayne, Verna Hillie. Dir. R. N. Bradbury. 61 mins. Rel. July 20.

West of the Divide. Lone Star western. John Wayne, Virginia Brown Faire. Dir. R. N. Bradbury. 62 mins. Rel. Aug. 15.

Woman's World. Hollywood comedy. John Halliday, Wallace Ford, Marguerite de la Motte. Dir. Edward Luddy.

Paramount Offices: 1501 Broadway, New York, N.Y.

Bele of the 90's. 111. katage in burlesque. Mae West. Dir. Leo McCarey. 73 mins. Rel. Sept. 21. Rev. Sept. 25.

Cleopatra. Egyptian spectacle with modern dialog. Claudette Colbert, Warren William, Henry Wilcoxon. Dir. Cecil De Mille. 102 mins. Rel. Aug. 18. 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. Lawyers trapped by a needless case allid. Claud Rains, Margo. Dir. Ben Hecht, Chas. MacArthur. 79 mins. Rel. Aug. 17. Rev. Sept. 3.

Death Takes a Holiday. Death takes a holiday to learn of life. From the novel by E. E. Schreyer. Fredric March, Evelyn Venable. Dir. Mitchell Leisen. 75 mins. Rel. March 30. Rev. Feb. 27.

Double Deal. Thriller story of a dominant old maid. Mary Morris, Evelyn Venable, Kent Taylor. Dir. Chas. Victor. 75 mins. Rel. May 4. Rev. May 8.

Elmer and Elsie. Truck driver and the president of a mine concern both proclaim the mail 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 Flirtation. The. Stage story by Gregory Ratoff in which an egotistical musician hero sacrifices his career to promote that of his wife. Eileen Ladd, 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 wealthy family. Robert Taylor, Patricia Ellis. Dir. Raoul Nougé. Rel. June 13. Rev. June 19.

His Double Life. (Dowling) Light comedy. Lillian Gish, Ronald Young. Dir. Arthur Hopkins. 62 mins. Rel. Jan. 12. Rev. Dec. 19.

I Married an Actress. Maltese idol loses out to his wife, an actress, who takes his identity. Adolphe Menjou, Eileen Ladd. Dir. Ralph Murphy. Rel. June 22.

I Ain't No Sin. Mae West as a burlesque queen. Roger Pryor, John Mack Brown. Dir. Leo McCarey. Rel. June 25.

Kiss and Scream. Horror movie with model. Cary Grant, Genevieve Tobin, Helen Mack and the Vampas Baby Stars. Dir. Harlan Thompson. 69 mins. 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. 3. Rev. July 31.

Little Miss Marker. Jeanette MacDonald, Dorothy Dell, Chas. Dickford. Dir. George A. Hearn. 64 mins. Rel. May 22. Rev. May 27.

Many Happy Returns. Burns and Allen at their dullest. 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. Russell, Wesley Ruggles. 70 mins. Rel. April 29. Rev. April 3.

Murder at the Vanties. From the Earl Carroll stage production. Murderer backstage. Curt Brissan, Victor McLaglen, Jack Oakie, Kitty Carlisle. Dir. Mitchell Leisen. 96 mins. Rel. May 11. Rev. May 15.

Notorious Sophie Larue. Story of international jewel thieves—Gertrude Michael, Paul Cavanagh. Dir. Ralph Murphy. 60 mins. Rel. July 20. Rev. July 21.

Old Fashioned Love. The. W. C. Fields, Joe Morrison. In a road show in the '90s. Baby LeRoy, Judith Allen. Dir. Win. Beaudine. 69 mins. Rel. July 6. Rev. July 17.

Private Scandal. Suicide which is decided to be a murder because none of the witnesses can remember his career. 94 mins. Rel. Sept. 17. Rev. Sept. 18.

Scarlet Empress. The. Story of Catherine of Russia. Marlene Dietrich, John Loder. Dir. Richard Boleslavsky. 74 mins. Rel. Sept. 13.

She Loves Me Not. Stage play. Girl in college dormitory masquerades as a boy. Miriam Hopkins, Bing Crosby. Dir. Elliot Nugent. 83 mins. Rel. Aug. 10. Rev. Sept. 11.

The Mad Mad Mad. Show tell 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. Dir. George A. Hearn. 64 mins. Rel. July 19. Rev. July 20.

Thirty Days a Princess. Obscure actress plays at being a princess. Sylvia Sydney, Cary Grant. Dir. Marion Goring. 76 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 12. Rev. April 12.

We're Not Dressing. Comedy of shipwrecked royalty. Bing Crosby, Carol Lombard, Burns and Allen, Ethel Merman, Leon Errol. Dir. Norman Taurog. 80 mins. Rel. April 27. Rev. May 1.

Witching Hour. The. Augustus Thomas play of a murder innocently caused by hypnotism. Sir Guy Standing, John Halliday, Judith Allen. Dir. Henry Hathaway. 65 mins. Rel. April 27. Rev. May 1.

Wharf Angel. Romance in the French city of 1907. Frances Marion, 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. Walker. 67 mins. Rel. July 27. Rev. Sept. 18.

You're Telling Me. Fields as a small town garage man. W. C. Fields, Loan Marsh. Buster Crabbe, Adrienne Ames. Dir. Eric Kenton. 65 mins. Rel. April 6. Rev. April 10.

Principal

Offices: 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. 60 mins. Rel. not set.

Little Damsel. Tne. Anna Neagle and James Rennie. The story of a "night club queen" in a ritz London "hot spot." 63 mins. Rel. June.

Return of Chandu. The. Mystery story. Helen Taggart, Clara Kimball Young. 64 mins. Rel. not set.

Studio: Hollywood, Calif. R.K.O. Radio Office: R.K.O. Bldg., Radio City, N.Y.C.

Adventure Girl. John Lowell goes down to Guatemala in her 48-foot schooner, find a sacred emblem. John Lowell, Capt. Lowell, Bill Sawyer, Otto Siedler, Capt. Jack the mascot. 76 mins. Rel. Aug. 17. Rev. Aug. 14.

Allen Corn. Talented young musician realizes after a series of disappointing love affairs that love and career must and choose career. Ann Harding, John Boles, Margaret Hamilton, Arnold Korff. Dir. Edward H. Griffith. Rel. May 25.

Bachelor Bait. 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, Bert Kelton, Skeels Gallagher, Rochelle Hudson. Dir. George Stevens. Rel. July 27.

Cockeyed Cavaliers. A costume story with Bert Wheeler and Robert Woolsey. 64 mins. Rel. not set.

Crime Doctor. A famous detective, jealous of his wife who no longer loves him, plots the perfect crime. Otto Kruger, Karen Morley, Nils Asther. 64 mins. Rel. not set.

Down to Their Last Yacht. Impoverished millionaires take a party of paying guests for a cruise. Sidney Fox, Mary Boland, Sidney Blackmer, Betty Moran, Helen Brown, Joan Lowell. Rel. Aug. 2. Rev. Sept. 25.

Finishing School. A young lady's school girl becomes involved with a young doctor. Ginger Rogers, Frances Dee, Bruce Cabot, Billie Burke. Dir. Wanda Tuschek and George Nichols Jr. 70 mins. Rel. May 4.

Fountain. The. From the Chas. Morgan novel. Ann Harding, Brian Aherne, Paul Lukas. Dir. John Cromwell. 85 mins. Rel. Aug. 21. Rev. Sept. 2.

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 Rogers. Dir. George Robison. Rel. Worthington Miner. 61 mins. Rel. Aug. 21. Rev. July 31.

His Greatest Gamble. A father, in prison for murder, escapes in order to save his daughter's life. Richard Dix, Dorothy Strick. Rel. not set.

Let's Try Again. After ten years of married life, a couple decide to try new partners, only to discover that the habit of being together is too strong. Olive Brook, Diana Wynne Jones, Irene Hervey, Helen Vinson. Dir. Worthington Miner. 67 mins. Rel. July 6. Rev. June 25.

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 actor. Ann Harding, John Holes. 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 Archainault. 72 mins. Rel. June 1. Rev. June 15.

27 Human Bondage. A poignant story of a man who faces life as a pariah. Leslie Howard, Betty Davis, Reginald Denny, Reginald Sheffield. (Continued on page 52)

Grauman Chinese Co. Operating by Bankruptcy Law

Los Angeles, Oct. 1. As a legal move to forestall any possible bankruptcy action, Grauman's Greater Hollywood Theatre, Inc., as owner of Grauman's Chinese, last week filed a petition in U. S. District Court here asking permission to reorganize under a recent amendment to the Bankruptcy Act for the purpose of meeting its asserted obligations and to conserve its assets as a going concern.

Petition, signed by Joseph M. Schenck as executive officer, was approved by Federal Judge Paul J. McCormick, permitting the owners to continue in possession and to operate the property until further decree by the court.

The procedure, it was explained, was not to be confused with actual bankruptcy.

Liabilities of the corporation are \$947,556, according to the petition, with the biggest indebtedness items listed as follows: First mortgage bonds, 63%, of debtor, amounting to \$180,000 together with \$11,463 interest, owing to United Artists Theatre Circuit, together with other indebtedness to United Artists Theatres bringing the total to \$250,326, and 3,000 shares of outstanding stock at \$100 par, of which Boulevard Theatre Co. holds \$200,000, and trustees in bankruptcy for Pacific Coast Theatres \$100,000.

Corporation's specified assets are topped by the theatre and equipment, valued at \$121,641, and cash of \$16,288 in the balancing total of \$947,556.

Schenck's plea to the court was that the corporation is not able to meet its debts as they mature, under present setup, wherefore the reorganization permission was asked. Ground lease for theatre at present is revealed as \$12,000 annually.

Auto Crash Fatal To Theatre Man, 3 Others Injured

Milwaukee, Oct. 1. John Kempf, 22, assistant manager of the Avalon, was killed and Patsy Linn, 22, cashier at the Riverside, and two other girls, one of whom the Avalon, are near death, following an auto crash. Ray Mueller, the fourth member of the party, escaped with bruises.

The car in which the quartet was riding failed to finish an S-curve and crashed into a tree in a local park. Kempf was driving.

MUSICIANS AND WB TIPPING IN PHILLY

Philadelphia, Oct. 1. Musicians' Union, Local 77, is fighting the Stanley-Warner Theatres in an attempt to make the circuit put back musicians in several of its houses. Tickets were stationed in front of the Stanley and Kingston on Market street and union officials cautioned that they intend to picket other houses.

The Fox is using 40 men in its orchestra starting today (Friday) for its new concert idea. Earle has also increased size of its orchestra.

LEW SEILER'S SPANISH

Hollywood, Oct. 1. Lew Seiler will direct the Spanish feature, "Your Wife," to be produced by John Stone for Fox. Paul Roulson and Conchita Montenegro are starred.

TURN OF PAGE 9

Look forward with
Pleasure to
OCTOBER
NOVEMBER
DECEMBER

Already this season, FOX has given you such hits as "The Cat's Paw"... "Servants' Entrance"... "Judge Priest." For the coming three months FOX is producing hits just as great... *and more of them!* Analyze the new pictures on the following pages. Compare them with other offerings. And prepare to make next quarter's business an even greater pleasure...

with these FOX Pictures

**Your
Feature Program
for
OCTOBER**

*An Erik Charell
Production*

CARAVAN

with

**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

Mary Roberts Rinehart's

**ELINOR
NORTON**

with

CLAIRE TREVOR

Gilbert Roland
Henrietta Crossman
Hugh Williams
Norman Foster

Produced by Sol M. Wurtzel
Directed by Hamilton MacFadden

**JACKIE
COOPER**

in

**PECK'S
BAD BOY**

with

Thomas Meighan
Jackie Searl O. P. Heggie
Dorothy Peterson

A Sol Lesser Production
Directed by Edward F. Cline

**MARIE
GALANTE**

with

**SPENCER TRACY
KETTI GALLIAN**

Ned Sparks, Helen Morgan, Siegfried
Rumann, Leslie Fenton, Arthur Byron,
Jay C. Flippen and Stepin Fetchit

Produced by Winfield Sheehan
Directed by Henry King

America's First Actor

**GEORGE M.
COHAN**

in

"GAMBLING"

with

Wynne Gibson Dorothy Burgess

A Harold B. Franklin Production
Directed by Rowland V. Lee

MUSIC IN THE AIR

*Music by Jerome Kern
Lyric and libretto by Oscar Hammerstein, 2nd*

with

**GLORIA
SWANSON**
and **JOHN BOLES**
DOUGLASS MONTGOMERY
JUNE LANG

Al Shean, Reginald Owen, Joseph Cawthorn

An Erich Pommer Production
Directed by Joe May

Your Feature Program for NOVEMBER

365 NIGHTS IN HOLLYWOOD

with
JAMES DUNN
ALICE FAYE
Mitchell and Durant
John Bradford
A Sol M. Wurtzel Production
Directed by George Marshall

24 HOURS A DAY

with
CLAIRE TREVOR
GILBERT ROLAND
HERBERT MUNDIN
A Sol M. Wurtzel Production
Directed by Hamilton MacFadden

WARNER BAXTER in HELL IN THE HEAVENS

with
CONCHITA MONTENEGRO
RUSSELL HARDIE
Herbert Mundin Andy Devine
Ralph Morgan
Produced by Al Rackett
Directed by John Blystone

LOTTERY LOVER

starring
LEW AYRES
"PAT" PATERSON
Peggy Fears Ned Sparks
An Al Rackett Production
Directed by William Thiele

THE FIRST WORLD WAR

Secret Films from Nations' Archives
Edited by **LAURENCE STALLINGS**
Produced by
Truman Talley

Your Feature Program for DECEMBER

SHIRLEY TEMPLE

in
BRIGHT EYES

with
JAMES DUNN

A Sol M. Wurtzel Production
Directed by David Butler

THE WHITE PARADE

with
LORETTA YOUNG
JOHN BOLES

Muriel Kirkland Dorothy Wilson
Joyce Compton Astrid Allwyn
Polly Ann Young

A Jesse L. Lasky Production
Directed by Irving Cummings

EAST RIVER

with
EDMUND LOWE
VICTOR McLAGLEN
Marjorie Rambeau
Charles Bickford
Grace Bradley

A Robert T. Kane Production
Directed by Raoul Walsh

Harold Bell Wright's
**WHEN A
MAN'S A MAN**
starring
GEORGE O'BRIEN
Produced by Sol Lesser
Directed by Edward F. Cline

HELLDORADO

with
Richard Arlen
Ralph Bellamy
Henry B. Walthall
and **Stepin Fetchit**

A Jesse L. Lasky Production
Directed by James Cruze

Again FOX
takes the prizes
for a line-up
solid with
successes!

FOX

Hollywood Productions

Week of Oct. 1

(Pictures now filming, or about to start, are listed below alphabetically by studios. Symbols are: D—Director, A—Author, C—Cameraman.)

COLUMBIA
'Stake Out'
 (2nd week)
 D—Lambert Hillyer
 A—Lambert Hillyer
 C—Henry French
 Cast: Bruce Cabot, Judith Allen, Charles Sahm, Ward Bond, Matthew Betz, Lucille Ball, Mabel Tarrar, Walter McGrath, James Wang, John Kelly, Dick Hush, Frank O'Connor
'Fugitive Lady'
 (3rd week)
 D—William Nigh
 A—Fred Niblo, Jr.
 C—Herbert Ashbury
 Cast: Nell Hamilton, Florence Rice, Donald Cook, Clara Blackburn, William Demarest, Nella Walker, Ernest Wood, William Fine, Billa Lelloy, Lew Davis, Billie Feward, Wade Boteler, Harry Clark, Harry Holtzman, Warner Buchanan
'White Lies'
 (2nd week)
 D—Leo Brangan
 A—Harold Shumate
 C—Benjamin Kline
 Cast: Fay Wray, Victor Jory, Walter Connolly, William Lendrum, Robert Allen, Oscar Apfel, Katherine C. Ward, Leslie Fenton
'Barn! Barn!'
 (2nd week)
 D—David Selman
 A—Walt Colburn
 C—Harold Shumate
 C—Wilbur McGaugh
 Cast: Tim McCoy, Cooper Atchley, Albert J. Smith, Eddie Cuth, Harry Todd, John Gilson
'The Bachelor of Arms'
 (4th week)
 D—Louis King
 A—John M. Lee
 C—Lamar Trotti
 C—L. W. O'Connell
 Cast: Anita Louise, Tom Brown, Aline Jodge, Frank Albertson, George Meeker, Henry B. Walthall, Frank Melton, John Arledge, Stepin Fetchit, Mae Marsh
'East River'
 (4th week)
 D—Raoul Walsh
 A—Edward J. Doherty
 Borden Chase, Howard L. Young, Gordon Chase
 C—H. M. Mohr
 Cast: Victor McLaglen, Edmund Lowe, Marjorie Rhambo, Grace Bradley, Ruth Peterson, Eileen Williams, George Rickas, John Howard, Chas. Blackford, George Walsh, Warner Richmond
'Heldorado'
 (2nd week)
 D—James Cruze
 A—Frank M. Doney
 C—Frank M. Doney
 C—Leo T. Kary
 Cast: Tita Jones, John Sells
 C—John Sells
 Cast: Spencer Tracy, Madge Evans, Henry B. Walthall, Stepin Fetchit, Patricia Farr, James Gleason, Gertrude Short, Stanley Fields, Roy Chubbuck, Barton Chubbuck
'Fugitive Lover'
 (1st week)
 D—William Thiele
 A—Sig Herne
 Maurice Hanline, Franz Seidel, Billy Wilder
 C—Unassigned
 Cast: Pat Patterson, Peggy Fears, Reginald Henry, Ned Sparks, Sterling Holloway, Alan Dunham
METRO
'Sensation'
 (4th week)
 D—Chester Franklin
 A—Vance Holt
 Ann Cunningham, Sam Armstrong
 C—Chester Jones
 C—Leonard Smith
 Cast: Jean Parker, Russell Harlan, Samuel S. Hinds, Paul Hest, Jimmy Partee, Ben Hall, Harry Lane, Jr.

James Marcus, Gilbert Emery, Art Lloyd, Charles Middleton, Francis McDonald, Geo. Gramgold, Eric Blore, Florence Lewis, Willie Fung, Ed. Peil, Ted West, Sleepy N. Bat
'The Little Minister'
 (4th week)
 D—James Wallace
 A—James M. Serrin
 Jane Mugs, J. Henry Gerard
 C—Katharine Hepburn, John Heil, Harold Lloyd, Donald Crisp, Andy Clyde, Lawrence Lane, Leonard Carey, Dorothy Stickney, William Hopper, Herbert Houston, Jane Baxter
'The Silver Streak'
 (3rd week)
 D—Thomas Atkins
 A—Roger Hill-Wheeler
 C—H. W. Hamann
 C—Otto Hunt
 Cast: Chas. Sturcott, Sally Hines, Robert Taylor, Harlan Albert, Doris Lawson, Keith Williams, Arthur Lake, Irving Pichel
'Romance of Manhattan'
 (3rd week)
 D—Stephen Roberts
 A—Norman Krassna
 C—Nick Muscarelo
 Cast: Francis Lederer, Francis Rogers, J. Farrell McDonald, Grant Mitchell, Jimmy Butler, Helen Ware
'Lightning Strikes Twice'
 (2nd week)
 D—Ben Hix
 A—Marion Dix
 Sam Hardy, John Gray, Jos. A. Fields, Charles Crowder
 Cast: Ben Lyon, Thelma Todd, Pert Kelton, Polly Morgan, Cecile Gallagher, Chick Chandler, Laura Hope Crews, Walter Catlett, Gregory Ratoff, John Davidson, Edgar Deering, Fred Kelsey, Margaret Armstrong, John Hale, Walter Long
'West of the Pecos'
 (2nd week)
 D—Phil Rosen
 A—Zane Grey
 Milton Krims, John Twist
 C—James Van Trees
 Cast: Richard Dix, Marjorie Rhambo, Louis Mason, Samuel Hinds, Sydney S. Hinds, Oscar Apfel, Maurice Black
'The Portrait of Laura'
 (2nd week)
 D—John Robertson
 A—Wanda Tuchock
 John Twist, Milton Krims
 C—Lucien Andriot
 Cast: May Robson, Fred McMurtry, Ray Waltham, Alan Hale, Mary Carlisle, George Meeker, Etienne Girardot, Ward Bond, William Hopper, Fred Kohler, Jr., Ernest Cline, George Armstrong, Jr.
RKO-PATHE
'The Port of Last Dreams'
 (2nd week)
 D—Frank Strayer
 A—C. Edgar, Harold Huber
 C—Unassigned
 Cast: Marlene Dietrich, Joel McCrea
'Red Woman'
 (1st week)
 D—David Howard
 A—Wallace MacDonald
 John Heil, William Nobles
 Cast: Ken Maynard, Evelyn Knapp, L. B. H. Hopper, Kenneth Thomson, George Hayes, Fred Kelsey, and Coward
RAY ROACH
'Babes in Toyland'
 (4th week)
 D—Victor Miller
 Cast: Charlotte Collett
LES STALLMAN UPS
 Philadelphia, Oct. 1.
 J. Lester Stallman, manager of the Circle, Key Stanley-Warner, has been made district manager for Warners for entire North Philadelphia.
 Stallman has been district manager for Warners in Atlantic City, Camden and Wilmington.

D—Gus Meins
 A—Victor Herbert
 Ollie, Kenneth Peach, Francis Corby
 Cast: Stan Laurel, Oliver Hardy, Henry Kimball, Alice Moore, Alice Lake, Felix Kaufman, Marie Wilson, Jean Darling, Johnny Downs, 'Charles Hall', Margaret Soden, Kenneth Morgan, Richard Powell
'The Mighty Bannum'
 (2nd week)
 D—Walter Long
 A—Gene Fowler
 Bess Meredyth
 C—David Lewis
 Cast: Wallace Henry, Adolphe Menjou, Janet Hecker, Billie Hutton, Virginia Bruce, George Hissano, May Jolley, Howard H. Hines, Chas. Julek, Fred Kelsey, Tammany Young, Oliver Hissano, Greta Meyers, Sam Godfrey
'Night Life of the Gods'
 (2nd week)
 D—Lowell Sherman
 A—Thorne Smith
 C—John Mescal
 Cast: Lila Mowbray, Florine McKinney, Geo. Hissano, Geneva Mitchell, Irene Ware, Peggy Shannon, Virginia Swallow, Gilbert Emery, Richard Arl, William (Stage) Boyd, Robert Warwick, Teresa Maxwell-Connors, Wesley Barry, Paul Kaye, Fred Kelsey, Ferdinand Gottschalk, Henry Armetta, Douglas Fairbanks, Alene Armetta, Sam Godfrey, Ray Bernard, Charles Irwin
'The Good Fairy'
 (2nd week)
 D—William Wyler
 A—Ferenc Molnar
 C—Zane Grey
 Margaret Sullivan, Herbert Marshall, Frank Morgan, Phyllis Ludwig, Alan Hale, Barbara Perry, Joseph Heifetz, Anne Darling, Ralph Bondi, Reginald Owen
'The Man Who Reclaimed His Head'
 (2nd week)
 D—Edward Ludwig
 A—Evan Raitt
 William Harbutt, Finley Peter Dunn, Jr., Charles Stumar
 Cast: Claude Rains, Lionel Atwill, John Bennett, Carol Lombard, Ben Lyon, Wallace Ford, Lawrence Grant, Douglas Fairbanks, Andy Lawler, Norman Ainsley, John Hughes, Margaret Mann
'When a Man Sees Red'
 (2nd week)
 D—Alan James
 A—Alan James
 David Dickey, Ned McCard
 Cast: Buck Jones, Peggy Campbell, Dorothy Reyer, Ted Sayer, Libby Taylor, Roy Korman, William Scott
WALTER WANGER
'The President Vanishes'
 (2nd week)
 D—William Wellman
 A—Anonymous
 Cedric Belfrage
 C—Chick McGill
 Cast: Arthur Byron, Paul Kelly, Al Green, Osgood Perkins, Sidney Blackmer, M. Russell, Peggy Conklin, Walter Kingsford
MG'S SEASONING SHORTS
 Hollywood, Oct. 1.
 Metro will use its proposed series of two-reel dramas, based on true police cases, for the seasoning of its young stock players.
 First of the two-reelers, '200 Grand,' is being scripted by Marty Brooks and will be directed by George B. Seitz.

Mpls Exchanges Deny Restraint Vs. the Palace

Minneapolis, Oct. 1.
 Charges before the state attorney general by the Benz interests, theatre owners and liquor dealers, in applying a conspiracy in restraint of trade on the part of Public, Columbia and RKO to prevent the Palace theatre, 1,800-seat loop Benz-owned de luxe fourth and fifth ring ground house, from obtaining product from the two exchanges are vigorously denied by all parties concerned.
 John J. Friedl, Public division manager, and L. E. Goldhammer and Ben Marcus, managers of the RKO and Columbia exchanges, respectively, deny that they ever told the Benz or any of the latter's representatives that Public had served an ultimatum on them and that is why they could no longer afford to do business with the Palace. This claim was made to the state attorney general who has been asked to institute a grand jury investigation to determine if indictments should be brought.
 Goldhammer and Marcus say they have refused to continue to sell pictures to the Palace, but for different reasons from those set forth. The new policy of the RKO exchange is not to serve any loop theatre with a less than 15c. minimum admission.
 Marcus (Columbia) says that he is severing business relations with the Palace out of friendship to the numerous smaller houses in the adjacent Gateway district which have been good accounts for many years and which are being forced to the wall by time opposition from the large and beautiful Palace. If the Palace raises to 15c., he says, he will be glad to sell it, but it refused to boost its admission price. It is located on the boundary line of the district zoned the loop and contains all the large first, second and third run houses. A few blocks distant are numerous time, double feature theatres in a district zoned the Gateway and permitted to charge the smaller price.
 UA to Reopen Chinese In H'wood; Pooling Deal with F-WC Flvs
 Hollywood, Oct. 1.
 United Artists and Fox West-Coast could not get together on the deal of pooling Grauman's Chinese, in Hollywood, and the State in downtown Los Angeles for day and date first-run. Result is that UA will open the Chinese again with Sid Grauman operating on a three-a-day policy of pictures with pit orchestra at 40c. top matinees and 55c. at two night shows, starting Oct. 17. 'Affairs of Cellini' will be first attraction.
 Pooling deal fell through on account of failure to agree on percentages for UA pictures on the merger operation. Chinese will play only UA and 20th Century pictures for two weeks on first, second. This will bring the downtown Los Angeles into the second-run division for the product since closing of the UA Sept. 29.
 WB 'MARINES' STARTS
 Hollywood, Oct. 1.
 With Robert Barrat, William B. Davidson, Russell Hicks and John Arledge added to the cast in support of James Cagney, Pat O'Brien and Margaret Lindsay, a company of 50 in Warners' 'Devil Dogs of the Air' today (Monday) started the picture at the T. S. Marine aviation base in San Diego.
 Lloyd Bacon is directing, with cooperation of the marines.

CALENDAR OF CURRENT RELEASES

(Continued from page 46)

Girl in the World. Wealthy girl seeks non-mercenary suitor. Miriam Hopkins, Joel McCrea, Fay Wray. Dir. Wm. A. Seiter. 89 mins. Rel. Sept. 21. Rev. Sept. 25.

Sing and Like It. Ganspeter backs a Broadway show and makes use of good reviews by furnishing special "extras" for each reviewer. Zasu Pitts, Bert Kelton, Edward Everett Horton, Nat Pendleton, Ned Sparks. Dir. William Seiter. 69 mins. Rel. April 29. Rev. April 17.

Stingaree. Notorious Australian bandit of the "Robin Hood" type with a hat for the edictal things of life. Irene Dunne, Richard Dix, Conway Tearle, Mary Boland. Dir. William Wellman. 75 mins. Rel. May 25. Rev. May 22.

Strictly Dynamite. A boat becomes a gas rig for a famous radio comic Jimmy Durante, Lulu Velaz, Norman Foster, Marvin 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 telephone district. Douglas Fairbanks Jr., Colleen Moore, Genevieve Tobin, Frank Morgan. Dir. J. Walter Ruben. Rel. March 15.

The 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. 19. Rev. Sept. 11.

This Man Is Mine. The prettiest young woman who virtually kills her husband into the arms of his first love. Irene Dunne, Constance Cummings, Ralph Bellamy, Jay Johnson. Dir. John Cromwell. 75 mins. Rel. April 13. Rev. April 17.

We're Rich Again. Just 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. 2.

Where Sinners Meet. An eloping couple have a break-down in their car and spend the night in a 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 Denis. Rel. April 6.

United Artists

Affairs of Cellini. The life of Benvenuto Cellini. Frederic 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 of bad luck. Mary Pickford, John Barrymore, Paul Grant, Paul Harvey. Dir. Lowell Sherman. Rel. May 18.

Buildup Drummond Strikes Back. Further adventures in crime solution. Ronald Colman, Loretta Young, Warner Oland, Charles Butterworth, Una Merkel. Dir. John S. Robertson. Rel. July 29. Rev. Aug. 21.

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, Hilma Lindell, Louis Calhern, Sidney Blackmer. Dir. Rowland Lee. Rel. Sept. 10.

House of Rothschild. The 25th Cent. Strong drama of the great financial house. George Arliss, Boris Karloff, Loretta Young. Dir. Alfred Weikert. 94 mins. Rel. April 6. Rev. March 10.

Last Gentleman. The shrewd and elderly millionaire cleverly foils the plans of his son to marry the next fellow. George Arliss, Edna 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, Arline Judge. Dir. Wm. Wellman. 71 mins. Rel. March 9. Rev. April 17.

Our Daisy Bread. Dishonored 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. 23.

Private Life of Don Juan. Don Juan discovers that, deprived of his name and money, he must live like the next fellow. Douglas Fairbanks, Marie Oberon, Benita Hume. Dir. 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. Jack Raymond. Rel. April 20.

We Live Again. A vivid new version of Tolstoy's "Resurrection." Anna Rein, Frederic March, Jane Baxter, C. Aubrey Smith, Dir. Rouben Mamoulian. Rel. Sept. 21.

Studio: Universal City. **Universal** Offices: 33 Rockefeller Center, New York, N. Y.

Affairs of a Gentleman. Drama. Paul Lukas, Lella Hyams, Patricia Ellis, Doro Merande, Allen Boud. Dir. Edwin L. Marion. 70 mins. Rel. May 14. Rev. June 23.

Bombay Mail. Edmund Lowe Production. Dir. Ed. Marlin. Rel. Jan. 1. Rev. Jan. 9.

Black Cat The. Mystery. Karloff, Bela Lugosi, David Manners. Dir. Edgar Winter. 76 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. Edmund Lowe, G. Stuart and big radio and stage stars. Dir. Earl Freund. Rel. Sept. 2.

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 20. Rev. June 29.

Honor of the Range. Western. Ken Maynard. Dir. Alan James. 60 mins. Rel. April 16. Rev. May 1.

Human Side. Drama. Alfred Menjou, Doris Kenyon. Dir. Eddie Buzzell. 68 mins. Rel. Aug. 27. Rev. Sept. 19.

I Give My Love. Drama. Wynne Gibson, Paul Lukas. Dir. Karl Freund. 69 mins. Rel. June 25. Rev. July 24.

I'll Tell the World. Comedy. Lee Tracy, Gloria Stuart, Roger Pryor. Dir. Edwin Sedgwick. 75 mins. Rel. April 16. Rev. April 24.

Imitation of Life. Drama. Claudette Colbert, Warren William. Dir. John Stahl. Rel. Oct. 12.

Let's Be Ritz. Comedy-drama. Lew Ayres, Patricia Ellis, Frank McHugh, Isabelle Jewell, Hilda Hopper. Dir. Edward Ludwig. Rel. March 29. 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 18.

Little Man, What Now? Drama. Margaret Sullivan, Douglass Montgomery. Dir. Frank Borzage. 97 mins. Rel. June 4.

Love Captives. Drama. Nils Asther, Gloria Stuart. Dir. Max Marcini. 61 mins. Rel. May 21. Rev. June 18.

Love Birds. Comedy. Slim Summerville, Zasu Pitts. Dir. Wm. Seiter. 68 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. 11. Rev. Aug. 20.

Poor Rich. The Comedy. Edna May Oliver, Edward Everett Horton. Dir. Ed. Sedgwick. 76 mins. Rel. Feb. 23. Rev. May 15.

Romance in the Rain. Comedy-drama of a slum Cinderella. Roger Pryor, Victor Moore 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, Lois Wilson. Dir. J. M. Siodman. Rel. Sept. 17.

Uncertain Lady. Comedy-drama. Genevieve Tobin, Edward E. Horton. Dir. Karl Freund. 69 mins. Rel. April 23. Rev. Aug. 7.

Wake Up and Dream. Musical. Russ Columbo, Roger Pryor, June Knight. Dir. Kurt Neumann. Rel. Sept. 23.

Wheels of Destiny. Western. Ken Maynard. Dir. Alan James. Rel. Feb. 19. Rev. April 2.

Warner Brothers Offices: 221 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 Gustavus Hasty Carroll. Jean Muir, Donald Woods, Dorothy Peterson. Dir. Alfred E. Hitchcock. Rel. April 13. Rev. April 17.

Bones. Musical spectacle. Joan Blondell, Ruby Keeler, Dick Powell, Guy Lombardo. Dir. Ray Enright. 90 mins. Rel. Sept. 1. Rev. Aug. 21.

Capricious. Mother and daughter in a battle for love. Jean Muir, Geo. Brent.

Verone Teasdale. Dir. Archie Mayo. 70 mins. Rel. Sept. 8. Rev. Sept. 15.

Dr. Monica. Drama of woman who tries to help her hubby's girl friend. Kay Francis, Warren William, Jean Muir, Verone Teasdale. Dir. William Keighly. 65 mins. Rel. June 23. Rev. June 26.

Friends of Mr. Bower. Comedy-drama of the brother on husband who turns the hat trick for his newspaper. Charlie Ruggles, Ann Dvorak, Eugene Pallette, Dorothy Tree. Dir. Edward Ludwig. 68 mins. Rel. July 7. Rev. July 3.

Harold Teen. Illusions come true which bring to life on the screen the characters of Carl Ed's comic strip. Al Lettice, Rochelle Hudson, Patricia Ellis, Guy Kibbee. Dir. Murray Roth. 66 mins. Rel. April 7.

Here Comes the Navy. Comedy-drama of a girl that tried to buck the boat. James Cagney, Pat O'Brien, Gloria Stuart, Dorothy Tree, Frank McHugh. Dir. Lloyd Bacon. 88 mins. Rel. July 21. Rev. July 24.

He Was Her Man. Action melodrama of the girl who double-crossed herself in love with her love. Genevieve Tobin, James Cagney, Joan Blondell, Frank Craven, Harold Huber. Dir. Lloyd Bacon. 70 mins. Rel. June 15. Rev. May 22.

Houswife. A domestic wife beats the vamp. Bette Davis, Geo. Brent. Dir. Alfred E. Hitchcock. 70 mins. Rel. Aug. 11. Rev. Aug. 14.

Key. The fighting for love while the Sinn Fein and the Black and Tan crossroads during the Irish trouble. From the London stage success, "The Key" William Powell, Lena Horst, Colin Clive, Henry O'Neill. Dir. Michael Curtiz. Rel. June 5.

Madame Du Barry. Drama of the lady who made history sit up and take notice, with comedy twists. Dolores Del Rio, Reginald Owen, Usqueo Perkins, Verone Teasdale, Victor Jory, Dorothy Tree, Helen Lowell. Dir. Allan Dwan. 70 mins. Rel. June 11. Rev. June 18.

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 Humberstone. 64 mins. Rel. April 12. Rev. April 15.

Modern Hero. Based on the novel by Louis Bromfield, opening with the gay romances of circus life and carrying the hero through tremendous financial battles to a certain of industry. Richard Barthelmess, Jean Hersholt, Jean Hersholt, Verone Teasdale. Dir. G. W. Pabst. Rel. April 21. Rev. April 24.

Personality Kid. The fast moving melodrama of the bam and banger that turns into a real champ thanks to wifery. 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 Claire Dodd. Dir. Robert Florey. 64 mins. Rel. May 26. Rev. June 11.

Uppercross. Drama by Rex Hunt dealing with a millionaire's adventures with a chorus girl. Warren William, Mary Astor, Ginger Rogers, Dickie Moore. Dir. Ray Del Rio. 70 mins. Rel. April 28. Rev. May 25.

Miscellaneous Releases

Are We Civilized? (Rhapsody). Propaganda for peace. Dir. Edwin Carewe. 70 mins. Rel. July 14. Rev. June 12.

Ariane. (Blue Ribbon). British news story of a woman who pretends sophistication to win her love. Elizabeth Bergner, Percy Marmont. Dir. Paul Czinner. 60 mins. Rel. April 1.

Badge of Honor. (Mystery). Buster Crabbe in a original outdoor picture. Dir. Spencer Bennett. 62 mins. Rel. April 15. Rev. May 29.

Beyond Bengal. (Showmen). Animal picture with narrative. 65 mins. Rel. May 13. Rev. May 22.

Blue Steel. (Blue Star). John Wayne Western. Dir. R. N. Bradbury. 51 mins. Rel. July 10. Rev. July 17.

Cheaters. (Liberty). Paroled convicts find love through crookedness. Bill Boyd, June Collyer, Dorothy Mackall. Dir. Phil Rosen. 65 mins. Rev. July 10.

Cross Streets. (Invincible). Story of a down and out surgeon who performs a skilled operation. Frank Craven, Sally Blane. Dir. Wm. Nigh. Rev. July 10.

Dancing Man. Gigolette story. Reginald Denny, Judith Allen. Dir. Al Ray. 61 mins. Rel. July 10. Rev. July 17.

Drums of Voodoo. (International). Anti-Negro cast in screen version of stage play Louisiana. Dir. Arthur Hord. 70 mins. Rel. May 7. Rev. May 15.

Fifteen Wives. (Invincible). Murder mystery around a bigamist. Conway Crane, John H. Johnson, Hugh Hutton. Dir. Frank Strayer. Rel. June 1. Rev. Sept. 25.

Guilty Parents. (Jay Dee Kay). Sex education story. Jean Lacy, Glen Boles. Dir. Jack Townley. 55 mins. Rel. April 10.

Hired Wife. (Triangle). A man hires a bride to get a fortune and falls in love with her. George Nissen, Weldon Heyburn. Dir. Geo. Melford. 60 mins. Rel. March 13.

I Can't Escape. (Syndicate). Ex-convict goes straight. Onslow Stevens, Lila Lee. Dir. Otto Brower. 59 mins. Rel. Sept. 3.

Lost John. (Mystery). A man hires a bride to get a fortune and falls in love with her. George Nissen, Weldon Heyburn. Dir. Geo. Melford. 60 mins. Rel. March 13.

Marrying Widows. (Tower). Young widow gets her wish. Judith Allen, Minna Gombell, John Mack Brown. Dir. Sam Newfield. 61 mins. Rev. Sept. 2.

Picture Brides. (Allied). Story of the Brazilian diamond mines. Dorothy Mackall, Regis Toomey. Dir. Phil Rosen. 60 mins. Rev. May 29.

Take the Stand. (Liberty). A columnist murder mystery. Frank La Rue, Patricia Ellis, G. W. Pabst. 65 mins. Rel. Sept. 7. Rev. Sept. 11.

Unknown Soldier Speaks. The (Lincoln). War clips with a new angle. 70 mins. Rel. May 29.

What's Your Racket. (Showmen). Familiar gangster frame-up. Regis Toomey, Noel Francis. Dir. Fred Goff. 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 10.

Wine, Women and Song. (Chadwick). Lillian Tashman's last picture. Backstage story. Lillian Tashman, Lew Cody. Dir. Leon D'Ussac. 61 mins. Rev. March 27.

Woman Unafraid. (Godsmith). Story of a policewoman. Lucille Gleason, George E. Stone. Dir. W. J. Craven. 65 mins. Rel. April 24.

World in Revolt. (Mentone). News clips with comment by Graham McNamee. 60 mins. Rel. June. Rev. June 12.

Young and Beautiful. (Mascot). Studio story with the Wampas' baby stars. Judith Allen, Judith Allen. Dir. Jos. Santley. 64 mins. Rel. Sept. 2. Rev. Sept. 25.

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.)

Abel mit der Mundharmonika. (Ger) (Ufa). Comedy of young love. Dir. Erich Waschneck. 60 mins. Rel. Sept. 17.

Adieu les Enfants. (Fr) (Ufa). Greek romance. Brigitte Helm. Dir. Andre Breuer and Johannes Meyer. 90 mins. Rel. April 13. Rev. May 1.

Airplane Girl. (Capitol). Test tube babies. Brigitte Helm. Dir. Richard Os. 70 mins. Rel. May 13. Rev. May 15.

Bettelstuden. (Ger) (General). (Ger) Operetta. Dir. Viktor Janson. 80 mins. Rel. Oct. 13.

Blonde Christi. (Ger) (Bavaria). Musical. Karl Haradt. Dir. Franz Seitz. 70 mins. Rel. Sept. 15.

Buenavista. La Gita (W.B.). Musical with Victor Herbert score. Enrico Caruso. Dir. William McGuffin. 80 mins. Rel. Sept. 15.

Broken Shoes. (Russ) (Amintor). Child reaction to politics. Anti-fitter. Dir. Margarita Reskova. 80 mins. Rel. March 15. Rev. March 15.

Chalutzim. (Hebrew) (Acme). First talker made in Palestine. Dir. Alexander Ford. 70 mins. Rel. March 15.

Crown of Thorns. La (Sp) (Fox). Drama of marital relations. Antonio Moreno, Catalina Bouda. Dir. Louis King. 70 mins. Rel. Feb. 15.

Crucifixion. (Kinetograph). (Fr) (Dubbed Eng.). Biblical drama. Dir. Robert Wiene. 70 mins. Rel. March 15.

Crucifixion. La (Sp) (Fox). Historical romance. Jose Mojica. Dir. Frank Strayer. 75 mins. Rel. Feb. 1.

Cugate. Abajo (Sp) (Thur). Romantic drama. Carlos Gardel, Mona Maris. Dir. Louis Gasnier. 65 mins. Rel. Aug. 15.

Deux Orphees. Les (Fr) (Blue Ribbon). Costume melodrama. Yvette Guilbert. Dir. Maurice Tourneur. 90 mins. Rel. Feb. 1. Rev. Feb. 15.

Des Mujeres y un Don Juan. (Sp). Romantic comedy. Dir. Jose Bucha. 80 mins. Rel. Jan. 15.

Dream of My People. The (Jewish) (Palestine). Silent traveling of Palestine with records by Cantor Rosenblatt. Dir. Jos. Fox. 60 mins. Rel. Feb. 15.

Ein Gossamer Herr. Gran (Ger) (Capitol). Spy drama. Hans Albers. Dir. Gerhard Lamprecht. 70 mins. Rel. Feb. 15.

Ein Kessel Blau. (Ger) (Ufa). Farce comedy. Willy Fritsch, Dorothea Wieck. Dir. Kurt Gerron. 70 mins. Rel. May 15.

Ein Stuck Stuhl Kopf. (Ger) (Capitol). Farce. Dir. Gustav Guedenaga. 70 mins. Rel. Jan. 15.

FOX SWITCHES WISC. FILM THEATRE MAP

Milwaukee, Oct. 1.

More shake-ups in the theatre operations field of downtown Milwaukee went into effect this week just before Harold Fitzgerald, manager of Wisconsin Amus. Enterprises (Fox), left for New York.

Taking second runs out of the Garden, Fitzgerald put it on a first-run basis with "Monte Cristo." Switching the Alhambra from first run and stage show to second run and stage show lasted only week, and Friday (28) the house went into a straight double-feature screen policy.

At the same time it was announced the newly acquired Palace would open next Friday (5) with pictures and the Alhambra style stage show. The time of the girls now being recruited from local dancing school ranks.

When the Palace opening date was announced, Warners canceled the opening of its Strand, last Friday (23), and announced it would start the same date as the Palace and run double features in competition to the Alhambra.

With stars shows closing at the Alhambra, the "Talent Hunt" run, in co-operation with the Morning Sentinel, was shifted to the Fox Wisconsin.

Free Rehearsals

(Continued from page 1)

To the first night performance is a proven fact. It was emphasized by the "Waltz" pre-viewing and the tinkering required for the intricate gadgets up to the time of the pre-viewing. The first dress rehearsal began the regular opening performance the costly show might have fizzled. Some applies to "Merriell We Roll Along," similarly pre-viewed at the Music Box last week up to the premiere Saturday (30).

One suggestion proposed which might lessen the industry evil if it were such, would limit the number of people invited to dress rehearsals, thereby being that audience could be had from half the capacity of a theatre as well as jamming them in. That might be arranged by shutting off the balcony or distributing tickets for half the number of seats on either floor.

Idea of saving production cost by not sending shows out of town for try-outs, does not enter in the matter so far as these shows are concerned. Both have productions of such proportions that it would have been impractical to stage either out of town. Labor and orchestral bills for "Waltz" mounted to \$15,000 up to the time of the opening, while the cost of reading "Merriell" was also heavy.

Try-outs have not been entirely abandoned. Few engagements out of town before Broadway are profitable, so that managers, in the past, are not attempting to save money by using the pre-view method. For a time some showmen, in inviting audiences for dress rehearsals, charged admission in some form or disposed of tickets through cut-rate channels. That was stopped when Equity stipulated that if any money for "test" is collected from pre-view audiences, full salaries must be paid to actors.

Another remedial suggestion calls for a regulation admission be charged and the money so collected be turned over in total to theatrical charity. Understood that proposal will be killed over by the managers and Equity with the idea of the latter revising its salary rule on dress rehearsals.

Title Changes

Hollywood, Oct. 1.

"Adios Argentina," new one for "Adios Argentina," now one for "Adios Argentina," being produced by Lou Brock.

"Glorious Betsy" is now "Betsy." Warners.

"Criminal Within" is "Fugitive Lady." Col.

"Orchids and Onions" is "Lady by Choice." Col.

"Black Orchid," renamed "It's a Girl." Par.

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THE HEADLINE HEARD 'ROUND THE WORLD!

MAX REINHARDT WILL MAKE MOVIES FOR WARNER BROS.

Beginning with his internationally famous production of Shakespeare's "A Midsummer Night's Dream"



Thank you, ED FAY, for "BIG HEARTED HERBERT"

We're glad you asked us to buy this famous stage hit after you saw what a riot it was on Broadway. Your fellow showmen will be proud of you for inspiring one of the greatest film comedies of the year. Already your judgment has been vindicated by such preview praise as "a laugh riot if there ever was one," "a grand entertainment treat," "a swell answer to any exhibitor's prayer." We give you all the credit for the idea you'll give GUY KIBBEE and ALINE MacMAHON a lot of credit for a pair of grand performances and we believe the trade will give *us* credit for giving *them* the kind of shows they ask for!

-WARNER BROS.

Studio Placements

Hollywood, Oct. 1.

Madeline Rathven, screen play, 'Gilded Lady', Par.

Chandler Sprague, screen play, 'Private Worlds', Wanger.

Bobby Watson, Rita Gould, Jimmy Burris, A. Edgar Demarest, 'Fighting Lady', Col.

Rail (screened), All in One, Smith.

'Wolves of Catherine', Col.

Robert Allen, Tom Costello, 'Spring Bells', Col.

Charles Rubin, Judith Allen, Ward Bond, 'Stake Out', Col.

Gredua Fowler, 'Barium', 20th Cent.

Gay Usher, 'Back Porch', Par.

Helen Ware, 'Romance in Manhattan', Radio.

Clair Hyman, 'Little Minister', Radio.

Howard Hickman, 'The President Vanishes', Wanger-Par.

Gilbert Emery, Jackson Thomas, 'The Man Who Reclaimed His Head', U.

Barold Huber, 'Cheating Cheaters', U.

Samuel Bachman, John Wesley Colby, on screen play, 'Eight Bells', Jack Holt, Warner, Col.

J. M. Kerrigan, Anna O'Connor, 'Father Brown Detective', Par.

Una Merkel, Leo Carrillo, 'Repeal', Metro.

Christian Rub, 'Mighty Barnum', 20th Cent.

Lester Cole, writing orig. for Shirley Temple, Fox.

Zelda Sears, dialing retouching, 'The Winning Ticket', Metro.

Edith Borden, polishing script, 'Wicked Woman', MG.

Ward Bond, Allen Hale, Ben Alexander, 'Portrait of Laura Bayles', Radio.

Murray Kinnell, Howard Hickman, 'Silver Streak', Radio.

Herbert Bunston, 'Little Minister', Radio.

Richard Carle, 'Code of the West', Par.

Cromwell McKetchie, Albert Pettit, Mitchell Mack, 'Here Is My Heart', Par.

Ella Prescott, Joe Mac, Dora Mayfield, 'Limehouse Nights', Par.

Hai Roberts and USC band, 'The President Vanishes', Wanger.

Gordon Molson, elevated from production dept. to casting director, Mascot.

Harry Oliver, back to art department, Metro.

W. B. Ihnen, assistant in color

department for Becky Sharp, Pioneer-Radio.

Sonya Leven, scripting 'Ramona' and 'Beauty's Daughter', Fox.

Karl Tunberg, screen play, 'Tale of Two Cities', Fox.

Myrna Loy, 'Bad Mating in the Bounty', MG.

Edward Kaufman, Jane Murfin, re-treating 'Romance of Manhattan', Radio.

Jack Bachman, associate producer of 'Eight Bells', Col.

Robert E. Cline, fotog on 'Wild Bill Hickok', serial, Wm. Berke.

Paul Mylon, adaptation, 'Behind the Green Lights', Mascot.

Henrietta Crossman, 'The Right to Live', WB.

Arthur Lake, 'Silver Streak', Radio.

Harold Huber, 'Port of Lost Dreams', Invine.

Norman Winslow, Margaret Mann, 'Man Who Reclaimed His Head', U.

James Wilcox, 'Good Fairy', U.

Victor Milner, fotog on 'The Gilded Lily', Par.

Al Rogell, finishing direction, 'Fugitive Lady', Col.

William Nigh, Bill Higdon, 'I'll with bad tooth', Reginald Denny, 'Lottery Lover', Fox.

Sam Hardy, 'Repeal', MG.

Bertie Churchill, 'Heldorado', Fox.

Lasky-Fox.

Alan Hale, 'Portrait of Laura Bayles', Radio.

Douglas Montgomery, June Clayworth, topners in 'Joy of Living', U.

Valerie Hobson, 'Edwin Drood', U.

Frank Sheridan, Virginia Welder, Peter Hobbs, Bunny Beatty, 'Father Brown, Detective', Par.

Walter McGrath, James Wang, John Kelly, Dick Rush, Frank O'Connor, 'Strike Out', Col.

Broderick O'Farrell, Ray Ellis, Bobby Dale, 'Spring Bells', Col.

Wade Boteler, Billie Seward, Rita LeRoy, Phillips Smalley, Harvey Clark, Harry Holman, Margaret Morgan, 'Fugitive Lady', Col.

Harry Segal, screen play, 'Tabloid', Metro.

Clester Hale, staging dances, 'The Night Is Young', MG.

Mike Simmons, screen play, 'The Raven', U.

William Tooker, Edith Kingdon, 'It's a Gift', Par.

Ralph Remley, 'Code of the West', Par.

William Farnum, 'Silver Streak', Radio.

Jo Swerling, Robert Riskin, collaborating on script 'Jail Breaker', Col.

Leo Carroll, 'The Right to Live', WB.

Olin Howard, 'East River', Fox.

Charles Starrett, Theodore von Eltz, 'Silver Streak', Radio.

Violet Kemble-Cooper, 'Richelleu', 20th Cent.

John Dilsion, 'Silver Streak', Radio.

Roy Chanslor, screen play, 'Wom-

en Are Bum Newspaper Reporters', WB.

Dale Van Every, screen play, 'Peacock Feathers', Wanger.

Dorothy Yost, screen play, 'Dog of Flanders', Radio.

Edward Marindel, 'Man Who Reclaimed His Head', U.

Selmer Jackson, 'Concealment', WB.

Sam Galfrey, 'Mighty Barnum', 20th Cent.

Frank Mullanbach, Pat Gleason, 'Romance and Redheads', Radio short.

Madge Evans, Spencer Tracy, Stephen Elych, James Glendon, Henry B. Walthall, James Cruze directing, 'Heldorado', Fox.

William Powell, Myrna Loy, sequel to 'Thin Man', MG.

Leslie Howard, Jean Muir, 'Tetsy', Warners.

Oscar Apfel, Katherine Clare Ward, Mary Fox, Harry C. Bradley, 'White Lies', Col.

Tom London, Jack King, 'Staked Out', Col.

Betty Alden, Bruce Mitchell, 'Fugitive Lady', Col.

Hooper Atchley, Albert J. Smith, Eddie Cobb, Harry Todd, John Blison, Bud Osborne, 'Burnt Branch', Fox.

Charles Bickford, 'East River', Col.

Charles Selson, Ralph McCullough, Walter Brennan, Lucille Ward, Dick Elliott, Helen Jerome Eddy, 'Heldorado', Lasky-Fox.

Benny Rubin, scripting 'Hold 'Em Yale', Par.

Leslie Fenton, Walter Connolly, Robert Allen, William Demarest, 'White Lies', Col.

Mitchell Ingraham, Jack Mack, Walter McGrath, John Kelly, 'Stake Out', Col.

Roderick O'Farrell, Itay Ellis, Harry Holman, Maude Truax, 'Spring Bells', Col.

Joseph Golomb, scripting untitled yarn, Fox.

Gertrude Purcell, adapting and dialoging 'A Feather in Her Hat', Col.

Jane Baxter, 'Enchanted April', Radio.

Shaw and Lee, 'Great Ziegfeld', U.

Willard Robinson, 'Concealment', WB.

Reginald Owen, 'Good Fairy', U.

Glenda Farrell, lead, 'Women Are Bum Newspapermen', WB.

Ralph Bick and Cy Bartlett collaborating on script 'Jack Pine', WB.

Julius Epstein, Jerry Wald adapting 'Casino de Paree', WB.

E. Lloyd Sheldon, producing 'The Milky Way', Radio.

Helen Twelvetrees, lead, 'One Hour Late', Par.

Verna Hillie, 'Mystery Mountain', Mascot.

Eric MacCurry, 'Portrait of Laura Bayles', Radio.

Raymond Hatton, 'Girl of the Islands', Radio.

Mary Jordan, 'Portrait of Laura Bayles', Radio.

Barlowe Boyland, 'Little Minister', Radio.

Gene Raymond, Sylvia Sidney, lead, 'Lou Sheridan', Dean Jagger, Charles B. Middleton, Ralph Remley, 'Red Woman', Schulberg-Par.

Robert Lorraine, 'Father Brown, Detective', Par.

Marian Shilling, lead, 'Burnt Ranch', Col.

Grover Jones, scripting 'Target', Par.

Joe Traub, writing orig. 'Rainbow's End', WB.

Luis Alberni, 'The Night Is Young', MG.

Sidney Miller, 'One Hour Late', Par.

Lionel Bimore, 'Sea Girl', Radio.

Maurice Hainline, scripting 'Adios Argentina', Radio.

Alice White, Robert Armstrong, Al Shean, Joseph Cavathorne, Allen Jenkins, Ned Sparks, 'Sweet Music', Warners.

Emily LaRue, sis of Jack, 'Gold-diggers of 1935', WB.

Bill Simon and Johnny Albright, Sweet Adeline, WB.

Contracts

Hollywood, Oct. 1.

Raul Roulien repeated as star of Spanish and English pictures at Fox. Previous contract, with two years to go, was wastebasketed.

Metro takes another in-ouch on the optional pact of Una Merkel.

Universal has taken up its option on Henry Hull.

Warners has picked up option on Mary Astor for another year.

Tiffany Thayer, now adapting his novel, 'Are Men Worth It', at Par draw year's contract from that studio.

Eric Blore hitched for another film at Radio.

Myrna Loy new covenant at Metro.

STORY BUYS

'The Love Song', an orig. by Rupert Hughes, with an operative background, bought by Radio for Irene Dunne.

'All His Geese Are Swans' taken by Columbia. It's an orig. by Frederick Stephani and Charles S. Jolley.

Columbia has taken the screen story, 'Her Friend and Enemy', by Graham Baker and Gene Towne.

'Prison Fury' an orig. by Hy Egan and Sam Ornitz, has been taken at Columbia. J. G. Bachman will produce it.

Exploitation

(Continued from page 41)

told that the picture would show Brown in a derby after Sept. 15.

Gag got no much attention had been in the window for five weeks with every prospect of spending the winter there. The cars being changed each week. Effort is made to get a photo that shows some other kind of hat. People drop by the store just to see the car wearing the hat now, and it's a town topic.

Several stores are copying the gag without waiting for the co-operation of the theatre, even a baker coming in with a mustard pie supposedly used in a short subject.

Manager has a yearn to spring a large white-inflated affair as worn by Mae West in 'He of the 99's', but he knows perfectly well he isn't going to do it, because his cue is to soft pedal on that one. But he's telling lots of people he's going to, and it's having almost as good an effect.

Rained on Romance

Two exploitation tie-ups launched by O'Connell, in the current of the Capitol Theatre for 'Romance in the Rain'.

Theatre imprints 1,000 candy bags each week for local 'V' and X marks, numbers running from 1 to 1,000. Each Saturday list of numbers is posted on store window. Holders get tickets for 'He of the 99's'.

Other tie-up is with big local produce and grocery store for piece of weekly circular running to 22,500 a week in 5,000 mailings.

Both tie-ups scheduled to run indefinitely.

Circular carries 50 names chosen from city directory with a pass for each one.

A street rally which attracted a lot of attention was a fellow and girl carrying a mark bench to street corners. At each corner they sat down on the bench, raised an umbrella with the name of the picture on it and went into a little heavy rain. Third party came along with sprinkling can of water and applied the "rain."

In addition had tie-ups with music stores, Ford dealers, street cars and broadcasting station for hit tunes. Special herald used to round out campaign.

Played the Ponies

St. Paul.

Lou Golden actually went to town this week, when he lined up the ponies from 'The Passing Revue', playing at his house, to appear at a local department store personally manage the sales department Managers' Sales customers.

Store gratefully kicked in with full-page ads, bailing their sale, of course, but carrying the dolls' pix at the top of the page in a striking strip seven inches high.

Besides the line of 16 gals, eight principals from the picture, plus an m. and an oek, helped things hum. The ponies co-operated by modelling new fall apparel—and do the peasants like to imagine themselves looking that way?

Tie-up must have helped tremendously at the box office, since Golden announced all records smashed since vaude returned here four weeks ago.

Chained Driver Again

Lancaster, Pa.

Taking advantage of advance 24-sheet billing by Metro on picture 'Chained' Harry Travis used the same board for a theatre front.

A car with a driver chained to the wheel was put on the street with signs reading 'How Long Can He Last Chained to the Wheel?'

A special herald was employed as were window tie-ins with jewelry stores and clothing shops.

For 'British Agent' Travis has announced contest for letters on 'What would you consider a greater sacrifice for love than that made by Kay Francis in her picture "British Agent"? Ten bucks to the best letter, 5 to the second and 2 passes to the third.

Our sheets, heralds, book store tie-ups and store window displays also being used.

Fades Up Sign

Loew's Valentine theatre, Toledo put over 'The First Gentleman' with a smart campaign using standard stunts, but punching them up. For the house a special sign was made up for back of the screen, invisible until lighted. This was brought up on the dinner when the trailer started to run and taken off at the finish by inverse fading. Gives a better effect than a permanently visible sign.

Over in Bombay

A. A. Walter, of the Pathe Cinema, Bombay, used convicts to exploit 'I Am a Fugitive from the Chain Gang' when he played it recently.

A gang of Hindus were dressed as convicts and taken around town on a truck with armed guards. Now and then they would get off and do a little 'villain' work on the road until a crowd collected, give the audience time to read the banners on the truck and then hop aboard to be

taken to another pitch. First time out in the Indian city and drew a lot of comment.

One of the oldest stunts. Used 50 years ago for a play called 'The Black Flag'. Company carried a dozen suits of stripes and the gag was used in every town.

Paris Goes Russe

Paris.

'Armand' splashed Russia all over boulevards for the 'Scarlet Empress'. The whole front of the theatre is covered with canvas painted like the Kremlin, and the marquee is surmounted by an elaborate structure in red twisted columns.

Highest sensation among passing pedestrians is created by giant door-man at least 6 ft. 6, dressed as a Cossack with astrakhan cap that makes him look even taller. Since hot spell followed the opening of the film, he rates with mugs who skilled Metro's 'Esquimo', dressed as one, in front of the Madeline last spring for the tough luck prize.

Money Back Offer

Minneapolis.

Manager Emil Franke, in his newspaper ads for the current Orpheum show, is guaranteeing satisfaction or your money back. Ads describe show as 'Guaranteed the perfect three-unit or your money-back program.' Bill comprises 'Richest Girl in the World', 'La Cucaracha' and 'Dumbell Letters'. Ads state: 'So sure are we of this perfect entertainment that we offer to refund your money if this 3-unit RKO program does not live up to the very letter of our promise.'

Tacoma Mae

Tacoma.

For two days advance and four of the run for Mae West in 'He of the Nineties' (Par) at the Hamrick Music Box this week. Ned Rieder had street car do the town, with 24-sheet on each side.

This was on parade six hours daily, part of time in residence district. Helped let the denizens know Mae was doing her lure-stuff in Tacoma.

March's 'Miserables'

Hollywood, Oct. 1.

Set for his second starring part in 20th Century pictures for the new season, Freddie March has been assigned tops in 'Les Miserables', the Victor Hugo classic which Darryl Zanuck has definitely put on the program for lavish production. Bess Meredith is doing the screen play.

March will first do the Jack London tale, 'Call of the Wild', which Leonard Fraskins and Gene Fowler are scripting.



LILLIAN DAWSON
with ED LOWRY UNIT

ON TOUR
LOEW CIRCUIT
Management
CHAS. V. YATES



BEN BLUE
WARNER BROS. COMEDIES
Personal Appearances
CHAS. V. YATES

TURN TO
Page 9

ENTERTAINMENT

Experience • Service • Organization



F&M
STAGE SHOWS

1560 Broadway New York City

A Subsidiary of
FANCHON & MARCO, Inc.

BILL POWERS

DANCE DIRECTOR

BILL POWERS GIRLS

NOW—FOX THEATRE

BROOKLYN, NEW YORK

FOG OVER QUALITY GROUP

Rate-Chiselers Warned

Washington, Oct. 1. Confronted with new attempts to chisel on code provisions, broadcast code authority last week notified all stations and networks that NRA pact will not permit advertising contracts under which sponsors reserve rights to cancel program without being subject to the short rate.

Action followed reports that number of agencies have been attempting to write such clauses into contracts for long terms in the hope that discounts can be obtained on a pro-rata basis if the full period is not used. Official interpretation stipulates that such reservations are illegal and cannot be construed as a modification of the rate card.

After quoting code provisions relating to publication of rate schedules and methods of modifying charges, codists said: "The code authority, therefore, rules that the inclusion of any such condition in a contract, if it is inconsistent with the stations' or networks' rate cards, is in violation of the code."

Dailies Sizzle as Politicians Pour Campaign Coin into Transmitters

Chicago, Oct. 1.

Despite the repeated attempts to bring a friendly relationship between the newspapers and radio it appears that another wide break is ready to occur, caused by the stations again getting revenue from channels which newspapers must coin to newspapers. Dailies have been generally burned over the money returns that radio has gotten from baseball while the newspapers have never made a cent out of the national pastime despite the fact that the dailies did much to make the game a winner.

Baseball is still a sure spot among the newspapers and the outcome is not yet decided. But besides baseball there now arises the question of coin from political campaigns. Newspapers never made any money to speak of from political advertisements. What revenue they got was a drop in the bucket compared to the columns of free publicity they gave to the candidates, either pro or con. But in a few short years the radio stations have stepped into this field and have today reached a position of top importance in political campaigns. What makes the papers boil is that there has been a sharp curtailment in the amount of political ads in the newspapers while the politicians are all climbing on the microphone as much as possible.

Rival Influences

Papers don't mind the loss of revenue so much as the inferred attitude on the part of the candidates that the radio is a stronger mold of public opinion than the news print.

This is such a touchy point that many stations owned or operated by newspapers will not sell any of their time for political broadcasts, although they will deliver their time free of charge to pick up conventions and other gatherings of sufficient news interest.

KICK VICTORIOUS

Gets Unlimited Time, New Site, Despite Protests

Davenport, Ia., Oct. 1. Federal communications commission has granted the application to remove station KICK from Carter Lake, Ia., to Davenport with permission to operate on 1,370 kilocycles and 100 watts unlimited time, getting the old call letters WOC. Station here is owned and operated by the Palmer School of Chiropractic and will be ready to go on the air by Oct. 15.

With this assignment and allocation FCC, clears a controversial suit in which several stations were interested because of certification that the new station was not needed and would interfere with other Iowa and Illinois facilities. WOC call letters were originally used by the school and the Palmer School of Chiropractic was a pioneer in radio but with the merger of WOC with and removal of the Palmer School, the local studio, while available was never used.

PERFORMER SURVEY

NRA Long-Delayed Quiz In Mail This Month

Washington, Oct. 1.

Long-awaited survey of employment conditions of radio performers and entertainers is about due. Form of questionnaire to be distributed throughout the industry by the code authority was approved last week by the National Recovery Administration and blank will go into the mail as soon as okayed by the codists at a meeting the middle of this month.

Station Men in N. Y.

Quite a number of the NAB conventioners jumped into New York from Cincinnati for a business look-around before returning to their home bases.

Among the station men in town last week were Jeff Webb, WWJ, Detroit; Stanley Hubbard, KSTP, Minneapolis-St. Paul; Richard Lewis, KTAR, Phoenix; Sidney Fox, KDYL, Salt Lake City; Earle Anthony Jr., KFI, Los Angeles, and Lee Armer, president of the Southwest Network.

Bowen in Politics

Major share of the election coin for New York City outlets is expected to come from the contestants for the municipal controllership. Joseph D. McGoldrick, incumbent and Republican candidate, has his air time already set. His campaign managers figure on using three 15-minute periods a week each on WEAP, WABC and WOR for four weeks.

First other salvo in McGoldrick's behalf is set for next Monday (8). Scott Howe Bowen is handling the radio end of McGoldrick's campaign in association with Joe Israels.

COLUMBIA FACES \$7,000,000 PROFIT FOR 1934; PONDERS STATION BUYS

Mounting Profits Present Problem of Heavy Sur-taxes—Various Policies Being Weighed by Board of Directors to Solve Situation

CBS may go in for a campaign of station buying as a way out of the network's excess profit dilemma. Question of what the web could do with the surplus earnings accumulated during the current year came in for major attention during a meeting of the CBS board of directors last Wednesday (28).

Estimated that the network will from all sources garner better than

WLW MAY WALK OUT OF SETUP

Three Commercials Set, but Loss of \$500,000 from NBC Annually May Prompt WLW to Forget Independence Dream

UNCERTAINTIES

Indications last week were that WLW, Cincinnati, and NBC will patch up their differences and get together on a long term contract. But, if it goes through on the basis stipulated by NBC, will result in the withdrawal of WLW as part of the Quality Group Network (WJN, WOR, WLW, WXYZ). NBC has insisted, since it recently called for a showdown with the Cinéy super-watter, that the station engage in no other network affiliation.

Leading broadcasters have, despite the frequent upshot of tettering relations between the web and Powell Crosley, Jr., doubted the possibility of a schism. With WLW collecting 85% of its local rate from network customers, Crosley, they have held, would be hardly inclined to give the go-by to better money than \$500,000 a year of NBC money.

With WLW out the Quality Group will resume the quiescent state that it has occupied since NBC three years ago, following a leasing deal with Col. Frank Knox of the Chicago Daily News, eliminated WMAQ from a similar three-way set-up. Quality proposition as recently revived would have WOR, Newark, and WGN, Chicago, in the other two corners, and WXYZ, Detroit, an optional fourth link.

Starts This Week

Possibility of WLW picking up its marbles and calling it no game occurs just as the Quality Group hook-up is being launched. This week two commercials begin 35-week contracts on the hook-up. Wasey Products places Jacob Tarsish for Sunday half hours at 11:30 a.m. to plug Primrose Cosmetics and Dr. Edwards Olive tablets over WGN, WOR, WLW. Horlick's places Lum and Abner with WXYZ added for Monday to Friday air at 8:30 p.m. Beaune Bengue is contracted for the four stations starting Oct. 15.

Quality Group is not bound together by contract. A written memorandum of conditions is believed to be all that exists. Complete independence of stations on traffic and policies was a part of the deal. Notable is the fact that no effort was made to adjust the various stations rate clock changes to conform to a universal schedule. Discounts and local contract stipulations all are unchanged and advertisers going on the three or four-

\$7,000,000 for 1934. Problem confronting the major stockholders is how a goodly share of this can be invested and at the same time take care of the surplus angle.

One proposition that has been submitted for consideration devotes around the idea of Columbia's emulating an extensive campaign of station buying. Unlike NBC Columbia has made it a policy of not

Educational Groups Marshall at Washington for Radio Onslaught

New Kind of Ghosting

Lancaster, Pa., Oct. 1. When members of the ministerial association, scheduled to conduct morning devotions over WGAL fail to show up, Cliff Grey of the announcing staff goes to bat for them.

While not entirely ministerial in all his activities the speaker does keep a book of sermons on hand at all times and so is always prepared when the emergency arises.

He preaches so well that when he delivered his last sermon (27) the president of the association called on him and asked if he wouldn't handle the devotions once each week in the Association's name.

SARNOFF TALKS WITH NBC V.P.'S

David Sarnoff established himself as the chief pilot of NBC, in fact as well in name, when last Thursday (27) he brought together the web's officers for a chinfeed. In attendance were M. H. Aylesworth and practically all the v.p.'s.

Discussion on policies and re-demarcation of duties came within a week of Sarnoff's election as chairman of the NBC board.

STORER WEB OFFICE FOR CHICAGO SOON

Soon after it has established a New York to Chicago hookup the American Broadcasting System will establish branch offices in both the latter city and Washington.

Chicago office will function mainly for sales purposes, while the Washington rep will look after special events broadcasts.

Way web sign three or four separate contracts as the case may be. Hence WLW is free to withdraw at will.

Quality group did not contemplate central sales offices but relied instead upon each station's own sales force. Whether business leads would be passed from one area to another is not reported but the signing of advertisers for the Quality Group seemingly depended on the spontaneous desire of advertisers to buy for approximately \$1,725 a radio coverage (half an hour) of the dense eastern market supposedly comparable to the \$3,000 or thereabouts (evening) for the basic groups of the national network.

Washington, Oct. 1. Religious and educational leaders opened their fight for more radio facilities today (Monday) before the Federal Communications Commission and obviously trying placate commercial operators.

Affirming belief in the American broadcasting system, a spokesman for educational groups confined appeals principally to discussion of advantages which would result from establishment of a chain of non-profit stations but without criticizing commercial stations. Strongest case presented was by Dr. Harry L. Bubank, University of Wisconsin, who said, non-commercial radio stations are essential if the rights of the public are to be safeguarded. Relating the weaknesses in present setup in educational fields, Bubank admitted that commercial stations excel in popular entertainment and said educators will not seek duplication there, but charged the present system is wasteful because of simultaneous broadcasting of one program by networks over large groups outlets.

Speaking for the National Committee on "Education by Radio," Dr. J. E. Morgan, president National Education Association, said in deciding on public interest and convenience the commission should give thorough consideration to educational activities of commercial licensees. He urged that existing stations be protected and that a long term exploitation plan be evolved for future expansion.

Decline in educational stations was stressed by Joseph W. Wright, director, speaking for National Association Educational Broadcasters. Wright reported the proportion of license held by universities and colleges dropped from 15.5% in 1926 to 6.3% in 1934. "The greatest future advancement in education can come only when those responsible for schools have at their disposal radio facilities," Wright said, admitting there were places in the system for commercial stations but asserting educators are entitled to air opportunities.

While granting the commercial stations' attempt to aid educational (Continued on page 66)

PACIFIC N. W. NETWORK IS FORMING

Portland, Ore., Oct. 1.

Plans are nearly complete for the establishment of a new regional network in the Pacific northwest. It is understood that this hookup, to be known as the Pacific Northwest Network, will begin operation with the following stations as its basic group: KXL, Portland; KMO, Tacoma; KPCR, Seattle; KXRO, Aberdeen; KVOS, Bellingham. Supplementary stations are also planned for Salem and Eugene, Oregon; Yakima, Olympia, Walla Walla, Everett, Spokane and Wenatchee, Washington.

Network will be divided into smaller hookups covering Oregon, Eastern Washington and Western Washington.

According to plans, full time broadcast circuits would be leased from American Telephone and Telegraph Company. The network would furnish several hours of sustaining programs to affiliated stations daily. Offices and main studios for the organization will be located at Seattle. The bulk of business will originate in Seattle and Portland, though all member stations will furnish some shows to the network.

acquiring complete ownership of a station but rather of establishing itself as the controlling stockholder of a project in which local residents or business interests are partners. Exceptions to this arrangement were WABC, New York, and WBBM, Chicago.

Like other large corporations whose profits become a problem due to income tax taking big slices in ratio to size of profits CBS pretends to reinvest funds in plant expansion. CBS is also expected to increase various departmental budgets and embark upon a promotional advertising campaign. Pay tills of employees may also be in line eventually.

Paris Station's Mongrel Policy of Advertising Programs in English Intended for Trans-Channel Ears

Paris, Sept. 21.

Parisian rule that if you play the radio after 10 p.m. you're disturbing the neighbor's peace and the commissaire will get you is responsible for English outfit known as the International Broadcasting Company making nice piece of change here during past six months.

British government-owned stations' anti-advertising rule left field clear for this company to solicit advertising programs for a foreign station, and the French anti-noise rule left time open at Poste Parisien, to be sold to the British. They also use Luxo Luxembourg and Radio Normandy.

Hours the British get at Poste Parisien are 10:30 to 11 every night of the week. On Sunday they take 6 to 7 p.m. also, and stretch the evening hours from 10:30 to 12. They get as high as \$1,500 an hour for this time. Broadcast is, of course, in English.

Little conflict with French listeners is reported. In the first place, all French stations sign off early, and local listeners are accustomed to hearing foreign languages later.

Advertisers are football pools—British devices for avoiding the law against betting on sporting events—wine merchants, patent medicines, furniture, automobile, silk stockings and similar merchandise. Announcer, C. P. Hope, talks continuously and must be clever in substituting for talent his British sponsors won't buy him. He also acts as manager of the company's Paris branch, whose sole business is the Poste Parisien broadcast.

Disks Only

Disks are used almost exclusively. Old songs and dance music are used by most of the advertisers, who get their merchandizing in with an announcement or two during the program—thus straddling between the French system of unsungaroated advertising talks for which the customer must pay without adding to the program of his own, and the American in which the merchandizing is woven right into the entertainment.

Quality of programs can be gathered from just one line of a recent one, the second number of the second half-hour on a Sunday afternoon, under the label 'Hot Rhythm,' was 'Alexander's Ragtime Band.'

CARLSBAD ON RED-BLUE; 2 DIFFERENT SPOTS

Carlsbad Sprudel Salts goes on the air Oct. 14 over NBC. Rod Arkell will author and deliver the philosophical portion of the show. Musical end will be divided between Lew White at the organ and the Louis Katzman orchestra. Ruth Everett and Harrison Knox will sing.

WJZ and 20 stations will take the show Mondays from 4:30-5, but WEAU will get the same program mornings for 15 minutes at 1:30, Mon.-Wed.-Fri.

First fortnight of programs will be from Lew White's organ studio. By Nov. 1 the NBC organ at Radio City, which was not completed when NBC moved in last fall, will be ready.

Television in Minn.

St. Paul, Oct. 1.

WDCY is remodeling a suite in the Sexton Bldg., Minneapolis, as headquarters for the Northwestern Television Institute, organized by Dr. George W. Young, eye specialist and owner of WDCY.

Station, which now holds a television experimental license, is only television organization hereabouts.

ALICE BRADY SHELLS

Los Angeles, Oct. 1.

Alice Brady will do a scene from 'Elizabeth the Queen' tonight (Monday) on the coast NBC Shell show. Show goes on at 9 p.m. P.S.T., starting today (Monday). Instead of 8 p.m. due to network switches due to daylight saving halting.

Here and There

Lorenzo Kennon is the new sales and production manager for KGVO, Missoula, Moa. Came from KLX, Oakland, Cal.

Herbert Hoover broadcast locally over KGW, Portland, on a visit last week.

Joe Messmer and Keith Kirby are new to the sales force. Jennings is trying very hard to crack the nut of filling time on KEX.

Sam Pickard, vice president of CBS, visited Portland last week. With him was Ellsworth Wylie, general manager of the Don Lee Broadcasting System. Pickard is making a tour of stations affiliated with CBS.

Allen Franklin has been appointed program director for KVOO Tulsa.

Robert Latting, announcer, has resigned from KVOO, Tulsa, to accept a position as announcer with WMCA, New York City. Bernard Macey, also a KVOO announcer, has resigned to go to KOMA, Oklahoma City.

Harris and Chapman, former vaude team, go onto the weekly Don Lee network 'Merrymakers' as regulars.

Tommy Callahan, supervisor of the control room at WBT, Charlotte, N. C., was stricken with appendicitis and rushed to Mercy hospital on September 25.

Peter Goolet, owner of WGNV at Chester, N. Y., is considering removal of the station to Newburgh within a year. Even if the station itself is not moved he will open a studio in Newburgh.

Bill Edwards, formerly with WBRC, Birmingham, is now in Jacksonville, Fla., with WMBR, Frank King's station.

Bernard Garland, the college boy-announcer, returned to the staff of WGAL, Lancaster, with the opening of the college year.

Harold Smith, head of the Commercial Department of WKJC, Lancaster, becomes program director, succeeding Paul Hoffer.

J. W. Crocker, formerly with KWKH and WFAA, now on the sales staff of KTSB, San Antonio release of the Southwest Network.

James Hagood, manager of KNOV, Austin, Tex., married Nancy Slocum Sept. 1.

Don Gilman, NBC's v.p. in charge of the Pacific division, making it a three-week stay in New York.

Pickens Sisters guesting on Maxwell House Showboat Oct. 11.

Commodore Oetzel got a hearing last week from NBC, New York.

Jack Denny commuting in from Buffalo this Wednesday (3) to do his Conoco show on NBC.

Both NBC and Columbia in hub-bub documenting material for Washington hearing on educational faction's demand for 25% of other facilities.

Bob Crosby nixed offer of two guest dates on the Gulf Refining stanza.

Tommy Mack, of the George Glivot menage (CBS), has been cast for the Lew Brown production, 'Calling All Stars.'

Emmy & Ezra, Pennsylvania Dutch couple, have been renewed by Gunzenhauser Bakery over station WGAL, Lancaster.

John Harrison, formerly of WOAI, San Antonio, is in Chicago for auditions.

KTSA, San Antonio, yields to popular demands to open the 2-3 p.m. audition hour on Sunday to N. Y. Philharmonic when it starts.

Melvin Marshall left San Antonio to spiel for KFDM, Beaumont.

W. Victor George, formerly manager of CNRA, Moncton, N. B., has been in England broadcasting British.

Spot Broadcasting Active List

(FIRMS REGULARLY ENGAGED IN RECORDING RADIO PROGRAMS ON DISCS. LATEST REVISED LIST.)

Dyers Recording Lab, Inc., 1780 Broadway, New York City.
General Broadcasting Company, 501 Madison Avenue, New York City.
Gennett Record Company, Richmond, Indiana.
Freeman Lang Enterprises Inc., 1357 North Gordon Street, Los Angeles, Calif.
MacGregor & Solite, Inc., 365 Mission Street, San Francisco, Calif.
R. U. McIntosh and Associates, 2614 1/2 West Seventh Street, Los Angeles, Calif.
Marsh Laboratories Inc., 306 South Wabash Avenue, Chicago, Illinois.
Mid-West Broadcasting Co., West Hotel, Minneapolis, Minn.
Radio Trans. Co. of America, Ltd., 666 Lake Shore Drive, Chicago, Illinois.
Radio Trans. Co. of America, Ltd., 1357 North Gordon Street, Hollywood, Calif.

Radiart Guild of America, 122 South Benton Way, Los Angeles, Calif.
RCA Victor Company, Inc., Camden, New Jersey.
RCA Victor Company, Inc., Hollywood, California.
RCA Victor Company, Inc., 411 Fifth Avenue, New York City.
Recordings Incorporated, Ltd., 5505 Melrose Avenue, Hollywood, Calif.
Sound Studios of New York, Inc., 50 West 57th Street, New York City.
Sound Studios of New York, Inc., 400 West Madison Street, Chicago, Illinois.
Titan Production Company, Inc., 1040 Geary Street, San Francisco, Calif.
World Broadcasting System, Inc., 555 South Flower Street, Hollywood, Calif.
World Broadcasting System, Inc., 50 West 57th Street, New York City.

SUPPLEMENTARY LIST

(FIRMS AND ADVERTISING AGENCIES MAKING RADIO DISCS OCCASIONALLY.)

Atherton & Currier Inc., 420 Lexington Avenue, New York City.
Walter Biddick Company, 568 Chamber of Commerce Building, Los Angeles, Calif.
Charles Daniel Frey Co., 333 North Michigan Avenue, Chicago, Illinois.
Jean V. Grombach, Inc., 113 West 57th Street, New York City.
Henri, Hurst & McDonald, Inc., 520 North Michigan Avenue, Chicago, Illinois.
Lord and Thomas, 919 North Michigan Avenue, Chicago, Illinois.
McCann - Erickson Inc., 285 Madison Avenue, New York City.

Paris & Pearl, 370 Lexington Avenue, New York City.
The L. W. Ramey Co., 230 North Michigan Avenue, Chicago, Illinois.
Rose-Martin Inc., 21 West 46th Street, New York City.
Ruthrauff & Ryan Inc., Chrysler Building, New York City.
Standard Radio Advertising Co., 6425 Hollywood Boulevard, Hollywood, Calif.
Street & Sonney, 330 West 42nd Street, New York City.
Erwin Wasey & Co., 230 North Michigan Avenue, Chicago, Illinois.
The Wessel Company, 30th Street at Cottage Grove Avenue, Chicago, Illinois.

CADILLAC PICK-UP OUTSIDE NBC PLANT

New York division of NBC goes out of its Radio City studios for the first time for a commercial pick-up this Sunday (7), when the Cadillac show makes its debut from the stage of the Center theatre.

Move was resorted to after the auto account found that it could not have the 1,100-seat studio for the event because of the prior call Chase & Sanborn coffee had on it. Both programs take the air at 8 p.m. PST, with the former on the CBS (WAB) and the other on the blue (WJZ) link.

The Great Waltz, legit production, occupies the Center the other six nights of the week.

Luxor's New Program

Chicago, Oct. 1.

Lord and Thomas agency is killing off 'Talkie Picture Time' show for Luxor and replacing it on Oct. 14 with a new series tagged 'Sally of the Talkies.'

Will fit into the same 30-minute slot on Sunday now occupied by the Charles P. Hughes program. Agency had been anxious to dump Hughes series since Hughes held them to a contract made when Luxor was handled by the N. W. Ayer agency.

Lord and Thomas negotiating with Warners and RKO studios on the coast for permission to impersonate film stars, paying off in publicity on forthcoming pictures. 'Sally of the Talkies' formerly was a tag on a local show on an NBC station, with Luxor buying the rights for the new NBC program.

Luxor Ltd. is a subsidiary of Armour Company.

WEEU, Reading, Files

Reading, Pa., Oct. 1.

Station WEEU, operating only on day time at present, has applied to the Federal Communications Commission at Washington for unlimited hours, using 500 watts power at night and 1,000 in the day hours.

Increase volume of business is given as the reason for change in license privileges.

Frenchmen Have Some Unique Slants on the Rights of Set Owners

Paris, Sept. 21.

Legal procedure for radio listeners to kick against neighbors who have machinery that interferes with reception has been created. Set owner must fill out a special blank with the complaint, and send it to the post office department, which runs all radio.

Only there's a catch: the listener must fill in the license number of his set, and since it is believed that a large percentage of listeners are ducking the tax and have no licenses, not so many complaints are expected to be filed.

Supreme Court recently upheld an electrician who tried to prevent a doctor from using electrotherapeutic apparatus in his office during certain hours when the neighbors were supposed to be enjoying radio programs. Three experts originally straddled the question but a fourth decided the doctor should pay for the installation of an interference silencer on his cure machine and in addition should pay \$320 fine for interfering with his neighbors' pleasure.

Doc appealed and Supreme Court upheld expert.

B. A. Rolfe Auditions

For Bromo-Seltzer Spot

Bromo Seltzer last week auditioned B. A. Rolfe for the Friday night spot that the American Federation of Musicians told Ray Noble, British arranger-conductor, he could not fill.

Sedative mixer is slated to make its debut on NBC a week from this Friday (12).

Lux Delayed

Debut of the Lux dramatic series on NBC has been put off to Oct. 14. Initial bit will be 'Seventh Heaven' with Miriam Hopkins and John Holes filling guest roles.

Savington Crampton and Don Decker, L. Walter Thompson executives in New York and Hollywood, respectively, have worked closely with the agency's radio staff in selecting material and stage and screen stars for the new series.

78 STATIONS OKAY LIQUOR

NBC Stations Nix Announcements Plugging New CBS Shell Program

Chicago, Oct. 1.

NBC stations generally are refusing to accept paid announcements from the J. Walter Thompson agency and the Shell Oil Company plugging the new Shell program on CBS.

New Shell show on CBS, set by the St. Louis branch of the Thompson agency, had Red Grange on every Friday night with predictions and forecasts on the Saturday football tussles. Shell sent a flock of announcements to NBC and indie stations in all cities getting the CBS broadcast, with the announcements telling the public to tune to station WJLAH, the rival transmitter. This announcement was unanimously banned by the NBC stations as too direct a plug for the rival outlet since it tells the public not to listen to its own transmitter but to the competition. Shell then changed the copy to a spiel on the Grange show and telling the listener to go to the nearest Shell station for details and a list of stations. Some of the NBC stations went for this revised edition but still a greater number refused even the rewritten plugging.

It figures as the first time a sponsor has attempted to go on stations with announcements boosting a show on a rival transmitter and Shell's experience has not been particularly happy.

Seattle Press Suddenly Cordial to Radio and Stations Are Puzzled

Seattle, Oct. 1.

A sudden change in the attitude of the local newspapers towards the radio industry from one of hostility to one of friendliness has been noted in the past month in the increasing size of newspaper space being given program listings and publicity.

One local paper, the Seattle Times, which only a short time ago published a scathing attack on radio titled "Deep Down in the Dumps," wants pictures concerning the radio industry for a two-page Sunday rotogravure section regularly.

Change is as startling as it is sudden. Less than a year ago newspapers in a huff dropped all radio publicity. Public reaction led to the reinstatement of program listings, after a short time. In the new listings sponsors were named. Now comes the granting of still further concessions to radio by the press in recognition of the growing power of the air industry.

KIDS AD LIB FULL 60-MINUTE PROGRAM

St. Paul, Oct. 1.

KSTP's "Uncle Tom" Rishworth, who m.c.'s the daily Children's Hour over that station, has rounded up a group of 12 kids, all under 16. Kids do their stuff upon occasions as a juve stock company of the air.

When "Uncle Tom" needs kids for a program he calls in his boys or girls, as the need may demand. Once in a while, when the old skull just won't percolate, Tom puts the kids on for a solid hour, in which they spend the 60 minutes actually ad libbing—and a grand time is had by all, which includes the listeners.

Molly Kreuger on Air

Chicago, Oct. 1.

Molly Kreuger is on WCFL for three broadcasts a week with a beauty culture humoresque, "High Polish."

Parker Wilson came on as announcer with an additional program of poems and organ music. Previously Wilson was announcer in Fort Worth.

MEIGHAN JOINS R. S.

Former Bowen Exec with Columbia Spot Subsidiary

Howard S. Meighan has allied himself with Radio Sales, Inc., CBS subsidiary concerned with spot broadcasting. Meighan, whose last connection was as head of the J. Sterling Getchell radio department and who prior to that was general manager for Scott Howe Bowen, will be associated with Bob Stephenson, who succeeded Charles Stark as head of Radio Sales.

Represented on the Radio Sales list are the eight stations owned and operated by Columbia, the Don Lee Network, and 12 outlets affiliated with CBS under the hookup arrangement.

LOCAL TALENT CUTTING INTO DISCS

Lancaster, Pa., Oct. 1.

Theory of local talent over wax works found support this week when Shalnick's Clothing store resigned with WGAL for five programs a week for 52 weeks. But whereas last year all spots were disc this year's deal has already been closed for at least one period to go local with a hilly-billy band doing the music.

In signing the contract, sponsor's representative said that at least two more of the 15-minute programs may go off of the turn-table before the end of the year. With live talent substituted.

ERECTOR GOES KSTP BY SPECIAL WAX JOB

St. Paul, Oct. 1.

Similarly to the Johns-Manville program dilemma worked out several weeks ago, KSTP now has signed the A. C. Gilbert Erector Company for the 15-minute Sunday airing which that company has had on the NBC national network for the past four years, but which has been blocked out of this section for various reasons, chiefly special line charges.

Deal, agent by the Charles W. Hoyt firm of New York, was put over through a special transcription job made to dispense with the necessity of putting in special lines. Program starts Sunday (28, 1 to 1:15 p.m.).

Ovaltine Cancels Western Leg As NBC Refuses Time Guarantee

Chicago, Oct. 1.

Blackett-Sample-Hummert agency breaks with NBC this week over the network's treatment of the Ovaltine broadcasts on the west coast. NBC refused to guarantee the "Little Orphan Annie" time beyond a 3-day notice for the mountain and west coast. In retaliation, the agency sent in a notice completely canceling the Ovaltine west coast shot. Agency is at present considering going on radio platters for the sun-kist slope.

Ovaltine has been rebroadcasting its eastern and midwest show in order to hit the west coast at 5:45 in the afternoon, with the sponsor endeavoring to identify that period

SURVEY LIFTS BOOZE VEIL

Advertisers Still Not Clear
What Can Be Done on
Radio—Sellers' Service
Gathers Data

STATE LINES

Chicago, Oct. 1.

Advertising agencies handling liquor ads are still largely in a fog as to what states and what stations will accept liquor advertising and in what way the ads must be handled. Agencies have found that many stations will not take liquor advertising even though it is perfectly permissible in the territory. For instance WGN, the Chicago Tribune station, will not plug liquor though the paper itself made a long-standing battle for the repeal of prohibition.

Of course, the two major network systems ban liquor advertising both on the webs and on the individual owned and controlled stations.

Survey has just been completed by George Couper of the Sellers Service agency here in regard to the liquor advertising media. Couper has taken stations right through the country and has discovered 78 which accept such advertising.

States where liquor cannot be advertised are Idaho, Utah, Montana, Wyoming, North and South Dakota, Nebraska, Kansas, Oklahoma, Texas, West Virginia, North Carolina, South Carolina, Georgia, Alabama, Mississippi and Florida. There are (Continued on page 63)

OPPOSITION ARRIVES FOR WSPD, TOLEDO

Toledo, O., Oct. 1.

After years of predicting and dickered Toledo is to have a second radio station beginning about Nov. 1. WALT, Zanesville, finally has the permission of the Federal communications commission to move to Toledo.

Owners of the station, a 100-watt, are W. F. Jones, Akron, president; E. V. Graham, Zanesville, vice-president; and S. W. Townsend, Akron, secretary-treasurer. Officials are in the city arranging for a studio and for the setting up of the antenna.

Willard Ripon is manager of the station.

The same group owns and operates WJW, Akron. WSPD, Toledo's old station, announced it will move its transmitter to a site outside the city.

Concert Singers' Outlook Bright, Several Sponsors High C-Minded

NBC's P's and Q's

One of David Rosenblum's functions as v.p. in charge of planning and development will be to devise a manual for NBC station reps.

Booklet will serve to advise the traveling good-will on his personal conduct in dealing with affiliated broadcasters, what to observe while visiting a station and how to treat with any one of the manifold problems that might arise.

For the first time in the history of commercial broadcasting concert names find themselves the center of a maelstrom of heated competition. With Atwater Kent, Ford Motor and General Motors bidding for their guest services, the classical boys and girls of the upper rungs look forward to a season of hefty takings from radio. Fact that Ford and G. M. have their air spots pitted against the other (8 p.m. EST Sunday nights) is expected to result in a welter of salary boosting.

So far the asking prices for top concert names remain at the levels that prevailed for the previous broadcast season. But the agencies concerned do not expect this situation to last much longer, and each is making an attempt to line up as many artists in advance as possible. Efforts on behalf of Ford have brought the guest bookings up to the second program (14) only. Spotlight for this event will go to Yasha Helfetz.

Tab Opera

A fourth corner will be added to the bidding arena the first week in December should Chase and Sanborn go through with its plan of switching to a tab opera policy. As originally figured each of these programs will have at least two names from the Metropolitan Opera roster.

Even with the occasional insertion of a violinist or singer by Lehn & Fink in its "Hall of Fame" slot General Motors (Cadillac) last season had the concert guest field all to itself, both as to picking and salaries. With three commercials each requiring a different soloist each week the problem of supply presents itself. Concert-bookers predict that with so few artists of the first rank to go around the season will see the same names making the rounds of all three programs, Atwater Kent, Ford, and G. M., and also playing two or three return engagements.

Atwater Kent series on CBS Friday nights has its guest artists set for the first 10 weeks. List predominates with names from the Metropolitan Opera Co.

With Jeanette MacDonald introducing the series (8), the setup will be as follows: Oct. 15, Richard Bonelli; Oct. 22, Frederick Jacot; Oct. 28, Mario Chamlee; Nov. 5, Everett Marshall; Nov. 12, Katherine Melsie; Nov. 19, Charles Hackett; Nov. 26, Wilbur Evans and Carol Dels; Atwater Kent audition winners: Dec. 3, James Melton; Dec. 10, Helen Gleason.

\$4,000-\$6,000 Budget To WOAI, San Antonio For Civic Programs

San Antonio, Oct. 1.

Search for talent is on for WOAI's most ambitious local program to date, a twice weekly 30-minute air ride for San Antonians, Inc., civic organization which raised \$40,000 to plug the city's tourist and commercial possibilities.

Ken McClure is rounding up talent for auditioning this week. A 22-piece band, dramatic interludes, vocalists and possibly a comic are contemplated. With radio budget reported at \$4,000 to \$6,000 it's figured the civic plug can remain on the air — ex for six months.

It's planned to pipe the initial and some later programs from a hotel ballroom to accommodate audiences. The air ad is part of a program which includes dailies and mags in the north and mid-west keys.

Two electric signs on Chi's Michikan Boulevard are already extolling the virtues of the Alamo city as a winter playground.

Ford Must Pay Card Rates to All Stations

Washington, Oct. 1.

Henry Ford must pay specified commercial rates to all stations carrying World Series broadcasts if any advertising matter is to be included, broadcast code authority and NRA ruled last week after receiving reports motor maker had been trying to get outlets to carry baseball programs on sustaining basis.

Formal notice issued to all members of the industry and all networks by James W. Baldwin, executive officer, warned that the broadcasting of any of the 1934 world series games, including either the name of the sponsor (Ford Motor Co.) or any description of the sponsor's products must be on a commercial basis: consistent with the provisions contained in Article VII, Section 1, Paragraphs (a) and (b) of the code of fair competition for the radio broadcasting industry.

The specified code provisions stipulate that rate cards must be filed with the C.A. and cannot be modified without 15 days' notice and prevent granting of discounts, rebates, refunds or commissions, and bar free time except legitimate program announcements.

Although Code Authority bulletin had been sent to all members of the industry, Ford appealed to NRA for permission to let stations which were willing to carry game reports sustaining to do so but got nowhere with Deputy Administrator William P. Farnsworth, who backed up code 100%.

For the world series broadcasts Ford has lined up 51 stations on CBS and 72 outlets on NBC.

Reservation is for seven games. Ted Husing of CBS, Pat Flanagan, WBBM, Chicago, and France Laux, KNOX, St. Louis, will handle the play-by-play reporting for Ford.

BOTH NETWORKS WOO COCA-COLA ACCOUNT

Coca Cola is returning to the network channels. Both NBC and Columbia are competing for the account. CBS is trying to sell it on the idea of a "houseparty" with the show running from 19 to midnight, EST, Saturdays.

NBC's bid for the business last week was a 55-piece orchestra under Frank Black's direction. Black is under yearly contract to NBC.

Shepard Signs SESAC

John Shepard, 3rd, has signed a five-year contract with the Society of European Stage Authors and Composers for the Yankee Network.

Station involved in the performing license are WNAC and WAAB, Boston, WEAN, Providence, and WISC, Bridgeport.

J. G. (Jap) Gude, head of the CBS press department, became the father of a girl last Saturday (29). Place was the Lenox Hill hospital, New York. Both mother and youngster find-

SHOW BUSINESS STRATEGY

New Business

MISSOULA, MON.
Dr. Lyons Tooth Powder, six half-hour transmissions. KGVO.
United Drug Co., five quarter-hour recordings. Through Spot Broadcast Co., KGVO.
Ford Motor Co., 13 half-hour recordings. Fred Waring's band. Through N. W. Ayer, KGVO.
Bogo Milk Co., two quarter-hour sales per week from Oct. 1 to May 17, 1935. Through R. C. Gilham Co., Salt Lake City, KGVO.

LOS ANGELES
Borden's, San Francisco, 12 stations, Friday 7:30-8 p.m., Borden's Friday Frolic, vaude show, starting Oct. 12 (McCann Erickson.) Don Lee coast network.
Rio Grande Oil Co., Friday 9-9:15 p.m., Mona Lowe and orchestra. (Nixon O'Donnell.) Eight stations, Don Lee coast network.
Rio Grande Oil Co., Saturday 7-7:45 p.m., "Rio Grande Police Band." (Nixon O'Donnell.) Eight stations, Don Lee coast network.

Central Shoe Co., St. Louis, Thursday and Friday, 5:30-5:45 p.m., "Robin Hood," discs. (Jim Haughey.) KILI.
Gilmore Oil Co., three times weekly 10:30-10:35 p.m., "Great Moments in Sport," discs. (Butford, Constantine & Gardner.) KILI.
Wichita Oil Co., Monday, 9:30-10 p.m., "Witches Tales," dramatic. (Dan B. Miner.) KILI.

PORTLAND, ORE.
Oregon City Wooden Mills, 13 daytime announcements. Placed by W. S. Kirkpatrick Agency, KGW.
Cartesian Brothers, rug dealers, announcement service. Placed by W. S. Kirkpatrick Agency, KGW.
Nick's Flower Home, 15-minute dramatic program weekly for one year. Placed by Associated Advertising Service, KGW.
Hilmar's Restaurant, 15-minute to half hour daily remote broadcast until cancelled. KGW same on KEX.

United Drug Company, five 15-minute transmissions. Placed by Street & Finney, New York, KGW.
Gilmore Oil Company, five 15-minute transmissions. Placed by Portland, Constantine and Gardner, KGW.
S. A. Kuhl, rug dealer, announcement service daily, one year. Placed by Weller Service, KGW.

Christian Church, church, daytime announcement service. KGW.
Dodge Brothers, five one-minute unscheduled announcements. Placed by Ruthmuff & Ryan, KGW.
Hill Military, 13 daily announcements, one month. Placed by Frederick Schmalz, KGW.
Opinoid Remedy, 52 daily announcements twice weekly. Placed by Miller Agency, KGW.
Dairy Service, Inc., announcement service, three times daily. Placed by Barnes Campbell Agency, KGW.
Portland Chamber of Commerce, 13 five-minute talks, placed by Mary Pentland Agency, KGW.
Southern Pacific Railway Company, announcement service, KGW.
Columbia Optical Company, daily announcement service, one month. Placed by Gerber & Crossley Agency, KGW.

New System Laundry, announcement service, daily. Placed by Weller Service, KGW.
Alph Brothers, rug dealers, 30 daily announcements, one month. Placed by Oscar S. L. Agency, KGW.
One Price Town Shop, announcement service, 13 times. Placed by Mary Pentland Agency, KGW.
Knox Company, 25 15-minute programs, one weekly. Placed by Dillon-Kirk Agency, KGW.
Baby's Boudoir, announcement service, 44 times, also weekly 15-minute musical program, one year, KGW, and announcement service, 15 times, KEX.

Adlerika Company, 15-minute transmissions, weekly, 39 times. Placed by St. Paul Advertising Company, KEX.
Island's Restaurant, 13 five-minute programs each month one year. Placed by Associated Advertising Service, KEX.
Ultravac Supply Club, 52 daily announcements, one week, KEX.
Hammond Mail and Delivery Company, 17 15-minute programs, twice weekly. Placed by Leon Livingston Agency, KEX.
Harvards Low Amers, announcement service, 10 times, three times weekly, KEX.
Oregon Manufacturers Association, daily five minute program, one year, KEX.

ST. LOUIS
Gordon Clothing Co., St. Louis, "Russell Brown and Rhythm Ensemble," studio, three days weekly, p.m., Sept. 16 to Dec. 15. Direct. KMOX.
Saunders Chemical Corp., St. Louis, "Flight" on Laugh Club program, studio, three days weekly, Oct. 15, 13 weeks. Direct. KMOX.
Joan Soap Co., Kansas City, announcements, R. T., six days weekly, Oct. 1 through Dec. 30. Through R. J. Potts, K. C. KMOX.
Adlerika Co., St. Paul, Minn., "Aala Tablets," announcements, studio, three days weekly, Oct. 1 through March 29. Through St. Paul Ad. Co. KMOX.

Adlerika Co., St. Paul, Minn., "Aala Tablets," R. T., two days weekly, Oct. 14 through Feb. 25. Through St. Paul Ad. Co. KMOX.
Caliente Co., United Remedies, N. Y., "Chlorophyll," R. T., six days weekly, Sept. 21 until further notice. Through Heath & Sechoff. KMOX.
Schoff Brewing Co., St. Louis, time signals, studio, daily except Sunday, Sept. 24, until further notice. Nash Ad. Agency, St. Louis. KMOX.

Hydrox Ice Cream Co., St. Louis, "The Shipper's Serenade," studio, three days weekly, Sept. 19, 13 weeks. Direct. KMOX.
Jenny Wren Co., Kansas City, Mo., flour, "Just Knead," studio, five days weekly, Oct. 1 for 12 weeks. Through R. J. Potts & Son, K. C. KMOX.
Chamberlin Laboratories, Des Moines, Ionia, time signals, studio, seven days weekly, Oct. 15 through Jan. 25. Through College Ad. Agency, KMOX.

Skelly Oil Co., Kansas City, Mo., Jimmy Allen, R. T., five days weekly, Oct. 1 for 12 weeks. Through Russell C. Comer, K. C. KMOX.
Black Furniture Co., St. Louis, "The Corn Huskers," studio, six days weekly until, Sept. 17 for 52 weeks. Direct. KMOX.

CEDAR RAPIDS, IA.
Rude Auto Co. (Ford agency), one quarter hour program each week, football scores. KWCR.
Wichita Oil Company, Inc., one 10-minute program each week, advertising auto heaters, radios, fireside songs, transcription programs. KWCR.

WINSTON-SALEM, N. C.
Bell Bread, three 15-minute programs weekly for three months with electrically transcript program. Placed locally. WSIS.
Silber's, Inc., renews daily 15-minute programs featuring Edith Curry, negro blues singer, for one month beginning Oct. 1. Placed locally. WSIS.
Rominger Furniture Company, daily spot announcements for one month. Placed locally. WSIS.
Anchor, time signals daily for one month. Placed locally. WSIS.

Southern Public Utilities Company, daily announcements for one month starting Oct. 26. Placed locally. WSIS.
Co-operative program, two 15-minute programs weekly for one month featuring Archie Gateway, the Winston-Salem Scotchman. Placed locally. WSIS.

SEATTLE
Schoenfeld's Seattle Furniture Co., 15-minute talk on interior decorating, five times weekly for 12 weeks. KOL.
Rhodes Dept. Store, evening announcements, Sept. 28 and 30. KOL.
Napier and Scott Fuel Co., 21 announcements during week of Sept. 20. KOL.
Grant-Rees Optical Co., five-minute talk about eyeglasses, Sunday afternoon, beginning Sept. 16 for 13 weeks. KOL.

Wonder Co., six announcements, Sept. 26-29. KOL.
Reed & Bone's series of 29 one-minute discs, Oct. 6 to Feb. 26. KOMO.
John Hamrick's Theatres, series of 19 announcements to run on football broadcasts. KMOX.
American Cracker Co., 15-minute drama three times weekly, starting Oct. 1. KJR.
Rau Tipi (Jewelry), one year ticket rental for live talent program. KOMO and KJR.
Brecht, 24 announcements between Oct. 1 and 26. KOMO.

OMAHA
Babbit (Little Miss Patti), announcement Oct. 14 and 21 in connection with Miss Patti broadcast. Held through National Broadcast Co. WOW.
P. & P. Laboratories, cough drops, announcements twice Sunday each Monday, began Oct. 1, ends March 1. (Continued on page 62)

EMPIRE GOLD'S OPPORTUNISM

In-and-Out Policy Adopted by Sponsor Working Against Time Element and Needing Demonstrable Dollar-for-Dollar Returns

\$8,000 MONTHLY

Empire State Gold Buying company, six months old, is spending \$10,000 a month on advertising. Of this sum local radio stations in New York city get \$8,000. Six months ago the sponsor started with a modest program of phonograph records over WINS. Today live talent shows or announcements are sponsored on WOR, WEA, WHN, WINS, WMCA.

Case is unique in that the business is a new by-product of an NIRA economic policy and that the Empire company departs notably from practically all conventional notions in radio broadcasting. Empire works on the following general principles:

- (1) That time, not talent, counts most.
- (2) That every dollar spent for radio advertising must be justified by a dollar in profit directly traceable to it.
- (3) That standby commercials following special events are natural for reaching gold-owners.

Constant Changes
 Empire is constantly changing its programs and the time they go on the air. This is part of a deliberate policy. Stations don't like it, but it's the route to results, the sponsor claims. Opportunistic strategy dominates the radio showmanship of the company.

The night after Amos 'n' Andy went off the air it purchased for one night only the open niche from NBC, figuring thousands of regular fans would tune in from habit.

Empire maneuvers constantly to hit maximum audiences. It hops up on the air after President Roosevelt or the Philharmonic or after Martha Manning's fashion talks, as the case may be, on the hunch that the people the company wants to reach are tuned in at such times. Immediately following WHN's popular radio amateur show the message of Empire is broadcast. It doesn't matter when a special sports event ends. Company will sign to ride at the sign-off, figuring to capture big slices of maximum audiences already achieved.

Empire uses live talent in preference to wax, but there again expenditures are regulated by what any given program can return dollar-for-dollar spent. All customers patronizing the firm are interrogated as to what impelled them to bring in their old gold. One program got results in 30 minutes after the broadcast. If results don't follow, the program or the time is dropped. Empire finds NBC's 50,000-watt, WEA, effective, but the other NBC 50,000-watt, WJZ, whose transmitter is located in New Jersey and straggles over there didn't serve the company's purpose and was dropped.

Empire buys time on the spur of the moment to take advantage of topical openings. It watches program position keenly and would not dream of spending money Thursday nights against that evening's bang-up of big show, although a program was spotted at 11 p. m. over WEA.

Gold-buying is a temporary expedient and the promotional activities of the company are founded upon the idea that it will taper off rapidly after saturation is reached. Various exploitation stunts have also been used. A tie-up with 67 New theatres on "Treasure Island" was worked. Housewives were

KEX Drops Church Discount; Usual Time Rates Apply When Sectarian Advertising Is Keynote

Network Premieres

Oct. 2 Robinson Crusoe, Jr., serial. (N. Y. State Bureau of Milk Publicity, 5:45, WABC) (N. W. Ayer).
 Oct. 2 Casa Loma band, Walter O'Keefe, Annette Hanshaw. (R. J. Reynolds, 10, WABC) (William Esty).

Oct. 2 Ben Bernie (Premier Palace, 9, WEA).
 Oct. 2 "The Story Behind the Claim," sketch. (Provident Mutual Life Insurance Co., 9:15, WJZ).

Oct. 2 Ed Wynn, Graham McNamee, Eddie Duchin band (Texaco, 9:30, WEA) (Hann-Metzger).

Oct. 3 Mary Pickford (Royal Gelatine, 8, WEA) (J. Walt, Thompson).

Oct. 3 Madame Sylvia of Hollywood (Ralston Purina, 10:15, WJZ) (Gardner).

Oct. 3 "Easy Aces," Goodman and Jane Ace. (Jad Salls, 8, WABC) (Blackett-Semple-Hummert).

Oct. 5 "March of Time" (Time Magazine, 9, WABC) (B. B. D. & O.).

Oct. 5 Al Bernard, Paul Dumont, Mario Cozzi, Milton Reitenberg (Molle, 10, WJZ).

Oct. 5 "Hollywood Hotel," Dick Powell, Rowena Williams, Louella Parsons, Ted Fio-Rito, William O'Neal, Ed Brendel, Claudette Colbert, Warren William (Campbell Soup, 9:30, WABC) (E. Wallis Armstrong).

Oct. 6 Thornton Fisher, football resume. (Lorillard, 6:45, WEA) (Lennon & Mitchell).

Oct. 6 Sigmund Romberg, William Lyon Phelps (Swift, 9, WEA) (J. Walt, Thompson).

Oct. 6 Rose Hampton, Nathaniel Shilkret, Billy Hilltop, Senapate Lambert (Smith Bros., 9, WEA) (Homan).

Oct. 7 Leopold Stokowski, Richard Crooks (Cadillac, 8, WJZ) (Campbell-Ewald).

Oct. 7 Tito Guizar (Brillo, 12:30, WABC) (Frank Presbrey).

Oct. 7 Detroit Symphony Orchestra, Victor Kolar (Ford, 8, WABC) (N. W. Ayer).

Oct. 7 Freddy Martin band Vlek, 8, WABC (Young & Rubicam).

Oct. 7 Alexander Woolcott, Robert Ambuster Orc. (Cream of Wheat, 9, WABC) (J. Walt, Thompson).

No Spot Blurbs Promise Wins Station a Program

Baltimore, Oct. 1.
 After lengthy roost on WCAO (and prior to that on WFIH), the King Syrup Co.'s three-weekly quarter-hour playlet series, "Dunkleforters," will shift shortly to WBAL. Station got to the commercial spot announcements either fore or aft program's slot, 7 p. m., Mondays, Wednesdays and Fridays.

'HOLLYWOOD' AIRER SHIFTS

Hollywood, Oct. 1.
 "Hollywood-on-the-Air" switches to Sunday nights instead of Sunday afternoon. Change is due to gathering of program with the dropping of daylight saving.

Loaded with complimentary tickets, executives of Empire to the Women's Exposition of Arts and Industries at the Hotel Astor this week (1-6) Tie-up with Mrs. Oliver Harriman made the distribution of tickets possible.

Portland, Ore., Oct. 1.
 Dropping of 25% special religious discount goes into effect this fall at 5,000-watt KEX. It affects religious organizations that actually advertise their church activities over the air and campaign for membership.

Station continues to give free time to non-denominational bodies presenting nonsectarian and inspirational broadcasts.

Sister station, 1,000-watt KGW, does not sell time for religious advertising, but gives free space to various programs of religious and inspirational themes. This policy has been observed by KGW since its inception in 1922.

Reason for discontinuing special religious discount on KEX is explained by station officials as being due to fact that churches subject to charge for station time use air space for advertising activities of church to same extent as regular advertisers. With start of fall schedules, KEX carries only two church accounts taking new rate classification for advertising religious institutions. One is Portland Union Bible Class and the second is Calvary Tabernacle.

Only denominational church on KEX schedule is First Church of Christ, Scientist, using Sunday night hour for regular services by remote control direct from church. Account given regular religious discount from card advertising rates, which also carry additional discounts for minimum one-year contract.

Also on KEX are weekly Sunday morning "Sunrise Services" of Portland Council of Churches and Sunday morning broadcasts by the Christian Endeavor Union. Former consists of music by choirs and pipe organ with inspirational talks by Portland pastors, and latter in young people's bible class. Both broadcasts are on time donated by station and both are strictly non-denominational.

Web Preachers
 Coming within the no-pay category on schedules of both KEX and KGW are weekly religious-inspirational broadcasts by Dr. S. Parkes Cadman, Dr. Harry Emerson Fosdick and Dr. Daniel Poling. These programs and others of similar type have been carried by stations for years on free time and at actual program cost to station operator.

Summarizing general policy, stations say they look upon music programs by church organizations, inspirational programs, non-denominational bible classes for young people, etc., as public service broadcasts and should not be required to pay. On other hand, they classify in the pay group churches that actually advertise their own activities in competition with other churches by broadcasting for membership.

KOIN, CBS affiliated, has not broadcast religious programs for about four years but officials say full rate would apply. KALE, sister station of KOIN, charges the regular rate to the religious organizations new using the station.

6:30 A. M. PROGRAMS

Radio Reverses Dictum That Actors Sleep Late

Nashville, Oct. 1.
 Postponing today (Monday) WSM will present a "one hour timely party beginning at 6:30 every morning during the week except Sunday, afternoon and partially full the talent on the staff at intervals." During the one hour show approximately 20 acts will be presented. It will be an informal affair with an informal audience. A 15-piece orchestra will be conducted by J. Oliver Kitch of the WSM executive staff.

\$1,000 a Game Too Much for Dixie Sponsors

Birmingham, Oct. 1.
Broadcasting of football games in the Southeastern Conference has hit a snag and it is possible that no games will be broadcast this year. The reason is that sponsors will not pay the college-asked price of \$1,000 a game (to be divided among the schools of the conference), plus the cost of stringing wires and station time.
Colleges have been lukewarm to sponsorship. And at \$1,000 a game the lukewarm angle is mutual.

Chev on KYW Football

Chicago, Oct. 1.
Chevrolet Motor Company has signed with KYW for the Saturday football games from Oct. 6 to Nov. 24, inclusive.
Schedule includes all the home games, major or otherwise, of Chicago University and Northwestern. Jack Ryan, the "Globe Trotter" on the station and a member of the editorial staff of the Herald and Examiner, is to do the announcing.

WSAI Elbows WFBE

Cincinnati, Oct. 1.
University of Cincinnati football games, broadcast for past three years by WFBE, 250-watts, go this season to Crosley's WSAI. Only home games to be blasted. Mike work by Red Barber, young sports speller up from Florida, who handled contests of Cr. y-owned Reds on WSAI this season.
Last year WFBE permitted Crosley's WLW, then 50,000 watts, to air the U.C.-Miami "Thanksgiving Day" grid battle, descriptive stuff for which was supplied by WFBE attaches.
New arrangement is a complete freeze-out for WFBE.

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

Tommy "Ceell"
MACK
COLUMBIA'S
REATIVE
OMIC
WITH GEORGE GIVOT
EVERY TUESDAY
WABC, 10-10:30 P.M.
COAST-TO-COAST
Management
HERMAN BERNIE
1619 Broadway, New York

GIEDSDORF SISTERS

"CHESTERFIELD"
Monday, Wednesday, Saturday,
WABC-9-9:30 P.M.
Guest Stars-Roxy Program
Saturday, Oct. 6th
Columbia Broadcasting System

NO COMMERCIALS ON NAVY'S FOOTBALL

Baltimore, Oct. 1.
Annapolis Naval Academy has nixed the offer WPHL unearched an out-of-town client who wanted to sponsor five home games at Annapolis this season, but the Academy officials thumbed it because the contests are staged on government property.
Sustaining description spicks are all right, however, as long as commercial copy is not sold. That brought NBC into the picture, and last Saturday (29) Graham McNamee described the Navy's grid season lid-lifter with William and Mary over the blue network as a sustaining stroke.

78 Okay Booze

(Continued from page 59)

five states which permit liquor to be advertised but not sold. These are Iowa, Arkansas, Tennessee, Kentucky and Virginia. Montana is singular in that liquor can be sold in that state but not advertised. Stations whose power runs into adjoining states not permitting liquor advertising, all add to their copy that this advertising is not intended for such territories. Several stations restrict their liquor advertising to periods after 10:30 or 11 p. m.

Hereewith is the first general compilation of stations in the country accepting liquor advertisements:

- ARIZONA
Phoenix: KTAJ.
Tucson: KVOA.
- CALIFORNIA
Los Angeles: KFI, KTM, KNN, KECA.
Oakland: KROW.
San Diego: KFSD.
- COLORADO
Denver: KLN.
Pueblo: KGHF.
- ILLINOIS
Chicago: WJLD, KYW.
Peoria: WHB.
Rockford: WROK.
Rock Island: WHBF.
Springfield: WCBS.
- IOWA
Des Moines: WOC, WHO.
- INDIANA
Gary: WIND.
Indianapolis: WKBF.
Terre Haute: WIDW.
- KENTUCKY
Louisville: WAVE, WHAS.
- LOUISIANA
New Orleans: WWL, WDSU, WSMB.
- SHREVEPORT: KTSB.
- MICHIGAN
Detroit: WJR, WXYZ.
Flint: WFDF.
Grand Rapids: WOOD.
Ironwood: WMIS.
Kalamazoo: WKZO.
Marquette: WBEQ.
- MINNESOTA
St. Paul: WIDY, WSTP.
- MISSOURI
St. Louis: KWK, KSD.
- MONTANA
Butte: KGB.
- NEW JERSEY
Jersey City: WHOM.
Newark: WOR.
Trenton: WTNJ.
- NEW YORK
Brooklyn: WLTH.
Buffalo: WGH, WBB, WKBW.
Tupper Lake: WTHL.
New York City: WMCA, WFAB.
- NEW MEXICO
Albuquerque: KGGM.
- OHIO
Akron: WJW.
Cleveland: WGAR, WHK.
Columbus: WSNB, WJNS, WAH.
- OREGON
Portland: KWLJ, KGW, KEX.
- PENNSYLVANIA
Altoona: KPRC.
Lancaster: WKJC.
Philadelphia: WCAU, WDAZ.
Pittsburgh: WCAE.
Scranton: WGH.
Washington: WNBC.
- RHODE ISLAND
Providence: WPRO.
- VERMONT
Burlington: WCAX.
Rutland: WSYR.
- VIRGINIA
Charlottesville: WETB.
Norfolk: WTAF.
Richmond: WRVA.
- WASHINGTON
Aberdeen: KNRO.
Bellingham: KVOZ.
Spokane: KHIQ, KGA.
Walla Walla: KUL.
WISCONSIN
Fond du Lac: KPBZ.
Milwaukee: WTMJ.

Lloyd Thomas to WROK

Lloyd B. Thomas has quit his job with NBC as manager of local sales to take over the operation of WROK, Rockford, Ill. Thomas' resignation became effective yesterday (Monday).
Before coming to NBC two years ago Thomas was commercial manager of the Westinghouse stations. He started with the electric as director of KDKA, Pittsburgh.
WROK, in which Thomas has bought a controlling interest, operates at 500 watts and shares time with WIHL, Sheboygan, Wis.

Ward Baking Renting Big Film House to Accommodate Grocers

Ward Baking has rented the Locust theatre as a studio for its Buddy Rogers broadcasts for four Sundays starting this week end (7). Rogers' combo is booked to stay that many weeks at the International Music Hall, local niterie.
Dough molders would have preferred 3,000-seater Mastbaum for the events as it figured that at least that number of chairs would be required to take care of the local grocers and delicatessen shopkeepers and their families. It took the Locust as the next best house available.

LOCAL FOOTBALL HAS KJR RIGHT-OF-WAY

Seattle, Oct. 1.
A new policy on radio broadcasts of football games, designed to aid state receipts for the home school, the University of Washington, stations KOMO and KJR.
This season KOMO and KJR will refuse to relay network play-by-plays - of out-of-town big games when they conflict with same-day same-time performances of the local lads in this stadium. For the glory of the old school, all else is submerged.

Cox at WBBM

Chicago, Oct. 1.
Leonard Cox comes into the Columbia system office here as assistant to Holland Engle, program department chief.
Cox was previously with the local Hanft-Metzger agency on radio.

27 Educational Programs Start

University of Iowa's Station Out to Set Record for Non-Commercials

Iowa City, Ia., Oct. 1.
WSUI is to put on nine new programs and continue 18 others as part of the University of Iowa's effort to make the station outstanding in educational broadcasting.
Majority start this week with Community Theatre of the Air, Thursdays, 9 p.m., talent to be casts from adjacent towns; High School of the Air, Mondays and Tuesdays at 11:45 and Wednesdays and Thursdays at 11:30, both a.m., devoted to addresses by U. profs on class continuation work.
Magic Casements, presentation of poetry, Mondays and Fridays at 8 p.m.; the University Explorer, Mondays at 3:15, interviewing of university executives, other innovations being the Iowa Federation of Women's clubs programs, monthly programs by state organizations; History in Review, Musical Follies, and a women's hour program. The first for Friday at 8:15 p.m., second, Wednesday at 9 p.m., and the first Monday to Friday at 10 a.m.

KQV Joins ABS

Pittsburgh, Oct. 1.
KQV here has signed to serve as Pittsburgh outlet for new American Broadcasting System. Station owned and operated by operators of WJAZ, with the CBS franchise.
Station KQV has been on air for more than decade and often disputes claims of KDKA for being first station in operation. New affiliation leaves only one of Pittsburgh's five stations without a network outlet. That's WWSW.

Pop Warner on WCAU

Philadelphia, Oct. 1.
Glenn "Pop" Warner, grid mentor of the Temple football squad, has been snared by WCAU for a weekly sports almanac. Show is expected to go commercial after its debut this Thursday (4) at 8:15.
Station plans to draw from Warner's years in handling eleven, and will dramatize colorful events in his past experiences with the Carlisle Indians and other famed teams.
Adding of Warner to the schedule is giving WCAU local sports preeminence, since T. Von Ziekersch, sports ed. of the Daily News, also makes his air debut this week.

Cigs Take WENR Games

Chicago, Oct. 1.
Kentucky Winners has decided to take the local broadcasts of the Northwestern home games over WENR. Includes the Notre Dame and other major games to be played locally. Starts Oct. 6.
Hal Totten to do the announcing.

Radio Leader Divorced

Syracuse, Oct. 1.
Mrs. Virginia Brummit has been granted a decree of divorce from Bruce Robert Brummit, Syracuse theatre and radio orchestra leader, in a decision of Supreme Court Justice Benn Kenyon of Auburn.
Mrs. Brummit is given custody of three children and \$12.50 alimony weekly.

'Bill and Ginger' Quit WCAU Over Commish; Act Moves to New York

Philadelphia, Oct. 1.
'Bill and Ginger' program is quitting WCAU and moving to New York where henceforth it will originate from WABC. A dispute between the performers, Lynn Murray and Virginia Baker and the WCAU Artists Bureau over commissions, became acrimonious and the walk-out occurs for that reason and with the sanction of the sponsor, Mueller's Spaghetti. Program hits 13 CBS stations. Has been on air a year.
Arthur Bryan who scripts and announces the program quits the WCAU staff to accompany Bill and Ginger to Manhattan.
Tom Nobles, program director of KTHS, Hot Springs, Arkansas, married September 9 to Ina McKeehan. Alex Kiersey, announcer of same station, married September 26, to Helen Sless.

Beginning Our Fifth Season on Radio

Easy Aces

WED, THURS, FRI,
8 P.M., E.S.T.
COLUMBIA NETWORK

FOR
Jad Salts

Radio Chatter

(Continued from page 64)

port, gets special permission to introduce Manna-Zucca's new composition to air audience.

When she finishes her current WICC scripter, Alton DeWinger will begin a romantic serial on the Bridgeport station.

Frank Ferris, Chicago, replacing Alton Hawley on WICC, Bridgeport, control staff.

Ann-Marie Havrilla, who dislikes being called niece of NBC's Alois, gets steady spot on 'Merry-Go-Round' commercial show at WICC, Bridgeport.

Eunice Emmons back from that California holiday and returns to WICC song roster, with Dot O'Brien at the piano.

Eddie Green, pianist, moves from Bridgeport to White Plains, which kills his WICC act with Midge Byfield. Latter's Monday night spot now taken by Virginia Thompson, local Dick Powell leading lady audition winner.

Musical Research club of Bridgeport, ranked as one of country's topnotch local musical organizations, getting set for opening new WICC season.

Gus Meyers, erstwhile Poli pit maestro who left to fiddle with Barney Hupp and Don Bestor bands, back in Bridgeport as musical head man at Globe, now gone stage-show.

Westport has its own Bing Crosby. He leads the Collegians dance ork soon due on WICC, Bridgeport, schedules with Carol Benedet doing the vocal.

Anita Kubeik, daughter of Jan and a competent violinist in her own right, starred with Lony Warlinka Lyman, pianist, on WICC, Bridgeport.

Jimmy Cavaliaro opening a violin series at WICC New Haven studios.

Marion McDermott, soprano, back on WICC, Bridgeport, with Jean Louise Lincoln, pianist and violinist, accompanying.

Jud La Haye, programmer at WICC, writes three new compositions to be interpreted by Dolores Hanford.

Nebraska

With the end of this month, 'The Jangles,' written and played (for the most part) by Jettabee Ann Hopkins for KFOR, celebrates a solid year on the air over that link five times a week.

WOW again has five remotes for its round the town dance music.

Wade Thompson comes back to the Omaha studios of KFAB-KOIL from those in Lincoln.

DeMolay Hour back on Sundays at WAAW on a set-up similar to the old one but with new talent.

Jimmie Douglas on the WAAW staff part time while he teaches music at South high.

Rumor has it that Schmoiler and Mueller will break out on WOW with a big time string ensemble of local musicians.

Johnny Gillin back at his desk at WOW from the NAB convention in Cincinnati. Harry Burke held Gillin's desk in his absence.

Virginia Fluke left her position as studio pianist at WAAW to take offer with a string trio at the Desert Inn at Palm Springs, Cal.

Melodimen quartet back on the air at WOW after a summer layoff of two months. Also working in Nebraska Power show.

Lela Harper new organist for WAAW operating the Elks Club organ in place of Wilma Ritters.

Walt Cassell the tenor in the new Nebraska Power Co. half hour which opens soon on WOW under direction of Harold Fair.

Jimmie and Eddie Dean now regulars on the WLS barn dance and members of the sustaining staff. They left WOW a month ago.

Bill Wiseman has opened up his radio page of the Bee-News with new listing of programs after the Hearst manner. World Herald following suit.

Lytle Gordon now singing with Helen Corey and Thomas Port on the Union Outfitting Co.'s daily forty-five minute show over WAAW.

Tom Chase back at the microphones at WOW after a week at the Fair with his wife.

Pennsylvania

Powers Gouraud has resumed his WCAU Monday eve theatre reviews with Leonard Blumberg on the sidelines.

Pete Woolery opens at the N. Y. Park Central Tic Toc room next week. Woolery will commute to WCAU for two shows a week.

Jerry Crowley's WIP Front Page news show, introduced Earl Hammond, Alaska explorer, on the eve of the Nome fire last week. Hammond gave a vivid description of the last Nome fire 40 years ago.

Arthur Bryan's Taxi Meter Lions sketch gets a 3:45 spot via WCAU on Thursdays.

The WRAX announcers are termed the Four Horsemen of the

local air. Geo. Gerharti (German), Ralph Borelli (Italian), Oscar Cohen (Jewish) and Stan Moderski (Polish) are the quartet.

Joe Breen, WPEN producer, uses the Breen-De Rose title, 'Sweethearts of the Air,' for his new WPEN program.

WCAU is building a new m.c. in Bill Gallagher.

The Warwick Sisters trio are booked into the Stenton Club, doubling between air programs.

Lynn Willis, WIP production chief, tied the knot as predicted three weeks ago. Murray Arnold rumored to follow.

Helen Gray, WPI public relations head, is back in town from the country, settling at the Drake.

Jan Savitt's WCAU house band

made its first Victor record last week with 'You're Haunting Me.'

Powers Gouraud's (WCAU) ten-minute-before-midnight legit reviews is receiving competition from Ruth Ray via WIP immediately after at twelve, while Helen Gray uses WPI for review the day following each opening. With the same action now on WIBG, Philadelphia listeners get plenty of dramatic comment.

Ted Husung and Lou Kaufman, Sun-Tel's globe-trotter, fed CBS with play-by-play account of Duquesne-West Virginia game at Forbes Field last week.

Carolyn Grey returns to WCAE, Pittsburgh, as staff pianist. She succeeds Gene Lowelyn, who has gone to WINS, New York, with her husband, Howard Price, the tenor.

June Yorkin, Pittsburgh gal who got her start at WWSW, has landed on the network with Will Rogers' Gulf program.

Al and Pete have had their option renewed by KDKA, Pittsburgh, until first of the year.

North Carolina

Crazy Tennessee Ramblers, attraction over WBT, Charlotte, N. C., on the Crazy Crystals program, played the Cleveland County courthouse at Shelby, N. C., last week, with Deacon Jawnsen delivering his sermon as an added attraction.

Harold D. (Old Wayside) Brown, who conducts a period over WBT. (Continued on Page 73)

MAL HALLETT AND HIS ORCHESTRA

WITH

MISS TEDDY GRACE

FRANKIE (Smiling) CARLE

JOE CABANERO

CLARK YOCUM

HEADLINING THIS WEEK
(SEPT. 28)

RKO PALACE, NEW YORK



VAUDEVILLE DIRECTION

PHIL BLOOM

ROCKWELL-O'KEEFE, INC.—RKO BLDG.

NEW YORK

PERSONAL REPRESENTATIVE

CHARLES SHRIBMAN

LITTLE BLDG., BOSTON, MASS.



wabc

columbia
broadcasting
system . . .

wednesday
3-4 P. M.
thursday
8-8:30 P. M.
c.d.s.t.

coast-to-coast

Management
TED COLLINS

RAY
LEATHERTON
Broadcasting
Sundays and Wednesdays, 11 A.M.
Fels-Naptha, WJZ-NBC
Direction NBC Artists Bureau

Tuesday, October 2, 1934

New Business

(Continued from page 61)

31, 1935. Placed through Ernest Isler & Co., WOV.
French Lick Springs Hotel Co., health water, announcement Mondays, Wednesdays, Fridays, from Sept. 4 to Dec. 14. Through H. W. Kastor & Sons Adv. Co., Chicago. WOW.

Ironized Yeast Co., five-minute program, Monday, Wednesday, Friday, Sept. 17 to Nov. 14. Through Ruthrauff & Ryan, Inc., New York. WOW.

Knox Co., Kansas City. Cystez, 26 15-minute programs, Oct. 17 to Jan. 30. Through Dillon & Kirk, Kansas City. WOW.

Nebraska Clothing Co., transcription announcements on Kuppenheimer clothes, Mondays and Thursdays, Sept. 4 to Oct. 15.

Nebraska Power Co., 1/2 hour Mondays, till forced, Meyers-Hodek orchestra; Walt Cassell, tenor; Kathleen Shaw, soprano; Melodimen quartet; direction Harold Fair. Placed and built by Boszell & Jacobs, Inc. WOW.

Scott's Emulsion, transcription announcements Tuesday and Friday, Oct. 16 to Feb. 19. Through Marchnick & Pratt, Inc., New York. WOW.

Sinclair Coal Co., Kansas City. announcement daily on Bea Baxter's program of "Talking Things Over," Sept. 17 to Feb. 12. Through Murrell Crump Adv. Co., Kansas City. WOW.

Dodge Brothers Co., transcription announcement daily except Sunday, Sept. 24 to 29. Through Ruthrauff & Ryan, Inc. WOW.

Skelly Oil Co., 15-minute program daily except Saturday and Sunday at 6:15 p.m., transcriptions, air adventures of Jimmy Allen. Placed through Russell C. Comer Adv. Co., Kansas City. WOW.

Omaha Flour Mills. 15-minute program, Friday 6:30 p.m., 25 weeks, beginning Oct. 19. Russell C. Comer Adv. Co., agents. WOW.

BOSTON

W. L. Thompson Co., 728 announcements, two daily, starting Oct. 17. Through Doremus & Co., Boston. WNAC.

Boston Molasses Co., 26 30-minute broadcasts, twice weekly, starting Sept. 25. Through Franklin P. Shumway, Boston. WNAC.

Stock & Bond Loan Corp., 39 125-word announcements, Tuesdays,

Thursdays, Saturdays, beginning Oct. 2, through Harry Frost, Boston. WNAC.

I. J. Fox Co., 156 15-minute broadcasts, Mondays, Wednesdays, Saturdays, beginning Oct. 1. Through Alfred Rooney Co., Boston. WNAC.

Kane's Furniture Co., 12 15-minute periods, Fridays, starting Oct. 12. Through Saling & Publicover, Boston. WNAC.

Kid Murdoch & Co. (Monarch Finer Foods). 364 15-word announcements, four daily, beginning Oct. 1. Through Philip O. Palmer, Chicago. WNAC.

Vita 2 Cereal, adds WICC-WORC-WIRD to present schedule of three times weekly 15-minute broadcasts. Through Chambers & Wiswell, Boston. Now WNAC-WEAN-WMAS-WICC-WORC-WIRD.

Watch Tower B & T Society. 52 15-minute broadcasts, Sundays, beginning Oct. 1. Direct. WNAC.

Big Bear Market. 364 15-word cut-ins, 26 weekly, beginning Sept. 24. Through Greenleaf, Boston. WAAB.

Cystez (The Knox Co.). 26 15-minute programs, Mondays, beginning Sept. 24. Through Dillon & Kirk, Kansas City. WAAB.

Musolino LeCente. 364 30-word cut-ins, one daily, beginning Sept. 23. Through Harry M. Frost, Boston. WAAB.

NEWARK, N. J.

Granford Fur Co., 15-minute musical program, twice weekly, week to week. WNEW.

Charles E. Morris Fur Co., quarter hour, Rance Valentine, singing, three afternoons a week. Through Bens and Schullin, Inc. WNEW.

Progressive Merchants' Assn. of New Brunswick. Kara's Hungarian orchestra, half hour Saturdays, 13 weeks. WNEW.

CHICAGO

Drug Trade Products (Peruna and Color-Bak). series of 30-minute shows six times weekly. (Heath-Seehof Agency, Chicago.) WLS.

Gardner Nursery Company, Osage, Iowa, six 15-minute programs. (Northwest Radio Adv., Seattle.) WLS.

Reliance Mfg. Company, Chicago, series of 13 15-minute shows for Big Yank work shirts. (Carroll Dean Murphy Agency, Chicago.) WLS.

Steele-Wedekes Company, Chicago, series of five-minute talks three

times weekly for 13 weeks. (Mitchell, Chicago.) WLS.

United Drug Company, for five 15-minute discs. (Street and Finney, New York.) WLS.

Willard Tablet Company, Chicago, for three 15-minute shows weekly. (First United Broadcasters, Chicago.) WLS.

Gately-Wheeler Company, Chicago, for 15 one-minute announcements. WJJD.

United Remedies, Chicago, six 15-minute programs weekly for 26 weeks. WJJD.

CINCINNATI

Union Gas & Electric Co., new series of Friday night 15-minute programs plugging "better light, better sight"; talk by Mary Wren Steward, sponsor's home lighting expert, with piano interludes by Betty Rhodes, discovery of Fred Troy, company's script scribe. WCKY.

Hot Dog Food Co., Chicago, burbling Tuesday nights via "Whistler and Dog" e. t. service. Account through Charles Silver & Co., Chicago. WCKY.

Parade Bird Store, local, thrice weekly spots, featuring "Golden Voice Canaries" and chats on care of birds and pets, with music. Contract by Keeler-Bittes Agency, Cincy. WCKY.

DENVER

Map Co. Department Store, 39 15-minute programs. KOA.

Ford Motor Co., 15 15-minute programs, three a week, musical and football scores. KOA.

Mantle Lamp Co., 13 15-minute programs. KOA.

Coor's Beer, 10 15-minute programs. KOA.

A. C. Gilbert Co., eight 15-minute programs. KOA.

Chamberlain Lotion, 104 one-minute announcements. KOA.

Scott Battery Co., 20 one-minute announcements. KOA.

Public Service, seven one-minute announcements. KOA.

Gano-Douma Co., seven one-minute announcements. KOA.

Dodge Motor Co., six one-minute transcriptions. KLZ.

Ironized Yeast, 26 one-minute transcriptions. KLZ.

Walters Beer, 26 one-minute announcements. KLZ.

Phillips 66 Petroleum, 26 announcements. KLZ.

Morey Mercantile Co., 27 announcements. KLZ.

Skelly Oil-Robar-Jimmie Allen transcriptions, 15-minute a week, five nights a week, six months. KLZ.

Fontius Shoe Co., 26 announcements. KLZ.

Unguentine, 26 announcements. KLZ.

Adlerika, 39 15-minute transcriptions. KLZ.

Dundee Clothes Shop, one day-light announcement, six months, and 26 preferred evening spots. KLZ.

Hungarian Mills, poultry feed, 13 15-minute evening programs. KLZ.

Gano Douma Co., 26 announcements. KLZ.

Lakewood Grange Hall, four 15-minute programs. KFEL.

Gigantic Cleaners, one additional announcement daily, 1 month. KFEL.

Albert Lea Gas Light Co., five announcements. KFEL.

Ray's Cafe, five announcements. KFEL.

CHARLOTTE, N. C.

ABC Electric Washers, 26 announcements. WSOB.

McClan's, 13 announcements. WSOB.

Liggett's Drug Store, 13 announcements. WSOB.

Darling Shop, 26 announcements (renewal). WSOB.

Purcell's announcements (renewal). WSOB.

Sunshine Beer, the Wal-Son Company, 300 announcements. WSOB.

Here and There

(Continued from page 58)

ish Empire championship sports, being held there. He is manager of CFCF, at Montreal, and will return to that post on completion of his stay in England.

KONO, San Antonio, claims the only oriental chief engineer in U. S. He's George Ing, a Chinese, who built the transmitter.

Robin Cook, the gal with the honest-to-gawd southern accent acquired in Alabama, due for a sponsor on WOAI and KABC, both San Antonio stations.

Irene and Zelma Cullum back from Chi and air regularly via KABC, San Antonio.

Sam Goldfarb, alias "Bulvar Doc," about to call at a season of baseball gambling for KABC and get in some fishing and hunting.

Jerry Hill, the eight-voice San Antonio dialectician, stripe out of radio to sell beer.

KSO, Des Moines, will bring Jackie Heller into the local feed

show as master of ceremonies, Oct. 14-20.

WOC-WHO, Des Moines, to have seven children's programs, totaling 25 performances per week.

"Dutch" Reagan will cover the Northwestern-Iowa game at Evans-ton, Oct. 6, for WOC-WHO, Des Moines.

Fred Miller, with WCAE, Pittsburgh, an announcer for the past four and a half years, has been transferred to WISN, Milwaukee.

Brad Simpson back at KMOX as continuity chief after several months of freelancing around the Hollywood picture studios.

Jerry Hoeckstra is m.c.ing a Saturday a.m. broadcast out of the St. Louis Zoo for KMOX.

Lew Dolgoff is back as m.c. at the Greenwich Village Nut Club, which assignment includes the handling of the spot's broadcasts over WNEW, Newark.

Bernard Hermann, 21-year-old composer-arranger, signed as assistant conductor on Johnny Green's CBS program, "In the Modern Manner."

Jerry Cooper's alignment with Wrigley Gum on CBS, starting this Saturday (6), constitutes his first commercial.

Don Roth and orchestra recently added to staff of KWOL, Cedar

Spring Water and Liquor Firms as Co-Sponsors

Milwaukee, Oct. 1.

Roxo-Waukesha Spring Water company and the Doubouchet Liquor company will co-sponsor the broadcasting of 15 University of Wisconsin, Milwaukee State Teachers' college, Marquette university and other local football games.

Howard Peck will handle the announcing. This gives Milwaukee football games on both WTMJ and WISN. Wad - me Oh (8000) pays the freight again for WTMJ.

WSJS Spieler Troubles

Winston-Salem, N. C., Oct. 1.

WSJS is still having announcer troubles, signing John Schultz, local boy, this week to replace Richard Ross, of Long Island, N. Y., who was found unsuitable to the needs of the station.

Schultz is an orchestra leader who has had mike experience leading his band. Otherwise he has no experience. Norris O'Neil, station manager, is relieving Schultz at the mike until another announcer can be found to work with Schultz.

Rapids. Band made up of players from several local outfits.

Syracuse 'Herald' now has a regular daily radio column, written by Robert Hoffman, who doubles as secretary to the paper's m.c., Frank W. Clarke.



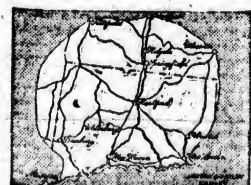
A DIRECT AIRLINE ROUTE TO NEW ENGLAND HOMES

The twelve-star male chorus of the air. One solid year in the making; building a repertoire that now ranges from Rachmaninoff's Prelude in C Sharp Minor to the lilting melodies of Broadway. Their theme song is an open sesame to New England homes through which an advertiser can enter with his message and gain a fireside welcome.

The MEN OF SONG represent another example of WTIC's ability to create programs of outstanding merit and mass appeal.

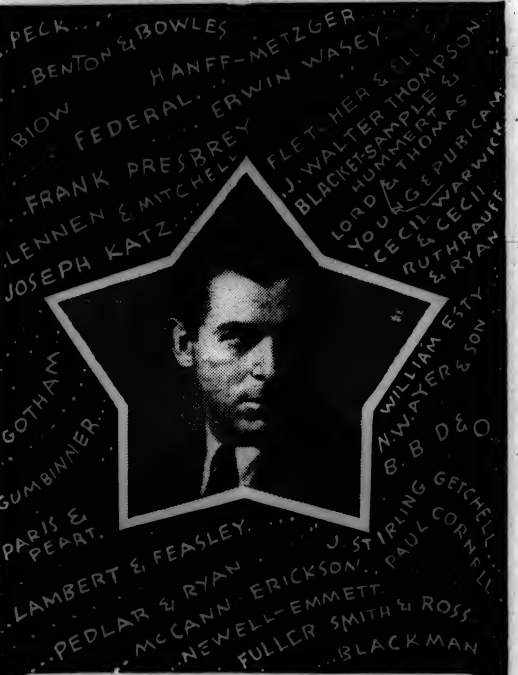
Now let's take a quick look at the WTIC Communities as a market. Here are over 1,500,000 listeners. Their buying power is far above average. Distribution costs are well under average—for the area is less than 100 miles square.

Finally, Station WTIC offers the only way to reach this entire market at small cost. A few choice hours are now available. Full particulars on request, New York Office: 220 East 42nd Street, J. J. Weed, Manager. Chicago Office: 203 No. Wabash Avenue, C. C. Weed, Manager.



STATION WTIC
 HARTFORD, CONN.
 50,000 WATTS
 Owned by The Travelers
 Broadcasting Service Corporation

Member New England and NBC-WEAF Network. Operated Daily 7 A.M. to 12:00 Mid-night. Sundays, 9:30 P.M. to Midnight.



EMERY DEUTSCH

AND HIS GYPSY VIOLIN

Conductor - Violinist - Composer

WABC-CBS Coast to Coast Network
 Every Monday, 10:30 P.M.

APPEARING IN PERSON
 THIS WEEK (SEPT. 27)

RADIO CITY MUSIC HALL, New York

Involved Matter of 'Merry Widow'

Canadian Stations, Public Domain, New Lyrics, M-G-M Publicity Figure

Frantz Lehar's 'The Merry Widow' score is in the public domain in the United States but not so in Canada nor elsewhere in the civilized world where Chappell & Co. of London and New York, music publishers, claim copyright ownership and are licensees of public performing rights. With Metro having produced 'Merry Widow,' Lorenz Hart wrote new lyrics for the screen version which are copyrighted by Robbins Music Corp., Metro's music pub subsidiary. Whereby hangs an involved squabble which is now in respective lawyers' hands for possible litigation.

It came to a head on last Thursday night's broadcast by the Paul Whiteman-Kraft Phenix program on an NBC network of U. S. and Canadian stations broadcasting a tabloidization of 'Merry Widow.' Kraft offered Maurice Chevalier \$1,000 originally to re-create for the air the songs he does in the Metro film version with Jeanette MacDonald and might have gotten Chevalier (because of the plug for the film) but for NBC's refusal to become involved in any possible litigation.

Instead Donald Brian, who has sung in many 'Merry Widow' revivals as well as the original, along with Helen Jepson of the Whiteman band corps, did 'Widow' on the air, but used the Chappell version and none of the new Lorenz Hart-Metro-Robbins lyrics, for fear of legal complications. This was the result of NBC's embargo on the issue since many Canadian stations are tied in on the NBC hookup and it would legal trouble unnecessarily according to the radio people.

Chappell & Co. by virtue of the new edition copyrighted in 1907, has until 1935 under its U. S. copyright protection of 28 years, and Chappell's lawyers notified Metro-Robbins accordingly. Latter takes the position that it's just a copyrighted

arrangement and that the 'small rights' for which NBC pays Chappell a royalty anyway, for public rendition, amply covers the situation.

Public Domain

Chappell is proceeding, however, on the issue of unfair competition even though the original from the German is held to be in the public domain so far as the U. S. is concerned.

Metro foresees possible future litigation on release of 'Merry Widow' abroad and may make necessary legal arrangements for royalty, etc., but Robbins feels it may fight the matter regardless.

The Henry W. Savage estate also figures in the clearing up of these small rights as Savage produced 'Widow' originally in America. Irving Thalberg for Metro is amenable to making arrangements to clear all the technical issues.

But meantime J. Walter Thompson agency's radio department was adamant against Whiteman doing the Metro-Robbins version of 'Widow,' stating first that its plugging Kraft Phenix's Miracle Whip production.

(Continued on page 85)

BALTO MAYFAIR UNDECIDED

Baltimore, Oct. 1. Mayfair Gardens, big bierstube, which after nice summer's biz elected to soar at a winter try, now has decided to close down Nov. 1. At present it's a toss-up whether spot will revert to its orig status, ice hockey rink, or narrow down quarters and aim to get into the intimate-nitery swim.

Place accommodates 1,400 in present layout. Till slated shrouding date, weekly change of acts and fortnite switch in bands policy continues.

Carlos Molina orchestra goes into the Miami Baltimore Jan. 1.

New Paradise Show

Maurice Kusell is putting on the new show at the Paradise, New York, in conjunction with Sammy Stept and Ned Washington. Place is installing revolving stage equipment and will make other changes preparatory to opening the new show Friday (5).

Show will feature Will Osborne and orchestra, with Sally Rand joining later on when the Chi fair is over. Trio of Eddie Jackson, Val Irving and Billy Reed will be held over.

\$200,000 MELON TO PUBLISHERS

Plum of over \$200,000 is due to be split up among music men as a result of the settlement of the old foreign synchronization rights agreement with ERPI. Negotiations looking to a settlement at this figure are fast approaching a conclusion. Payoff has been hanging fire since Sept. 5, 1932, when the three-year agreement, which gave ERPI worldwide authority to collect film music fees for American copyright owners, expired.

Discussions on the settlement have had the copyright owners represented by the Music Publishers Protective Association. Indications are that another foreign agreement will not be entered into with ERPI. American publishers prefer, as they have been doing the past two years, to deal direct with the picture producers.

Balto Barn Opens

Baltimore, Oct. 1. Lord Balto hotel unveils its new nitery, the Barn, tonight (1). Opening orchestral crew, 'Sleepy' Hall's aggregation, pencilled in for six weeks with options on winter.

Acts will be changed weekly, each bill budgeted at around \$225. Opening week's layout embraces Nadine & Girardo, Genev Tie and Marie Russell.

Feist Claims \$100,000 Loss on Nacio Brown in Suit Against Robbins-Metro

The past week's open season for tin pan alley suits sees still another in the several intra-industry squabbles over songs and song copyrights. It involves Leo Feist, Inc., versus Robbins Music Corp. The services of Nacio Herb Brown, now a Metro-Goldwyn-Mayer staff tunesmith and publishing via Robbins, is the basis of the demands by Gilbert and Gilbert, for Feist, on the Robbins and Metro firms.

In the yet-to-be-released Metro film, 'Student Tour' is the song, 'There's a New Moon Over My Shoulder,' authored by Brown and Arthur Freed. This song, Feist alleges, is a rewrite on a former Brown tune which Feist owned originally and was at one time titled 'Since I've Been Knowing You,' and later labeled 'Moon on the Nile.' Under the title of 'Knowing You,' Brown and Richard A. Whiting did it for a Broadway musical, 'Humpty Dumpty,' and Harms was to have published it as part of the 'Humpty' score, by arrangement with Feist. But Harms never did, and sent it back to Feist.

As 'Moon on the Nile,' the same tune was to have been incorporated in a Metro-Novarro film but, instead, another song, 'Love Songs of the Nile,' went in, and thus again the tune was unpublished.

It develops—and this isn't generally known to the industry—that in exploiting Nacio Herb Brown, Leo Feist, Inc., allegedly lost \$100,000 or thereabouts on the tunesmith, or so it now sets forth. It was because of this understanding, all of Brown's songs (while necessarily published in America by Robbins, owing to the MGM film hookup) are in turn ceded to Feist for publication abroad by Feist's own music pub agents, and not Robbins'. Also, Robbins must turn moneys due Brown over to Feist first, and that firm makes its own financial arrangements for distribution of these royalties with Metro.

This dates back to Nacio

Herb Brown, Inc., a music pub sub-sid which Feist financed.

Now that Metro's 'Student Tour' finally used Brown's tune under its present title of 'There's a New Moon Over My Shoulder,' Feist avers that's an infringement on its property and now wishes to publish Brown's song under its No. 2 title, 'Moon on the Nile.'

Robbins and Metro want to know what difference does it make, since Feist gets the royalties due Brown either way, whether Feist or Robbins publishes it, and under which title, but Feist feels it has a good commercial chance with the 'Moon on Nile' title and song idea right now. There the matter rests, with the lawyers still debating. J. T. Abeles acts for Robbins and Metro.

Cabaret Notes

Frances Maddux opens at Le Bijou, N. Y., Oct. 11; Mickey Alpert, Catherine Rand and Enrica and Novelle, Roosevelt hotel, New Orleans, Oct. 1; Mark Plant, Arcadia, Philadelphia, Oct. 2, all set by Lew Irwin.

Maison Lafitte, N. Y., opens Oct. 4 with show including Irene Bordoni and Max Dolin's orchestra. Has an NBC wire.

Lilyan Jordan featured in new show at El Toreador, N. Y.

Leon Navara's orchestra set for Edison hotel, N. Y., starting middle of this month. Roscoe Ates' daughter Dorothy sings with the band.

Jack (Nutsy) Fagan this week started his eighth consec season at the Nut Club in the Village.

Ray Stillwell's Hollywood orchestra, with Jacqueline Dexter as singer, playing the Club Palorama in Schenectady and broadcasting over WGV.

Jack Hylton

wishes to acknowledge with thanks the hearty welcome accorded him by his American friends and colleagues in the States

Columbia Phono. Offers Publishers 50c On \$1; Asks Preservation of Company

Music publishers are being asked by the present owners of the Columbia Phonograph Company to accept a 50c on the dollar settlement of the royalty obligations due them from the recording firm. Letter covering this offer has been addressed the publishing trade by John G. Paine, chairman of the Music Publishers' Protective Association.

Paine's communication came as a sequel to a conference he held last Friday (28) with M. E. Siegel, president of the American Record Company and spokesman for Herbert Yates' disc interests. Siegel advised Paine that Columbia was insolvent, but that rather than put the concern through the bankruptcy or receivership which the people he represented would prefer to salvage it by way of the settlement route.

Siegel proposed that the publishers accept the 50% proposition so that the company could continue operating as a separate entity. If the owners, said Siegel, are able to make a satisfactory settlement with the creditors they will put additional working capital into the venture and undertake to preserve the Columbia trademark. He averred that the company's auditors were at work on a report showing the aggregate amount owing to publishers.

Columbia Phonograph Company was acquired earlier in the year from the Grigsby-Grumow company of Chicago through the Senco Company. Original understanding had been that Edward Lewis of British Decca would be a 50% partner in the purchase. When this arrangement fell through Lewis proceeded to organize his own company in this country.

London Publishers Want Songs Played More on the Radio

London, Sept. 21. Music publishers here claim real hindrance to sales of songs just coming into popularity is caused by the attitude adopted by local radio leaders, by refusing to continue the broadcasting of any song after it has been played three to four times on the air. Difference between local and American broadcasting is that whereas in America a song might be heard on the air some 50 times, or even more, by at least as many bands, during one day, here only two bands broadcast daily. These are Henry Hall, the B.B.C. band, and one outside aggregation.

A meeting was held by the Music Publishers' Association, and it was suggested a representation be made to B.B.C. to help to stimulate the popularity of songs. But it transpired that certain B.B.C. officials are against meeting the music publishers' representatives until the publishers have become agreed among themselves. At present there is plenty of friction in the camp.

PARCE RETURNS ROSE'S SCENERY AND COSTUMES

With the replevin suit papers all drawn up and in the sheriff's hands for service, the Casino de Parce management last week returned Billy Rose's costumes, scenery and other physical production property. The lyrics, song material and other script stuff remains with the Casino for their use, as the replevin of that would impair Rose's litigation chances against the Casino.

Rose has three suits meantime pending versus the C. de Parce and the Billy Rose Music Hall, Inc., for back salary, royalties, etc.

With the Casino returning Rose's physical production, it substituted its own scenery and costumes. As records the Music Hall, the corporation owns all of that production literature, Rose having merely put on the show.

Jack Ritchey and his Blue Ridge Mountaineers are featured in the floor show at the Oasis, on the Asheville Mountain highway, near Asheville, N. C. Vic Robinson band providing the dance music.

Busse Band, Crawford Platterize for Decca Disc

Chicago, Oct. 1. Henry Busse band moves over from Columbia platterize for the new Decca outfit. Platterizing four sides for the first release.

Also going on for Decca is Jesse Crawford. Organist made four sides last week, the recording being piped over from the Columbia broadcasting studios, since the Decca office has no organ of its own here.

Band Bookers Jam Up Dates With Conflicts

Canton, O., Oct. 1.

Unless New York bookers pause occasionally to familiarize themselves with territories, they will find it difficult to interest ballroom operators and name band promoters in eastern Ohio in using their attractions.

Little Jack Little's orchestra was contracted at Akron, O., for Saturday (29) and the following day at Canton, just 19 miles away. Both ballrooms draw from practically the same towns in the area. The Akron spot does not operate Sundays, but Canton does. Engagement of the band at Akron on Saturday was alleged to have deprived the Canton ballroom of much expected patronage for the Sunday engagement.

Upon learning the band was playing Akron a day prior to the Canton stand, operators of the latter ballroom slashed the admission to 40c, a new low for name bands here, although faced with a \$750 net for the band in addition to the exploitation costs.

Little and his band played all through the territory at \$1 minimum, doing good business until it reached two spots, when business lagged, due to the wide margin in admission, majority of dance patrons being skeptical and doubting that it was the original band at such a low admission.

Suit Vs. Houston Nitery On Alleged Gambling

Houston, Oct. 1. An injunction to restrain the operation of an alleged gambling house at the Grove, de luxe night spot near here formerly known as the Loma Linda, was filed in District Court in this city on Friday (29). Hearing is set for Oct. 3.

Defendants named are Tom Ellis, Edgar Paine, Bob Blanchard, Bob McKnight, and Leon Lewis. Petition was filed by R. Williams, a resident of Harris county.

Del Conn's orchestra and a floor show of seven acts are currently at the Grove.

Boost Wolfe Gilbert For Soc. Board Job

Hollywood, Oct. 1. Espousing the cause of L. Wolfe Gilbert as a writer-member of the ASCAP board of directors, more than a dozen song writers have petitioned Gene Buck, ASCAP prez, to consider their candidate.

Summers claims the man is a natural for the spot on account of his background and first-hand acquaintance with the problems besetting the group.

Ohio Perform. Suit

Warren, O., Oct. 1. A bill of complaint in equity, filed this week in Federal court, Cleveland, brought 'Champagne Waltz' to the attention of authorities.

The complainant, Famous Music Corp., of New York, charged that its song by that title had been played by an orchestra without the corporation's consent, in the Elite cafe here, at the instance of John Vlahos, proprietor. An injunction and \$250 was asked.

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 plugs on WEAF, WJZ and WABC.

- 2 Cigarettes in Dark
- I'll Close My Eyes
- I Saw Stars
- Only Have Eyes for You
- Lost in Fog
- Love in Bloom
- Be Still, My Heart
- Give Me Heart to Sing To
- I'm Lonesome, Caroline
- Out in Cold Again
- Pardon Southern Accent
- You're a Builder Upper
- For All We Know
- Isn't It a Shame
- Very Thought of You
- Never Moved Over Shoulder
- Ha Cha Cha
- I'm in Love
- Moon Glow
- One Nite of Love
- Moon Was Yellow
- Don't Let It Bother You
- It's All Forgotten Now
- Learning
- Sweetie Pie
- The Breeze
- Then I'll Be Tired
- The Continental
- Fun to Be Fooled
- Here Come British
- Have a Little Dream
- They Didn't Believe Me

ASCAP WILL PAY OFF ON NO. OF PLUGS

New system of classification is being developed by the publishers faction on the directorate of the American Society of Composers, Authors and Publishers. Under the new method of rating the publishers the number of network plugs received is due to play an important part in determining the share of the royalties for each point. Through the revised system a publisher will be paid off according to the number of performance points, so that in the final split-up a Class B member stands a chance of collecting more than a member in Class A standing.

Discussion of the new system took up a major part of last Thursday's (27) board meeting. Directors hope to complete the thing by this Wednesday (3) so that it can be applied to the divvy for the July-September period.

Capano Back in Biz

Frank Capano has gone back to the music publishing business in Philadelphia. He's been out of the trade since a year ago last March.

Capano has started off his new catalog with 'Are You Lonesome and Blue,' 'I'll Find You' and 'Who's Got a Date With the Man in the Moon.'

Paul Whiteman

A classic in contemporary ultra jazz by Whiteman's concert orchestra. It's a 12-inch, Victor 36 with coupling. Matt Melneck-Frank Signorelli's 'Park Avenue Fantasy' with Peter de Rose's 'Deep Purple.' Both are in the jazz down beat idiom, first sponsored and introduced by the maestro on the air, and now consummately recorded.

Abel Lyman

Lyman's band has been so tied up with radio, it's been off the wax for some time. Brunswick 6982 offers two highly-danceable fox-trots, 'Pop Goes Your Heart' and 'I'm in Love.' Former is a picture tune, Louis Rapp and Phil Neely interpret the vocals and Lyman's band crisscrosses of denotation does the rest for the straight-on-the-beat affair.

Beckwell Sisters

Harmonies by the Bowdoin (3) Chicago 'Lonesome Road' and 'Glad

N. Y. Song Pluggers Form Fraternity; 175 Charter Members Elect Heads

Girl Singer Quits Band; Has to Finish School

Akron, O., Oct. 1. Station WADE lost Georgene Gardon, who skipped Fast to become black singer with the Erie Bauman orchestra.

She replaces Irene King with the latter organization. Miss King returns to Akron to resume her classroom work at high school.

Payroll Writers Call Pubs' Film Policy Unfair

Growing practice among major publishers of bidding for screen attention with manuscripts turned out by contract writers has developed a kickback from the latter element. Although they admit that there's nothing they can do about it legally, these writers contend that the policy is unfair in that it deprives them of the possibility of making a writing deal with the picture studios.

Complaining word and note confectors are those who are under a weekly salary to the publishers. In offering a producer some manuscripts off the shelf the publisher, say the writers, is primarily interested in the plugs he will derive for his wares. There is also a synchronization stipend, averaging \$150, of which the writer gets a third.

Writers carried on the publishers' payrolls declare that they are being taken advantage of since in signing up at nominal figures they had not considered the contingency of having their works turned over practically gratis to picture studios. Several of the writers affected by this tendency among publishers have appealed to counsel for the Songwriters' Protective Association to find a way out of the dilemma for them.

ROBBINS CANALING

Jack Robbins sails Saturday (6) via the Canal on his recuperative trip to the Coast. May return the same way just to extend the rest cure.

Infected tonsils started a general state of debility which hospitalized the music publisher for several weeks.

SACHS IN B'HAM NITERY

Birmingham, Oct. 1. Pickwick Club, Birmingham's first exclusive nightery, closed for the summer, has reopened.

Coleman Sachs orchestra has returned to Birmingham from a summer on the gulf coast and is providing the music.

DISK REVIEWS

By Abel Green

Homes the free adaptation by Fred Fisher of Dvorak's original classic. Beautifully arranged and done in the Boswell girls' best manner.

Condie Boswell on Brunswick 6982 solos two favorite pops, 'Say It (one of the season's ditty lyric ballads) and 'New Moon Over My Shoulder' out of 'Student Tour' Metro film.

Eddy Duchin

The Central Park Casino maestro is at his best on these two disks for Brunswick and Victor respectively. Former on No. 6977 offers 'Night and Day' and 'Speak to Me of Love' (Charles-Mol d'Amour), two classic tunes, popular with the society bunch. Duchin caters to. Both are in the nature of revivals.

Victor 24769 leads. 'One Night of Love' waltz from the Grace Moore film of that name, and 'What About Me?' an excellent fox-trot ballad. Duchin's distinctive phrasing.

(Continued on page 8)

Organization of the music publishers' content into a benevolent and social affair was completed at a meeting held last Saturday (29). Society is incorporating itself as Professional Music Men, Inc. and is starting off with a membership of 175 men.

Last Saturday's meeting elected Jules Von Tilzer prez. Other officers picked at the same gathering were Roscoe Voeco, first v.p.; Leo Lewin, second v.p.; Joe Sanly, third v.p.; Benny Bloom, treasurer; Mickey Adle, secretary, and Johnny Green, sergeant-at-arms. Jemie Taps was appointed chairman of the entertainment committee and the following, like the officers, were elected to the directorate for a term of three months: Leo Lewin, Jack Richmond, Sammy Smith, Jack Glogau, Leo Lewin, Paul Jones, Bernard Pollock, Jules Von Tilzer, Addy Britt, Ralph Smitman and Victor Selzman.

Speakers at the meeting emphasized the fact that the P.M.M. was being organized as a fraternal proposition and that it had no trade union implications. Reuben Canlan was named counsel and the second get-together set for Oct. 11.

Idea of organizing a benevolent society was proposed to the professional contactees by Renee Russell earlier in the year. When the thing started veering into other than benevolent channels Russell bowed out.

Performing Rights Societies Dropped From Music Code

Excluded from the provisions of the music publishers' code as finally set are performing rights societies. Document is currently undergoing the scrutiny of the higher NRA authorities preliminary to its submission to President Roosevelt for signature.

John G. Paine, chairman of the Music Publishers Association, has been advised by P. A. Munkland, new deputy administrator for the publishing industries, that a copy of the final covenant will be in his hands by the middle of this week.

Clause affecting performing rights organizations was removed after protest from the Society of European Authors & Composers and Oswald F. Schnette, representing the National Association of Broadcasters.

SOC. SUIT DEFENDANTS ASK FOR EXTENSION

All defendants in the Government's ASCAP anti-trust suit are petitioning the New York Federal Court for an extension of time in which to file their answers to the complaint. Granting of the motion will mean that the answering papers won't have to be in before the end of October.

Nathan Burkan is doing the petitioning for the defendant group in the American Society of Composers, Authors & Publishers, while Francis Gilbert is representing the Music Publishers Protective Association.

Becker's Long Day

Baltimore, Oct. 1. Lou Becker, local bandleader, is by way of bettered conditions, in Philo standards, the busiest musician this burg boasts.

Becker opens his own nitery, Penthouse, Wednesday (3), where he will double as orchestra leader. Then he and ark will double into a loop entry during the day.

WM. DAVID INJURED

Trenton, Oct. 1. As the result of a collision on the Brunswick Pike, near Trenton in which he bettered conditions of the race had head, William David, 32, New York colored night club entertainer, is being held at McKinley hospital here under observation.

Roscoe Mackey, chauffeur of Philadelphia, driver of the car, escaped unscathed.

Bainbridge Lifts Minne. Floor Show Ban, but Only a Couple of Inches

Minneapolis, Oct. 1.

According to an avalanche of protests from owners of the establishments and relenting a trifle in his determination to stop all entertainment in night clubs, excepting orchestra music and singing, A. G. Bainbridge, showman-mayor who has turned reformer, has lifted the lid a few inches.

Under the modification, acrobats, jugglers and "refined" dancing—providing that the dancers are properly clad—are permitted to perform in the night clubs. Accordingly, the leading nightclubs still are presenting floor shows, but sans fan dancers, scantily-clad chorus girls and singing waiters and waitresses.

The Minneapolis Sally Rands, to whom the mayor administered such a complete fanning, are permanent. The chief executive, a theatre man all his life until he became mayor, has made plain. More than 10 local night clubs had been featuring the feather wielders.

The order also stands prohibiting performers from working among tables and spectators, near-nudity on performers' part, doubling by waiters or waitresses as entertainers and torso twisting and hip swinging.

Moral squad officers are keeping an eye peeled on the niteries. The mayor said he was prompted to act by complaints regarding increasing daring by entertainers in the matter of undress and raucous in dancing. Dancing by patrons is still permissible.

HYLTON TAKES OVER TWO ACTS

Jack Hylton, English band leader, sailed back Saturday (29) for London, taking over with him two American acts, the 4 Ink Spots (colored) and the 3 Gay Lords, a female trio, whom he caught in highway joints around N. Y. a couple of days before sailing. This necessitated some high pressure passport and passage booking but they got away okay with Hylton in time.

English maestro wanted the 6 Spirits of Rhythm from the Onyx Club but they're committed to some Chicago. Decca recordings this winter which, their own managers figure, will increase their potential value for foreign bookings. Hence Hylton's compromise on the Ink Spots quartet.

Both acts almost missed sailing time, getting over the gangplank with less than 10 minutes to spare. Of the colored quartet, two were on time, the other two arriving five minutes before the 11 a.m. sailing time Saturday morning.

J. Fred Coots and Harvey Gillespie got together in Chi last week to punch out a new tune labeled 'You'll Grow More Lovely as the Years Go By.' Milton Well will publish.

Crystal ballroom of the Hendrick Hudson Hotel in Troy, N. Y., opened for the fall-winter season with Ray Nichols' orchestra. It has a WGY wire.

ASCAP APPEALS

Different Factions Chose Members for Classification

Membership of the American Society of Composers, Authors & Publishers has elected its board of appeal, but the selections won't become official until the directorate get around to certifying them. Ballooning for separate writer and publisher coteries to sit in judgment on classification appeals started over six months ago.

Amendment to the ASCAP by-laws which covers the appellate board idea provides for the election of nine writers and six publishers. Writer and publisher members dissatisfied with the treatment received from the regular classification committee will be in a position, according to the amendment, to take their complaints to their respective courts of appeal.

Among those named to the writers appeal board are Joe Burke, Benne Russell and Ray Henderson.

Radio Reports

(Continued from page 62)

too. Second and closing plug is offer of free booklet suggesting Mexican menus.

Talent with one exception is Mexican. Martinez's natural accent is pleasing. Introduces numbers and explains in English their meaning in the Mexican scene. He gets laughs through his twisted pronunciation of English terms and words used in the explanation. Typical Mexican orchestra dishes out native music. This is interspersed by songs from Dolores, a soprano, who is Maria, Natalia Garcia, and the caballeros, two members of the band.

Hits the air weekly and draws plenty listener response from wide area since three of the Texas stations otherwise at 50,000 watts, WQAI carried this one for some years with straight music and announcements. This got monotonous and the club idea was advanced. Station then tried alternating the old and the new program idea leaving it to listeners to determine future policy with the nicely paced club idea winning a large majority. The regional chain picked it up after the switch-over.

Keys.

Music Notes

Walter Donaldson and Gus Kahn will do the tunes for Metro's 'Rasputin All Others.'

Charley Boulanger's orchestra playing aboard The Paradise, Troy, which has an aerial outlet via WGY, Schenectady.

Charles Palloy orchestra into Zelig's, New York, with Lois Ravel, Nadine Wayne and George Clifford continuing in the show.

Ken Macomber has joined RCA Victor as general musical director. He comes from legit.

Jack Mills is touring the midwest with Chicago and Cincinnati included in the territory.

Harry Tobias and Niel Mero sold 'Just Pal' to Radio as theme for 'Wednesday's Child.'

Jerome Kern, who originally wrote two songs for Warners' version of 'Sweet Adeline,' has been spotted for a third number.

Bill Wiemann, general manager Marks Music Corp., on the Coast from New York.

Charles Reader and a Meyer Davis unit opened at the Coronado, St. Louis, Sept. 26.

Xavier Cugat arrived Friday (21) from Europe, where he spent most of the summer on concert tour with his wife, Carmen Castilla.

Shirley Nell's girl orchestra, now at Houlihan's Ambassador, on the Albany-Troy road.

Manfred Gottschell orchestra opens shortly at the new Monte Cristo cafe on the gold coast, Chi.

NOW 'HILLBILLY PIANOS' (GUITARS) SWAMP UKES

Influence of the hillbilly acts in radio is reflected in a move suggested by John G. Paine, chairman of the Music Publishers Protective Association, to the publishing industry.

In a letter addressed to the MPPA membership last week, Paine pointed out that the guitar has replaced the ukulele to the point where there is one uke in use to every 100 'hillbilly pianos.'

Paine states that it is his opinion that the uke chord marking currently carried on sheet music should be replaced with guitar accompaniments.

Paine's letter added that according to info he has collected there are over 2,000,000 guitars privately owned in the United States, while the number of ukies in use is comparatively insignificant.

DECCA DISKS DEBUT OCT. 15

AT 35c

With Decca slated to debut on the counters at 35c per 10-inch platter around Oct. 15, both Brunswick and Victor have decided on a policy of watchful waiting. Neither Brunswick nor Victor intends for the time being to meet Decca competition with a general slashing of the price lists. Victor will stand pat as far as its 75c library is concerned, while the only price changes contemplated by Brunswick (American Record) involves those artists and bands that have left the latter catalogs for Decca.

Decca, which has over 200 platters ready for release, will retail the 10-inch stencil for 35c (3 for \$1), and the 12-inch disc for 55c. Profit allowed the dealer in either case will amount to 40%, or from 12c to 14c per record. The 75c disc brings these same retailers a profit margin of between 30c and 35c.

Among the names Decca will make available on its initial list are Crosby, Lombardo, Casa Loma, Ted Lewis, Mills Bros., Ethel Waters, Isham Jones, Gershwin, Jane Froman, Everett Marshall and Arthur Tracy (Street Singer).

Decca has set aside a budget of \$60,000 for an advertising campaign in 35 newspapers. As part of the publicity it may use a cross-country radio hook-up with the program composed of Bing Crosby, Mills Bros., Boswell Sisters, Casa Loma band and other names allied with the Decca list.

Hotel Roosevelt, N.Y.

A floor show and a nite club atmosphere in a conservative east side hotel like the Roosevelt is the new trend in hostelry nite life, and a direct evolution of repeal.

The girls were Herbie Lombardo, et al. started and became famous, and which relied heretofore solely on its hoof music appeal, is now a completely done-over interior with a huge bar at one end in the cabaret manner, and a \$30,000 investment for the redecoration.

With it Jack Pomeroy has a line of eight girls who hotcha in a refined manner in keeping with this intermediary class hotel's atmosphere, but somehow it's all a wrong idea.

Del Campo and his orchestra discloses an unusually versatile balladist who not only wields the stick but warbles (he's essentially a singer) and also m.c.'s rumbas and tangos. A native Venezuelan, he comes naturally by the Latin trend chokes he performs with Sarita, which, in view of his versatility, would just about do for the spot. Sarita is a svelte brunet looker who handles her specialty dances niftily and with dispatch, and who could suffice working with Del Campo. Latter is also a male looker with screen possibilities, especially considering his multiple talents.

There's also a Texan femme trio, Dot, Kay and Em, a billing that's as you-like-it. Could be improved. The octet does its concerted numbers in orthodox uninspired manner.

Dinner \$2.50; \$1 and \$2 convert after 10 p.m.; drinks 60-75c. The Roosevelt will do biz, but Del Campo will account for most of the regardlessness of the other theatrical appointments.

Abel.

COQ ROUGE, N.Y.

This East 56th street room holds nothing special save an undeniable charm of atmosphere and intimacy which already has made it a talked about spot in the nicer metropolitan night life.

It's the new trend in nocturnal rendezvous. Not a hideaway, but a spot that can be made a retreat by nice people who don't want to be tossed around in the big hotel rooms, cabaret-theatres, casinos and the like.

It's on two floors with the roomy bar designed for convenient guzzling, and with a larger dining interior just off it. A trio of male couples who winers in seas turned-out Bond street tailoring does its stuff too for edification of both rooms. But upstairs is the spot, with a cleverly lit interior, lounge-type seats and an even more intimate atmosphere.

The band or the trio or the others don't matter as much as the attractiveness of the room proper. And that's sumpin in metropolitan night life.

Abel.

LE BIJOU, N. Y.

Just off Fifth avenue on East 56th, Louis Cantone, vet nite life entrepreneur, has a nifty little spot with a bar in the offing that does even more business than the Bijou across the street. Cantone Laurayen is the m.c. and co-host with Cantone. In the bar is Jimmy Rodgers, for-

merly at the Lombardy and later with Whiteman, tirelessly giving out ceaseless pianology as inducement to the liquid imbibing.

In the cafe proper Morton Dennis and a highly danceable quintet does tricks for the hoofers who evidence anew that the big dance bands, mostly lost sight of when going over nine pieces. This quintet gets plenty of rhythm out of its instruments. The Dennis jesters is a clever integral trio within the combo. Dennis has been around in the smarter Long Island and Westchester spots and has a following.

There are also Elise Lord and Peter Marshall, ballroom dancers who, while no Vernon Castle, have a freshness and charm and impress most on their unprofessional manner. They suggest being just out of some co-ed university and for the modesty of this class spot they're adequate.

Abel.

MERRY GO ROUND

(AKRON)

Akron, O., Sept. 25.

After a summer of dine and dance policy, Tony Masino's Merry Go Round ace niterie of the rubber city, held its fall opening this week, marked by the return of its big floor show. Spot has been dolled up throughout with additional capacity and new appointments.

Ange Lombardi's band, which held forth at the most of last winter, has replaced Billie Fowler's Continentals, sepiu combo, which played for dancing here all summer. Lombardi has 18 men on the stand and is putting out real music.

Floor show will be changed weekly. Current bill is headed by the Six Margie Dunn Girls. They dance well and wear plenty of flashy wardrobe. Susane and Marquis, dance team, execute some new steps, while Maude Grinnel, acrobatic dancer, holds down her spot in great shape. There are two other unbillied turns. Show on three times nightly, with the best response filling in after midnight.

For the opening night the spot offered a steak dinner at \$1. There is a cocktail hour daily from 4 to 6 p.m., with all cocktails priced at two bits. The revolving bar, only one in these parts, still attracts a capacity crowd of the thirsty ones. Policy is no cover charge, but an 'entertainment charge' of 40c a person was on for the premiere.

After 9 p.m. every day there is a 25c 'entertainment charge' on Saturdays and holidays this is coupled to 40c. There is no extra charge Sundays.

Band is six-piece half hour nightly over WJW, Akron.

MacK.

Governor Clinton, N. Y.

New York, Sept. 25.

Grill type of establishment underneath this hostelry, one that carries a strong transient trade, is known as the Ballroom Room and is decorated tastefully to carry out that idea; instead of rubber gadgets are all laid over the place. Room is of good size, with a commodious floor for dancing and the entertainment that's offered, while the seating arrangement is both novel and uncrowded.

Anthony Trini, the romantic sinner, as billed, heads the orchestra here on its fall opening. He's been down in the niterie many a time at the Nut Club, and brings a little further uptown a musical outfit that seems in the bill adequately and well. Trini solos, both on the violin and vocally.

Show includes a dance team, The de Limas; Ross MacLean, master of ceremonies; and Lillian Beverly, songstress. De Limas is a team of whirlwind adagio and novelty dancers that spells advancement. They do a dance mechanique which is reminiscent of Von Gröna, as well as a novelty number in a portion of which the girl simulates walking on a wire. A Spanish routine also included, well executed.

MacLean sings pop numbers at one point, putting them over effectively. He has a stronger voice than most m.c.'s possess.

Food and drinks are reasonably priced. A couple can get out for a fine easily, if not too thirsty and hungry. Very courteous service.

Char.

Inside Stuff—Music

Examination of the American Society of Composers, Authors and Publishers in Harry Fox's suit for an accounting, injunction and damages, arising from dissatisfaction over his Society classification, has been going on quietly in the chambers of the ASCAP's offices in the Paramount theatre building. All facts on income, disbursements, modus operandi, etc., are being given J. T. Abeles, counsel for Fox. Louis Froelich of Nathan Burkan's office has been representing the Society. Proviso between counsel is that no publicity on the general information on the Society's finances and operations be made public for the present at least.

It's always the tourist who knows more about a town's hotcha high spots, and Jack Hylton has been paralyzing some of the native New Yorkers by showing 'em little known Harlem and midtown haunts. Hylton, a London visitor, took his Broadway-reared friends, Block and Sully, to two new Harlem joints and two midtown spots that the team, born in N. Y., didn't know about. Hylton, in seeing all there's to see in new jazzlike, etc., has been digging up a flock of novel hide-ways. He returned to London Saturday (29).

Ray Noble, while hoping to get some special dispensation from the American Federation of Musicians for some U. S. engagements, had been most discreetly gumshoeing around Broadway under P. C. (Cork) O'Keefe's guidance. Noble's kept very much under cover to the press, et al., until knowing how much he can say without jeopardizing whatever slim chances existed for his U. S. prospects.

Canadian Music Sales Corp., Ltd., no longer handles Robbins' catalog in the Dominion, the American music pub selling to the trade generally.

Canadian Music Sales heretofore had the reprint rights to Robbins' (among other) catalogs for distribution across the border.

Will Osborne into the Paradise on Broadway Oct. 5 for the winter. When Rudy Vallee returns to the Hollywood in November it may renew the old Osborne-Vallee feud.

Ray Stillwell

and His

16—Hollywood Artists—16

A DISTINCTIVE DANCE ORCHESTRA

NOW PLAYING CLUB PALORAMA SENECA PARK, N. Y.

On the Air Over W.T. HOWZ YOUR EARS?

State Off to a New Musical Thrill
MERLE CARLSON
and HIS ORCHESTRA
dispensing great thrills and tunes at the times on their nightly CBS broadcasts from the Coast. Hear them play.
"I SAW STARS"
"LOST IN A FOG"
"WHAT ABOUT ME?"
"A NEW MOON IS OVER MY SHOULDERS"
"WILD MONEY"
"JUST ONCE TOO OFTEN"
ROBBINS
MUSIC CORPORATION
799 SEVENTH AVENUE
NEW YORK

BOOKERS TAKE REAR SEAT

Bicycling Amend. Held by Vode CA Despite 'Protests'

An effort to forestall amendment of the 'no bicycling' clause to the vaudeville section of the Motion Picture Code was nipped in the bud by the Code Authority. Agitation against the amendment came in form of protest letters assertedly written by actors.

The latter, mostly addressed to Sol Rosenblatt in Washington, appeared timed for a last-minute balking of the new code ruling. Amendment is to be added officially to the code this week.

American Federation of Actors, which conferred with the Code Authority on the written protests, roasted the letter writers to government officials as not representative of vaudeville actors in general. NRA authority intimated a belief that some of the protests were inspired from the outside.

The amendment involved states that the playing of an act in more than one theatre in a single day requires payment of the \$7.50 code minimum for each theatre played.

Mrs. Ken Murray's Suit for 7½ Alimony Comes Up This Week

The Ken Murray's matrimonial suit comes to bat in N. Y. Supreme Court this week. His wife, Charlotte Murray, formerly in his act, is seeking \$7,500 in alimony arrears at the rate of \$75 a week, and is also petitioning to stay a California divorce suit brought by Murray against her on grounds of desertion.

She wasn't served in the California suit, but in turn was given a separation decree in the N. Y. courts some time ago.

Her lawyer also has a decree of contempt against Murray (Kenneth Doncourt in private life), but has never served it, as Murray has been steering clear of coming into N. Y. State. He came in for the trial, however, and by law is immune from service under the legal privilege of defending himself.

SORE THROAT FORCES HERSHFIELD TO QUIT

Newark, Oct. 1.

Suffering from a sore throat, Harry Hershfield, at his own request, was canceled after the first show Friday (28) at the Paramount here.

Hershfield had asked to be let out of the date before opening, but the house insisted that he start because of advance billing.

Jimmy Gillespie Hurt In Back-Stage Fall

James F. Gillespie was painfully injured when he plunged down a flight of stairs backstage at the Capitol, Haverstraw, N. Y., early last week. He was crossing the stage to the dressing room of John L. Fogarty, whom he manages and who was playing a date at the house.

Gillespie returned to his home in N. Y., confined abed with a lacerated leg and badly swollen ankle. X-rays will be taken to discern a possible fracture.

Gus' Partner

Gus Edwards and Nat Scharrin are now partners as variety act producers.

Scharrin is an indie film man.

A Damp Larynx

Joe Wilton, formerly Wilton and Weber, in a new act, waited three weeks for a break-in date and finally landed one in upstate New York last week.

Driving up, Wilton ran into a thick fog and got lost. After getting back on the right road he found the fog had affected his voice, so he had to cancel the date.

RKO OPENING 3 IN MIDWEST

Three RKO midwest houses are set to revert to combo policies this month, while four others are in abeyance, but likely to come in before the end of October. Palace, Cleveland, opens Friday (5), playing shows on an average budget of \$3,500 on a full-week. Kansas City and Minneapolis are due to open Oct. 26; also as full-weekers, but on a budget of about \$2,000.

Spots that are still in the consideration stage are Boston, Columbus, Dayton and Cincinnati. When set, Columbus and Dayton will probably play the same price shows as Kansas City and Minneapolis, while Cincinnati may get the Cleveland-type and cost bills.

Keith's Boston is due to supplement its straight film policy with vaude in about two weeks. Budget here will be around \$3,000. Bill Howard will book all the out-of-town spots out of New York.

Rochester resumes vaude on the RKO books Friday (5). Will play five acts on a full week. Budget is set at \$2,000.

Cleveland, Oct. 1.

Opening bill at the Palace will be the floor show intact from the Cotton Club, new colored niterie here. It was set from the New York end by Jack Hart.

In the 23-piece show are Don Redmond's band, George Dewey Washington, Johnny Hudgins, Mabel Scott, Bobby Gaston and Three Hats.

COAST TONY PASTOR'S SUED BY 12 OF PLAYERS

Hollywood, Oct. 1.

Joseph Popkin, Irving Parker and John Decker, asserted to have declared themselves sole owners of the Tony Pastor Theatre Players, a combo beer garden and theatre on Sunset boulev, are being sued for dissolution of the property and receivership for an accounting by 12 players who declare themselves co-partners entitled to shares of the take.

Complainants are Ole M. Ness, Sheldon Lewis, Ivan Christy, Harry Ray, Will Chere, Charles Rushnell, Maude Allen, Zena Bear, Darry Welford, Ella Maye, Fifi Hall and Ray Bailey. They charge that in alleged violation of compact as to how the gross was to be shared, the three defendants have allowed themselves an unauthorized salary, have failed to render an adequate accounting and have converted certain funds out of the kitty to their own wrongful use, beside disclaiming any financial obligation to the complainants.

Latter fear they are to be discharged, they claim, and that a new player troupe will be installed today (Monday) at the suds spot.

SCOLLAY'S RETURN

Scollay Square, Boston indie, resumes vaude and units Friday (5) as a full week stand.

Lawrence Goldie, doing the looking out of the William Morris office, as usual.

There is no W. S. Warren now associated with the Four Flash Devils act. New members of the turn is B. W. Warren.

MANAGERS GIVING THE ORDERS NOW

Metamorphosis Complete at RKO and Trend Similar Elsewhere—Bookers Subservient to House Mgrs., Who Have Full Authority and Final Say—Loew Office Only Exception

JUST CLERKS

Bookers are slowly passing out of the picture as the power behind the buying acts for the vaudeville theatres and circuits. In their place are coming the house managers, with the bookers being gradually shunted into the position of clerical go-betweens for the house managers, acts and agents.

This metamorphosis is almost complete so far as RKO is concerned and the trend elsewhere is similar. On the RKO booking floor at present the bookers, Arthur Will, Bill Howard and Danny Freundlich, are subservient to the wishes of the house managers, who can take or refuse acts and units as they see fit.

For one thing, it reverses the old order of things. Formerly it was the booker who was the showman so far as the stage shows were concerned, the manager chiefly being concerned with the operation of the theatre and that only. Now the managers are the showmen, with the bookers slipping into the position of being relegated into mere clerks who weed out the acts submitted, and with the managers having the final say.

Change first started to take place in the independent field a few years ago, when the unaffiliated operators started to squabble about their bookers buying untied new acts when there were so many idle standard turns around. The order for indie managers to okay shows before the bookings were set was then made an almost general order by the independent theatre owners.

F. & M.'s Experiment

Fanechon & Marco's New York vaude booking office also tried the system, but, although it proved successful in some spots, was disastrous in most. Most of the managers running the theatres F&M was booking at the time proved too glib for some of the agents and there followed an epidemic of first-show cancellations on acts. F&M eventually dropped this manager-okay system of booking shows.

The one booking office where the bookers are still retaining considerable authority is Loew's. Here the bookers consult with Loew's theatre managers only on big names and special attractions, otherwise the managers accept the bookers' buy.

Doyles' Get-Together

Peggy Hoover, who is Mrs. Buddy Doyle, is reuniting professionally with her husband in a new act. Working separately, both have been doing singles, Doyle in vaude and Miss Hoover in shows.

Turn will have two other people in support.

Bredwins Back to Paris

The Bredwins, French acrobatic turn, returns to Paris this week after 11 weeks in vaudeville over here.

On its return, troupe opens in the Police Berpère, Paris, Oct. 15 on a 10 months' booking.

A.&A. Solo

Minneapolis, Oct. 1.

Archie 'n' Andy, who were booked into the Orpheum here, last two days, Oct 6 and 7. They will work alone, without any other stars show support.

Charlie Mack's 20 Vaude Weeks in South Longest Route in Country

Hal Jerome's 4-Month Hospital Stretch Ends

Baltimore, Oct. 1.

Hal Jerome will be discharged from Johns Hopkins hospital tomorrow (Tuesday) after a four-months lay-in, during which time comedian had a portion of his left lung removed. The operation was necessitated by impairments incurred while serving overseas in the war.

Jerome plans to leave immediately for his home in Pasadena, Cal., for a rest. Medicos have advised him it will be about a year before he'll be able to troupe again.

AGENTS HOT FOR BASEBALLERS

Following the hottest National League pennant windup on record, resulting in above average interest in baseball, a race is on among agents to tie up the various stars of the St. Louis and Detroit teams for stage appearances.

Mickey Cochrane, player-manager of Detroit (American League), has designated Harry Romm as his agent and is asking \$5,000 per for stage dates. Highest offer for him so far has been \$3,500 by RKO, this pending on the outcome of the world series.

The two Dean brothers, Dizzy and Daffy, star pitchers for St. Louis, are being agitated by Marty Forkins either singly or as a team and asking \$5,000 and \$10,000 a week, respectively.

Schoolboy Rowe, pitcher for Detroit, and Al Greenberg, first baseman, have been bagged by Charl Morrison.

MOSS SEEING CIRCUITS ON VAUDE CONTRACTS

License Commissioner Paul Moss will call in the circuits for their say on what a uniform and equitable artists' contract should be like some time this week, probably Friday (5).

On Saturday (29) Moss again met with five outside attorneys and reps. From the American Federation of Actors and the Theatrical Denominational League and a tentative contract was agreed upon for the use in all theatrical booking offices with the exception of those using Actors' Equity contracts.

Moss' idea now is to get the booking offices to use his type of contract instead of the ones they presently employ and which he deems unequitable.

When Moss puts the uniform contracts into use, around Oct. 15, he expects, he will also issue a warning to actors through the APA not to do business with any booking office, licensed or otherwise, which does not employ his official contract.

Hughie Diamond and His Wife Hurt in Auto Crash

Hughie Diamond (Diamond Brothers) and his wife, Phoebe, were painfully injured in an automobile smashup near Franklin Square, L. I., Friday night (28).

Mrs. Diamond is in Nassau County hospital suffering from a sprained ankle, broken hand and ribs, while her husband was allowed to go home after a number of stitches were necessary for severe cuts on his head.

Vaudeville, of the kind that's generally regarded as dead in this country, still lives in the south. To an almost amazing extent a group of about 50 small-town theatres down yonder is going in for some old-fashioned variety showmanship and doing business with it.

Territory covered by the shows comprises Virginia, Tennessee, Alabama, Georgia, Florida and both Carolinas. Circuits participating along with many independents include several Paramount affiliates, including Wilby-Kinney, Hunter Perry, Bamford, Sparks and Lucas & Jenkins. The chain and indie houses have made possible a combined route of 20 weeks, longest consecutive route in the country today.

Charlie Mack, former head of the Michigan Vaudeville Managers' Association of Detroit, is producing the shows and supervising the booking. His troupes number 18 to 20 people, carrying their own orchestras and including six-girl lines plus four and five specialty acts.

Route consists chiefly of two and three-nights and is playable on a consecutive short-jump basis, with but six days layoff in 20 weeks. Shows play on a straight guarantee basis, without percentage deals.

Mack does his producing in Atlanta and his act-buying in New York, coming up periodically from the south for booking trips.

J. Cooper to Continue On Loew at Pix Wage; Asks 7½G from Others

In return for his manager's acceptance of five more Loew stage weeks at studio salary, Metro has granted Jackie Cooper permission to play five additional outside weeks. William Morris' office is negotiating the outside time, with asking price reported at \$7,500.

Cooper last week played the Capitol, N. Y., his first stage date in the East. The five extra Loew weeks commence Friday (5) at Jersey City. Remaining Loew bookings include Baltimore, Paradise, Valencia and Metropolitan.

George Jessel will be on the bill with the picture kid on all the Loew dates.

ANTI-FASCIST BAND RIOTS NIXES ACT

Further vaudeville time over here for the 75-piece National Fascist Militia Band from Italy is out as a result of constant weekend riots at the Academy on 14th street, New York, where the band is playing the current first half at the rate of \$7,000 per week.

The fireworks started opening day (Friday) just before the last evening performance, when some of the band members, returning from dinner, were attacked at the stage door by the adjacent Union Sq. communists and anti-fascists. The racket that followed attracted a crowd of 5,000 people to the front of the theatre, blocking traffic and necessitating a call for police reserves.

Demonstrations continued through Saturday and Sunday and were still going on yesterday (Monday) with police constantly on guard. Frequent battles broke out in two or three places, and anti-fascists. Academy management was flooded with delegations requesting that the Italians be canceled, but returned to comply. Band ends its engagement today (Tuesday).

Academy is a Skouras house playing Loew-booked vaude. The band, which originally drew average ticket dates, is playing its first vaude engagement at the Academy, and doing the whole show in place of the usual five-act bill there.

Inside Stuff-Vaude

CLARE TREVOR
FOX, Second Year
MIKE CONNOLLY, Pilot

BOOKING MANAGER

CLARE TREVOR
FOX, Second Year
MIKE CONNOLLY, Pilot

Variety Bills

NEXT WEEK (Oct. 5)
THIS WEEK (Sept. 28)

Numerals in connection with bills below indicate opening day of show, whether full or split week

RKO

NEW YORK CITY
Palace (8)
Molloy, McN & M
Joe Morris Co
Dora & Dunn
Roscille & Laitman
Paul Tison Orc
(12)
3 Broadway
Eddie White
Beller & White

Paramount

NEW YORK CITY
Palace (8)
Lydia Harris
Harry Kahn
Buster West
Bryant Ruins & N
NORFOLK
Norva (5)
Spions 1034
PITTSBURGH
Fenn (5)
Ed Lowry
Ed Lowry

SAILING

SEPTEMBER 29TH
to Open
PALLADIUM, LONDON
GEORGE PRENTICE
Via LEDDY & SMITH

NEW YORK CITY
Palace (8)
Lydia Harris
Harry Kahn
Buster West
Bryant Ruins & N
NORFOLK
Norva (5)
Spions 1034
PITTSBURGH
Fenn (5)
Ed Lowry
Ed Lowry

Warner

NEW YORK CITY
Palace (8)
Lydia Harris
Harry Kahn
Buster West
Bryant Ruins & N
NORFOLK
Norva (5)
Spions 1034
PITTSBURGH
Fenn (5)
Ed Lowry
Ed Lowry

Independent

NEW YORK CITY
Palace (8)
Lydia Harris
Harry Kahn
Buster West
Bryant Ruins & N
NORFOLK
Norva (5)
Spions 1034
PITTSBURGH
Fenn (5)
Ed Lowry
Ed Lowry

Fanchon & Marco

NEW YORK CITY
Palace (8)
Lydia Harris
Harry Kahn
Buster West
Bryant Ruins & N
NORFOLK
Norva (5)
Spions 1034
PITTSBURGH
Fenn (5)
Ed Lowry
Ed Lowry

Provincial

NEW YORK CITY
Palace (8)
Lydia Harris
Harry Kahn
Buster West
Bryant Ruins & N
NORFOLK
Norva (5)
Spions 1034
PITTSBURGH
Fenn (5)
Ed Lowry
Ed Lowry

Week of Oct. 1

NEW YORK CITY
Palace (8)
Lydia Harris
Harry Kahn
Buster West
Bryant Ruins & N
NORFOLK
Norva (5)
Spions 1034
PITTSBURGH
Fenn (5)
Ed Lowry
Ed Lowry

Loew

NEW YORK CITY
Palace (8)
Lydia Harris
Harry Kahn
Buster West
Bryant Ruins & N
NORFOLK
Norva (5)
Spions 1034
PITTSBURGH
Fenn (5)
Ed Lowry
Ed Lowry

London

NEW YORK CITY
Palace (8)
Lydia Harris
Harry Kahn
Buster West
Bryant Ruins & N
NORFOLK
Norva (5)
Spions 1034
PITTSBURGH
Fenn (5)
Ed Lowry
Ed Lowry

TOTTENHAM

NEW YORK CITY
Palace (8)
Lydia Harris
Harry Kahn
Buster West
Bryant Ruins & N
NORFOLK
Norva (5)
Spions 1034
PITTSBURGH
Fenn (5)
Ed Lowry
Ed Lowry

WALTHAMSTOW

NEW YORK CITY
Palace (8)
Lydia Harris
Harry Kahn
Buster West
Bryant Ruins & N
NORFOLK
Norva (5)
Spions 1034
PITTSBURGH
Fenn (5)
Ed Lowry
Ed Lowry

Congress Hotel

NEW YORK CITY
Palace (8)
Lydia Harris
Harry Kahn
Buster West
Bryant Ruins & N
NORFOLK
Norva (5)
Spions 1034
PITTSBURGH
Fenn (5)
Ed Lowry
Ed Lowry

Cabarets

NEW YORK CITY

NEW YORK CITY
Palace (8)
Lydia Harris
Harry Kahn
Buster West
Bryant Ruins & N
NORFOLK
Norva (5)
Spions 1034
PITTSBURGH
Fenn (5)
Ed Lowry
Ed Lowry

NEW YORK CITY

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Ed Lowry

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Quartet, married in Seattle, back after honeymoon to KOIN.

Art Kirkham, KOIN's Chief and Sports announcer, took a brief vacation in order to officiate as the announcer for the football at the Independence Festival.

Eddie King, pianist-announcer, is also a comedian on KGW-KEX. He is part of "Anaesthetic and Cerebellum," of which Van Fleming is the other half.

Tying in with its evening Press-Radio Bureau news broadcast, KOL has given an added 15 minutes to the regular news program for an editorial period. C. E. Arno, Jr., added to the staff, writes and delivers the stuff.

Station KOOS, Marshfield, Ore., has been granted a change of frequency from 1370 to 1200 kilocycles. Entire new equipment has recently been installed in the station.

Archie Lovelace is back in Portland with his ork to open the season at DeHoney's Ballroom. Lovelace spent the summer at Seaside, Ore., playing at the Bungalow. Will broadcast each week over KGW.

Benson Polytechnic School's station KBPS will broadcast all Portland High School football games this season.

Maryland

Freddie Huber, who's been o.o'ing Havana, en route home from vacash.

Lou Janoff, local lad, has eased into a warbling spot on WMCA, N. Y.

Hon Nickel has bought a string of spots over WCAO to adv. his Gayety burley show.

WFER has signed Sherwood Bros., gas 'n' oil firm, for series of discs, "Air Adventures of Jimmy Alton." The series will be broadcast over WFER.

Fred Turbyville, News-Pol sports scrivener and sports-speler over WFER, banged up in motor crash last night.

Freddie Huber, during vacash in Havana, got tangled up inadvertently in one of those minor revolutionary outbreaks.

Charlie Carlie, CBS warbler current in vaude show at Hipp, in special broadcast over WFER last Friday night. Station is local NBC red outfit.

Nancy Turner quizzed Eleanor (Lovesy) Phelps, local lass, in "Bridal Quilt," legit play enconced at Maryland, on her women's hour over WFER.

Delaware

Ruth Friday, violinist, heard Sunday at 8 p. m. over WDEL is only 13 years of age.

Jack Paris, control man, back after week's illness.

Wilmington, Del., is a newcomer to the technical staff of WDEL.

Three members of the Torranch family sing over the Wilmington station. They are Alice, 17; Janice, 6; and Dorothy, 4.

George Kelly, former production chief of WDEL, landed the pit job at the Aline theatre with the return of vaudeville.

Gorman Walsh, WDEL station manager has been made a member of the Wilmington Advertising Club.

Lanny Starr, WILM announcer, runs a poultry farm in his spare time.

Walter Dent Smith, pres. Delaware Safety Council, inaugurated new series of daily 3 min. radio talks by Safety Council Directors.

Program aired over WDEL with slogan: "We Must Reduce Accidents in Delaware."

Wilmington High School of the Air returns to regular once-a-week spot over WDEL.

Wilton Collins, director of directions on WILM, plays a harmonica.

lowa

E. R. Hawkins, pianist, heard nightly over WKBB, 7:45, in a new sustaining program, "Foxy Melodians."

"Vitamins A, B, C" is new program of WKBB from 12:45 to 1, at noon hour. Instrumental and melodic tryouts by George Wick, Earl Kraelman and Carl Borg.

Martin J. Bruhl, Burlington music critic, observed a centennial anniversary this week, going on a WBLM musical tour of the state.

program for the one-hundredth time.

Virginia

October program of WRVA, Richmond, contains a number of new shows, including "Fantine General," "The Merry Melodians," "Foxy Melodians," "Cheerful," "Orphan Annie," Dr. Walter Darnach, Jack Henry, Joe Hunter, Campina, First Nighter, Garden Laws. Local shows will include a series of "The County Government" by Dr. Robert H. Tucker dean of Washington and Lee university, under auspices of the Parent-Teachers association.

OFFICIAL DENTIST TO THE N. V. A.
DR. JULIAN SIEGEL
FARMHOUSE BUILDING
This Week: Leon Baric, Michael Cahill

NEW YORK CITY

NEW YORK CITY
Palace (8)
Lydia Harris
Harry Kahn
Buster West
Bryant Ruins & N
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Spions 1034
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Fenn (5)
Ed Lowry
Ed Lowry

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Vol. 116 No. 3



15 YEARS AGO

(From VARIETY & Clippert)

Actors Fidelity League, to offset Equity, nicknamed 'Fido.'

Steamship rates on animals so excessive that trainers were declining overseas dates.

Music publishers seeking a solution of the problem raised by increased production cost.

Heavy increase in stock companies haymaking time for play brokers.

Company being formed in Los Angeles to make biblical pictures to combat Soviet propaganda. Never got beyond the conversational stage.

Affluent negroes were promoting a circuit of 20 houses to play Broadway hits and home productions with colored players. Never got as high as 20.

Chicago ticket brokers so strong that box office price was just three figures. Mrs. Couthouly was reported to be bettering \$5,000 a week.

Al Jolson in the music pub biz with Harms as sales agent.

Sam Kaplan of Projectors' Union 106 obtained from N. Y. exhibs the concession that picture tatters ratel one day off each week.

New rule by railroads required troups with fewer than 25 members to pay additional \$ 1-3 extra fares to obtain a special baggage car. Helping to kill the road.

Guild production of 'John Ferguson,' in its 25th week, was reported to have netted \$40,000.

About 25 shows were playing around on the road waiting for an open date on Broadway.

Local exhibs, backed by Famous Players, took four Denver houses to fight the Fox monopoly.

Newly formed United Artists dropped a deal to distribute through Goldwyn in favor of its own exchange system. Ilram Abrams had the distribution deal on a 15% basis. Willing to give Goldwyn 8%.

Report around that Kuhn, Loeb were to back Famous Players in the acquisition of a \$100,000,000 chain of theatres. Halted at the beginning of a new financial era in pix. And how!

50 YEARS AGO

(From Clippert)

Kelly pool advertised as 'high ball poker' in those days.

Boston correspondent announced that F. H. Sargent was in town looking for pupils for the 'Lyceum fake.' As American Academy of Dramatic Art the 'fake' is still in existence.

Two 'mammoths' arrived consigned to a wild animal dealer. Like small elephants, but with dense coats of hair. Supposed to be survivors of the prehistoric beasts.

Balloonist in Ogdensburg, N. Y., in his 53 captive balloon ascensions in one day, carrying 56 passengers.

Clown on the Orton show at Burr Oak, Kans. Gunk drawn and one man killed. At the next stand 16 show people were arrested.

Burr Robbins Show in a cyclone at Fort Madison, Ia. Blown down. (Continue on page 86)

Inside Stuff—Radio

National Advisory Council of Radio in Education will convene its fourth annual assembly at the Drake hotel, Chicago, Oct. 8-9. About 250 delegates, most of them high in academic leadership, will foregather to peer into broadcasting's contribution to uplift. Meeting may be deemed to have added significance this year due to current agitation for Congress to arbitrarily assign 25% of all broadcast bands to non-commercial auspices.

Advisory council is headed by Nobel Prizewinner Ropert Millikan, who will short-wave an opening address from London where he is attending another meeting of savants. Levering Tyson is the business boss of the council.

David Sarnoff recently declined to be drawn into a discussion of the subject, 'Is a government subsidy the only answer for commercial television?' Question was put to him by NBC Litt, a whooper-upper for the new means of communication.

Sarnoff follows the practice of his own RCA subsidiaries in not caring to talk about television, on the purported grounds that it's vague, far off, theoretical and premature. Others claim television isn't premature, but is being kept under wraps deliberately.

The English 'father of television,' John Baird, is now reported as abandoning the scanning system and to be experimenting with cathode ray type television.

Seven stations on a split Columbia network are carrying 'Robinson Crusoe, Jr.', one of the two programs sponsored by the N. Y. State Department of Farms and Markets from funds provided in the special appropriation made last winter by the legislature for the 'Drink More Milk' campaign. Four upstarts on the NBC chain, plus a leading independent station in the metropolitan area, are also broadcasting the 'Uncle Wiggily' disc programs. Latter hope aimed to reach younger children than the former feature in the campaign.

Time for these 15-minute shots will vary with individual stations, but all will be fired between 5 and 6 p. m.

Clare Tree Major Children's Theatre Company will continue this season the policy of broadcasting over local stations in conjunction with its presentation of plays for juvenile audiences. As in the past, 15-minute episodes will be done before the mike. Programs are offered in the early afternoon, and in cities where schools are equipped with radio receiving sets pupils are often permitted to listen in.

Broadcasts are a build-up for the regular show, staged at after-school or during evening hours.

Alfred W. McCann (Junior) will have the usual 26-week session over WOR, Newark, this season. Between father and son this contract has been continuous for 10 years and is one of the few still extant in broadcasting that permits a time-buyer to re-sell. McCann contracts for WOR time and parcels the cost among food packers, etc.

Charles Gilchrist, radio editor of the Chicago Daily News, was elected vice-president of the Radio Editors Association last week but was disbarred on a technicality.

Gilchrist doesn't belong to the association, so Darrell Martin appointed Nick Kenny to be v. p. in lieu of Gilchrist.

Committee of radio editors, newspapermen, et al, is being formed by Nick Kenny to distribute the radios to shut-ins, for which purposes Kenny engages in film shorts, etc., as a means to raise funds for the giveaway sets.

Inside Stuff—Legit

Although George S. Kaufman and Moss Hart mention a flock of contemporaneous screen, stage and other celebs in the course of their 'Merrily We Roll Along,' all of it is more or less favorable. Perhaps the most severe (yet it's not too much so) of the characters is Herb Steiner's 'Sam Frankl,' the song plugger from Harms of 10 years ago who, in 1934, worries not about his song hits but about his concertos and rhapsodies in the ultra-modernistic jazz idiom. The Gershwin analogy is by no means obscure.

Incidentally Steiner, who is still more or less of a glorified song plugger, parallels the sudden stage click of Harry Rosenthal, band leader and tin pan alley pianist, who found over-night fame in 'June Moon' some seasons back. Similarly Steiner, who still holds down a berth in the song-plugging ranks of Famous Music Corp., is suddenly come to attention. Steiner is pianist-arranger-accompanist for Baby Rose Marie of radio and, in doing a mild straight for the adolescent ether songstress, he thus developed his lines-talking abilities.

'Merrily We Roll Along' premiere at the Music Box, N. Y., Sept. 29, comes on the fifth straight rainy Saturday. Twenty cops, some in plain clothes, protected first nighters and shooed away autograph hounds for a time. Because of the weather there was a special detail assigned to keep traffic open on 45th street from Fifth to Eighth avenues. Despite the precautions the audience was not fully assembled until 8:45, although the curtain was announced for 8:30 sharp. Final curtain at 11:20.

In these days of previews of legit productions on Broadway, sending the large cast, 'Roll, Sweet Chariot' to Milwaukee for a try-out week attracted attention. Colored drama played spot last week and opens tonight (Tuesday, 2) at the Cort, N. Y. Milwaukee date was under a guarantee from Fred Pabst, the brewer, expenses being in excess of \$7,000. Cast and crew constituted a party of 22 people. Pabst selected the play, presented out there under the sponsorship of the Society of Allied Arts, which is committed to a policy of at least five weeks of legit plays during the season.

'Chariot' was acclaimed in the Milwaukee press. It was written by Paul Green, and the rights have been held since 1931 by Margaret Hlews, its producer. Under the original title of 'Potter's Field' the drama was tried in Boston last spring with local players. Although praised there also title was changed because it was thought the name would handicap the show's chances.

When John Golden, who has the Royale, N. Y., under lease, decided to rename the house to the Golden, he also felt for a color and light scheme which makes the front of the house the most garish ever seen on a legit theatre. Colors used are blue, white, yellow, black and white, while the buths are orange.

House was one of a trio built by the Chaninas. Others, the Majestic and Masque, recently went back to Shubert operation. Latter had all three but dropped them during the corporation receivership.

Cast of 'Sailor Beware,' Lyceum, N. Y., tossed a party in celebration of the show's accomplishment of a year's run, Thursday (27), each player chipping in to pay the check. Usually a party of that sort is given by the show management, but the latter was proved that the players did not mind the front of the house.

So the management had a party of its own. Since the front and back

Inside Stuff—Pictures

Charles Laughton, in 'David Copperfield,' will receive \$50,000 for that picture. This sum will be compensation for about 12 days' work. In addition to this the British player's wife, Elia Lancaster, is also in the picture.

For Laughton to play the part it was necessary that he shave his head. Hairless, Laughton went to Metro execs demanding that the studio continue him on the payroll at a pro-ratio rate until his hair grew again to its former length. And Laughton wears his hair long.

With a contract which allows him more leeway than any other Metro player, studio insisted that Laughton grow his hair on his own time and money.

Paramount is having trouble casting the lead in 'Father Brown, Detective'. Leading character is that of a priest. J. M. Kerrigan, a Catholic, was originally cast in the part, but his reverence for the church disturbed his performance and he asked to be taken out of the part. Studio then tested half a dozen other players and results were the same.

Studio is now trying to borrow Walter Connolly, currently in San Francisco with 'Midsummer Night's Dream,' who will not be available until late this week. Meanwhile, production is held up.

With Coast studio execs lined up solidly behind Gov. Frank Merriam for reelection as chief executive of California, union crafts affiliated with the studios and all theatre crafts are pledged for Upton Sinclair.

This follows a 498 to 2 vote to endorse the Democratic nominee taken at the annual convention of the California State Federation of Labor in Pasadena. It takes in projectionists, stagehands and musicians for the theatres, and all unionized crafts affiliated with the AFL at the studios.

Fanchon & Marco, during the past year frequently in need of pix for its Orpheum, San Francisco, was unable to get any assistance from Fox-West Coast. Recently, F-WC found itself in a jam for product at the Fox, Frisco, which it recently took over for operation, in association with Joe Leo.

An appeal to Marco by F-WC brought a release of three Universal films for showing at the Fox.

Radio Harris, film commentator, slips into Universal's 'Gift of Gab' for an inside laugh. Arthur Sheekman, husband of Gloria Stuart, featured in the U film, is also shown doing a gag entrance and exit. Sid Skolsky was to have dittoed and is, in fact, billed on the press sheets, but not identified. Some Coast film newspapermen also did gag quickies in the footage.

Before returning to the Coast, Carl Laemmle called in the home office sales forces and nearby branches, including foreign distribution people. United States looks brighter for U and other distribts, but Europe presents another picture, according to Laemmle. He stated everything outside of England and France isn't worth speaking about.

Newspaper bunch are talking about the Garbo predictions of a suddenly-come-to-fame singing film satellite. Getting very ultra and exclusive, presumably under instructions that that's the best way to preserve professional longevity, it's obvious to the newshounds, and it isn't working out from their viewpoint.

Ads on 'Chu Chin Chow' came under the scrutiny of the Hays advertising advisory council.

Gaumont British pictures come under Hays ad council jurisdiction because they are distributed through Fox.

Peak in the number of writers employed at Paramount's Coast studio was reached recently with 68 scribblers on the list. But 71 are now drawing weekly checks.

In order to get plugs for the music in 'Gay Divorce', Radio gave a special projection room preview for Coast band leaders, radio station heads, etc.

Irene Castle McLaughlin continues to await her first assignment on her pact with Warners which was announced last spring. So far nothing has materialized.

In some predominantly-Catholic cities the theatres carry 'approved' label of the MPPDA in the regular newspaper advertisements.

'Initiation of Life' will set Universal back around \$900,000 in production cost.

of 'Sailor' started squabbling over salary cuts last spring, the two factions have hardly been friendly.

Norman Krasna, who authored 'Small Miracle,' which opened at the Golden, N. Y., last week, was on the defunct tabloid, N. Y. Graphic, when Louis Weitzenkorn was editor. Latter's first play 'The First Mortgage,' was presented in the same theatre by William P. Farnsworth and Harry Hayden, who were teamed in the presentation of 'The Big Pond.' That was a hit, but 'Mortgage' flopped quickly. Weitzenkorn went on to land with 'Five Star Final.' Back from Hollywood, his next play is to be produced by Thomas Mitchell.

This is the same 'Fuzzy' Farnsworth who is now deputy administrator of the legit code. He is due back in New York from Washington soon on leave of absence and understood he has written a play. Krasna's first play of 'Louder, Please,' presented on Broadway in 1931.

Maurice J. Speiser, who has established law offices in New York, was assistant district attorney of Philadelphia for a dozen years, and in addition, is counsel for a number of artists, including authors, composers and painters.

Always interested in the theatre, he originally controlled 'Littion' with B. F. Glazer, who adapted it. Speiser was also first interested in 'Death Takes a Holiday,' in association with Norman Bel-Geddes.

Cast of 'The Great Waltz' is still vocally experimenting on how to pitch its voices from certain portions of the stage. P. a. system of the Center theatre creates echoes in some sectors of the house while there are dead spots elsewhere. Cast feels that after another week or so they'll know just when, where and how to talk or sing.

Understood that the reason for the Chic Sale legit show attempt this season was to help get his daughter started in show business. Sale show, known as 'Elephant Shepherd,' folded after three weeks of an eastern and Midwest tryout, though there is still talk of reviving it.

Boys are agog over one drama critic giving it that-a to another. A morning rag drama commentator razzed one of his confreres for coming to openings feeling too gay, and with the habit of removing his shoes.

Critics-Managers Squabble Brought Into Open; Both Blame Each Other

Annual squabbles against New York show critics by a smaller segment of showmen may reach the stage of discussion on what to do about it. Today (Tuesday), 2) directors of the Theatre League will confer in the League's office over a suggestion emanating from Equity. Dramatists' Guild was also invited to sit in at a joint conference. Complaint, as set forth by Frank Gilmore, who then started for the coast for the Federation of Labor convention, was that there is resentment against critics' 'damning a great many plays in the between and betwixt classification, because the theatre cannot exist on successes only.

That Equity should go afield looking for trouble caused some surprise within Equity's official ranks. That the idea does not meet with accord of some of the association's leaders is definitely known. Gilmore, who wrote the letters to the managers and author groups, is understood to have acted on the complaint of Elmer Rice, a playwright-producer. Latter first put the matter of the critics up to another Equity official, who stated the association was not concerned with any such proposal.

Those in Equity opposed to the confab about the critic pointed out that reviewers, for some reason, have generally always lauded the players even in shows that flopped. They now anticipate retaliatory measures from the critics. If the session comes off. There was some idea that the meeting might be scrapped. If not an Equity participation, the expectation is that the critics will start taking pot shots at players. That the reviewers have not done so generally within the past 10 years is something of a mystery.

Crix Angle

Several critics, when told that some managers were literally complaining over recent reviews, surprisingly answered that such talk was nonsense and declared they were leaning backwards to give shows a break.

That there was a markedly favorable trend in reviews last week was in no way denied. In fact, the complaints, few of which are specific. Better plays opened during the week, two having indicated hits and two rated having good chances to land.

One show ("The Distaff Side") was accorded two reviews in the World Telegram. First, the reviewer highly praised the play but socked the players. Second notice was entirely laudatory, hailing the English show's success, although there was no retraction of the acting on the first night. This paper frequently reviews shows twice.

There was informal discussion among some critics over the notices on "The Great Waltz," costly production which brings Radio City into the legit field. There were a few reviews of the rave sort but the majority severely criticized the show's book or story. Despite the differences, the show played to an initial profitable week. That caused general satisfaction in show circles because of the size of the project and the number of people employed.

Critics have their own complaint about the manner in which the "Waltz" management distorted reviews in extra space ads. Copy displayed all adjective critical comments, condensing the matter to read as high praise from critics who wrote otherwise. Critics charged that was a violation of the legit code, which rules out publication of notices in a manner to mislead the reader.

Toledo 1-Nighters

Toledo, O., Oct. 1. A series of legitimate and concert bookings to be given one night play at the Paramount has been lined up for the coming season by Mrs. Flora Ward Hinelein, promoter of the town hall series here.

"Green Pastures" is set for mat. and nite performances Nov. 1; "Ziegfeld Follies" comes Nov. 15; John Charles Thomas, Dec. 17; Ruth Ettingham, Feb. 18; "Mary of Scotland," April 18, and "Ah, Wilderness," May 1. Channing Pollack will talk here Feb. 21 and Alexander Woolcott, March 14.

25c Seattle Stock

Seattle, Oct. 1. Try for dramatic stock in Seattle came late this year, with no summer stock attempted. But last Tuesday the St. out Players opened at Moore theatre in 3-act farce, "Tigs." New low scale and continuous performance daily, 1 to 11 p.m., with stage shows at 2:30 and 8:30. It is policy, the fare being 25c, any time on lower floor, 15c, in balcony and 35c, in dress circle boxes.

L. R. Helms is manager, H. P. 1 Etouard is producer, Robert D. K. 1 ner director, and L. L. Clevenger treasurer.

Cast includes Trevor Evans, Mary Aya, George Roth, Evan Byron Scott, Ada Daniels, Pamela Robinson, Roger Dunham, Rita Robel s, Albert Moore.

Beck Dates Upset By Capacity Biz Of Opera Troupe

Success of the D'Oyly Carte opera company in Gilbert and Sullivan presentations at the Martin Beck, N. Y., may result in spotting the Irish Abbey Players from Dublin in another house. London troupe of G.S.s. players have been averaging more than \$22,000 weekly, pace being capacity. Decision to extend the Carte bunch's date will depend on attendance this week when "The Gondoliers" will be repeated on a full week's basis instead of the semi-weekly cards.

Original date carded for the Irish group is Nov. 12, with the D'Oyly Cartes going to Canada. Extension of the booking would carry the G.S.s. cards well into December. Katharine Cornell will open at the Beck on Dec. 20 in repertory.

Beck faces a lawsuit for refusing admittance to a patron who bought two tickets in a new ticket office near the theatre. Patron alleges the house refused to refund the price of the tickets on the ground that it was "dug" out of the box office by a speculator. Ticket broker stated that his agency is regularly licensed by the state and the theatre has no right to reject acceptance of tickets sold by that agency on such grounds.

Revised code rules out agencies moonlighting within 100 feet of theatres with hits, but the code has not yet been signed.

EASTMAN, ROCHESTER, TO GET LEGIT SHOWS

Rochester, Oct. 1. Definite steps taken here for use of the Eastman theatre for legit road shows in place of the Lyceum, now being razed. Group of prominent citizens had asked the Rochester Civic Music Association to sponsor class productions.

Eastman, owned by the University of Rochester, is tax free, but the student group, a non-profit organization, could operate the legit shows in a manner similar to concerts and operas. Size of the Eastman, 1,500-seater, would permit low prices, possibly 11 top.

George M. Cohan in "Ah, Wilderness," and Walter Hampden are seeking jobs at Warners, left Thursday (27) for New York. He plans to rewrite his play "Violence" to be produced by Sydney Howard.

Schary Kneads Play

Hollywood, Oct. 1. Dore Schary, washing out his second job at Warners, left Thursday (27) for New York. He plans to rewrite his play "Violence" to be produced by Sydney Howard.

Church Angle Switches Sharp Show to Hotel

Pittsburgh, Oct. 1. Unable to get a beer license for old Towne club due to its proximity to couple of churches, George Sharp has switched his local production of "The Drunkard" to English Room of Port Pitt hotel. "Drunkard" and he's in on a percentage arrangement. Sharp, who had a stock company at Pitt here for several seasons, opens with invitation performance Friday night (5). Cast will be headed by Helen Wayne, Edward Blaine, Irene Cowan and Robert Gill, all of them featured with Pittsburgh Civic Playhouse this summer.

PHILLY PAPER BLAMES HANDS IN TROUBLE

Philadelphia, Oct. 1. Local papers generally handle all stories dealing with stage-hands of musicians' unions with kid gloves, but "Jeff Keen, dramatic managing editor of the Daily News (tabloid) cut loose with a blast against the stage-hands last week.

Matter came up when the Shuberts cancelled "America Sings," supposed to have come into the Forrest next Monday. Shubert local management made no official statement concerning the cancellation and the transferring of the bookings to Boston, but they were not backward about talking and Keen got hold of the yarn.

Stagehands are demanding a straight 10% increase and matter has now reached an absolute deadlock, Shuberts standing by their guns and refusing to budge any more in until argument is settled. Keen attacked attitude of stagehands in demanding more coin after last season's pitiful record here in legit—generally believed to be the worst Philly has ever had.

Other papers tried to get follow-ups on story, but could get no official statements from either side and ended up by dismissing it with a stick or two.

Stagehands burned at the News stories and blamed Shubert officials for giving out the information.

Bank Helps Syracuse To Slice of Hampden

Syracuse, N. Y., Oct. 1. Syracuse, by the grace of the Albany Savings Bank, will see Walter Hampden in "Richelle" and Richard III at the Civic theatre, Oct. 15-16.

Hampden, who vainly attempted to arrange for local bookings last season, finally landed the Civic last week via the Albany bank after Syracuse interests operating the Empire, the only other possible haven, had named what the Hampden management termed a prohibitive rental.

Empire is operating at present as a grind house, playing two and three film features at 10c and 20c.

George M. Makes Good

Providence Greet the Home Town Boy in Big Way

Providence, Oct. 1. George M. Cohan came back to his home town last Friday (28) to receive a roaring welcome from his fellow-townpeople.

A street parade, radio program and a reception featured the welcome to the playwright-actor who started a 35-week road tour here on Friday at the Carlton in Eugene O'Neill's Theatre Guild success, "Ah, Wilderness."

Slip-up in the plans cut short the radio program almost one-third of the time contemplated, but things went off smoothly enough not to make any particular difference to the crowds that turned out to greet Cohan.

Equity Members, Still Suspicious, Table Two-a-Day Legit for Road

Opposish 'Drunkards'

Minneapolis, Oct. 1. With W. A. Steffes having advertised in the St. Paul newspapers that he will bring to Minneapolis "Drunkard" company to St. Paul at the conclusion of its three months (or longer) run at the West hotel here, local group has stolen a march on the Minneapolis impresario and has organized another "Drunkard" company, also Twin City-recruited, which it will present at the Ryan hotel, St. Paul.

Steffes still promises to take his company into St. Paul in opposition to the one at the Ryan hotel, which means that the down-river town, a notoriously poor show spot, will have two "Drunkards" playing simultaneously in opposition to each other.

Four Authors Try To Stop Shuberts' Operetta Revival

Four authors of "Rose Marie" will seek to restrain reviving operetta, going into court this week to apply for writ of injunction against the Shuberts, who propose presenting the former Arthur Hammerstein smash, and the receiver who disposed of the stock rights to the brothers.

Howard Reinheimer, attorney for Oscar Hammerstein, 200 Otto Harbach and Herbert Stothard, and Edward Raftery of O'Brien, Driscoll, & Raftery, acting for Rudolph Friml, will make the joint application.

Action of the authors and composers counters the move of William Klein, Shubert lawyer, who recently secured a court order directing the receiver of the Rose Marie corporation to accept \$500 as advance royalty on the stock rights. Production rights owned by Hammerstein lapsed and were disposed of to an unidentified Mrs. Breuer, Klein also being her lawyer.

Authors had planned to revive "Marie" under Hammerstein's direction, the manager expecting that it would provide a comeback for him. He was much hurt upon learning that the Shuberts proposed to put his standstill show on, Hammerstein claiming they had secured the rights surreptitiously and that Mrs. Breuer and Klein acted for them.

Attorneys for the authors contend the receiver had no power to dispose of the stock rights because the contract between the authors and the producer (Hammerstein) stipulates that rights to stock or repertory cannot be sold without their consent. They further aver that the proposed Shubert presentation is not stock but would be regular traveling attraction, also claiming that all rights have reverted to the authors.

Equity leaders were surprised Friday (28) when 500 members, attending the first quarterly meeting under the new rules, side-stepped the managerial suggestions that exception to the eight-performance weekly rule be set aside to permit sending Broadway successes to the road at \$1. top on a twice daily basis. There was plenty of bickering during the session, which lasted all afternoon, and the pop circuit matter was put over for further consideration.

Actors, freed from rehearsals so they could attend the meeting, felt that somehow and in some way the managers would take advantage of the pop circuit proposition. Equity officials were confident that a compromise suggestion would eventuate on 10 performances weekly. Temper of the assemblage, however, was not budged. Membership appeared as suspicious of the dollar top plan as they were of managers around the time of the 1919 strike. They refused to accept the statements that conditions have greatly changed in the last 15 years.

It was pointed out that some of the same players objecting to the idea have played four and five times daily in picture and vaude theatres within the past several seasons. But those present preferred to believe that if two performances daily for the proposed circuit were permitted they might find themselves working 12 and 14 performances weekly at the code minimum of \$40 weekly. Before making a final decision they also felt they wanted to know what concessions the stage hands and musicians would make to help the plan.

Defeat Brady's Proposals

William A. Brady, only manager-member of Equity, proposed that a board consisting of five managers, five actors, five stage hands and five musicians talk it over. Motion was defeated.

He also sought to introduce a Sunday legit performance matter but got nowhere.

Brady declared he would continue to argue for Sunday shows until he died. He insisted that if actors work Sundays in radio pictures and vaudeville theatres the exclusion of legit shows is unfair and unnatural.

Amendment to the constitution that hereafter special meetings cannot be called except by petition signed by at least 100 members in good standing, or 10 members of the Council, was adopted after some bitter protests from the younger group in Equity. Another amendment which provides that all amendments must receive a two-thirds vote was also adopted.

Estimated that while 500 members attended, only 240 voted. Both amendments were passed with about the same proportion—172 in favor and 58 against. Younger group was in evidence throughout the session. One of latter's ideas was having the Council sit on the floor with other members rather than grouped on a platform.

Jessel Withdraws From 'Stars'; Sticks With Jackie Cooper

Al Trahan, set yesterday (Monday), was the latest addition to Lew Brown's "Gallant All Stars," which opens about Thanksgiving at Warners' remodeled Hollywood on Broadway, with reported Warner Bros. backing film. Others now set, besides Trahan, include Everett Marshall, George Givot, Jack Whiting, Mitzel Mayfair and Patricia Bowman. George Jessel was originally in, but canceled to go out in the picture houses with Jackie Cooper for the next 10 weeks. Jessel also was to have collaborated on the book.

Rehearsals start on or about Oct. 15. Undoubtedly the proposed cycling of Warner contract film names to New York for alternating appearances in "Stars" between pictures is still under discussion.

PAULINE LORD EAST

Hollywood, Oct. 1. Pauline Lord left here Wednesday (26) for New York. She will do a stage play before returning to Paramount for the remaining picture on her contract.

Union Trouble Darkens Philly UBO Houses; 'Pursuit' \$8,500 on 3d Week

Philadelphia, Oct. 1. Daily conferences between the stage hands and managers last week resulted in a final deadlock, and there is no sign of the new Shubert (UBO) houses opening for some time. Stage hands adhere rigidly to their demands for a 10% increase.

All bookings have been cancelled up to Oct. 29, when 'Mary of Scotland' is still mentioned to open the subscription season. Whether this also will be abandoned still is not known later this week. Helen Hayes' vehicle was originally supposed to open the subscription season at the Shubert, but it was later reported as being moved into the larger-capacity Forrest. Idea was to play two weeks on subscription and an additional two weeks without.

Garrick, run independently, although also a UBO house, opened last week with 'Spring Song', although no definite contract with the stage hands had been signed for the season. Next booking, 'Farmer Takes a Wife', scheduled for next week, has been cancelled and no other shows are booked at all.

Samuel Nirdlinger, who dealt separately with the stage hands and has signed a season's contract, is the only one going ahead with normal activity. He opens the Erlanger this week with Ernest Truex's production of 'Mrs. Quincey Hollis' and has several other shows lined up for this big house on West Market street, which when opened, was intended as a home for musicals.

In the meantime, the Broad has a solid hit in 'The Pursuit of Happiness', which estimates at about \$8,500 in its second week. Matinees were especially big. Run has been extended, with show probably staying four weeks in all. This is its third.

'Home Chat', 'The Milky Way' and 'A Lady Detained' are early bookings mentioned. 'Spring Song', which Max Gordon tried out at the Garrick last week, got glowing notices, but no big. Week's gross estimated under \$5,000, seeming to bear out the contention of the many who say that the cut-rate system carried out so successfully at the Broad and Erlanger, has killed 'Philly' for regularly-sold shows. 'Spring Song' had a \$2 top.

Casino, New York, Goes Music Hall 'With Chi Folies'

Blumenthal & Shapiro, owners of the Casino theatre (nee Chas. Carroll), on Broadway, and Clifford C. Fischer, J. C. Stein, producers of the 'Folies Bergeres' Chicago revue, will split four ways equally on the P. B. show when it opens at the Casino some time in December. Fischer and Stein came into New York from Chicago this past week to close the deal with Blumenthal & Shapiro for the physical reconstruction of the house into a cabaret-theatre in order to house the Parisian show.

It's currently at the French Casino, Chicago, and has been running there 16 weeks.

Carroll theatre, when first built, was designed to include a nightclub in the basement, so the kitchen facilities are there. Seats will be ripped up on the main floor and balcony, and tables substituted.

Idea of bringing the 'Folies' into the Palais Royal on Broadway fell through because of the limited capacity.

Ducats to Concerts

Baltimore, Oct. 1. William A. Albaugh, for past 30 years operator of Balto's lone ticket agency, this season goes personal concert booker with a string of four single-night dates set for the Lyric, bur's big opera hall.

This season opens next Friday (5) with a Tibbett concert, followed by showings of Rosa Ponselle, Rachmaninoff and the Monte Carlo ballet.

Jordan's Detroit Stock

Detroit, Oct. 1. Jean Jordan is getting up a stock company to be called the Jordan Detroit Producing Company.

Main backing is to come from a subscription list among business men.

AVON QUITS AS LEGIT; NOW RADIO PLAYHOUSE

Avon, West 45th street, New York, left the legit ranks Monday night (1) when it was renamed Columbia's Radio Playhouse Number Two. Ex Lax program was first broadcast. Radio net leased the theatre for one year, arrangement calling for an extension of two additional years.

House is one of the 45th street group which is the most active on Broadway and its passing to broadcasting before grating audiences aroused some concern among legit managers. Plan of the latter to bolster the grosses of the Avon and prevent it becoming a spot of free admittance failed to pan out.

Lease of the Avon was signed by Bernard Goldstein, its owner. Deal was made with the assent of the Emigrant Savings Bank, which has been operating the theatre as a mortgage in possession. Deal was completed Saturday (29) by Harry Askin, representing the bank. Later that night Askin died suddenly of heart disease.

Avon was first called the Klav, having been built by Marc Klav after the split away from the late A. L. Erlanger.

UNION TROUBLE HOLDS SHOWS OUT OF NIXON

Pittsburgh, Oct. 1. Future of legit season at Nixon is still in doubt, with shows pencilled in and then cancelled due to management's inability to get together on a contract with musicians. Same trouble delayed opening of Nixon last year, but trouble looks more serious now.

Nixon had one show, 'Elephant on His Hands', week before last and nothing is now in sight. Guild was supposed to try out 'Sleeping Gypsyman' here next week, but show will open cold in New York instead. Then management announced 'No More Ladies' for that date as first American Theatre Society subscription play after that show had previously been cancelled, but now 'Ladies' isn't sure again. House is holding up all announcements pending result of union negotiations.

If difficulties are settled, 'No More Ladies' comes in Monday (8) followed by a three-day return engagement of 'Green Pastures' starting Thursday, Oct. 18. Only thing definitely in sight after that is 'As Thousands Cheer' week of Nov. 12.

Craven in 'Wrecks'

William Harris, Jr., will start rehearsals of a new comedy called 'Odipus Wrecks' by William Jordan Ropp and Leonardo Bercoff. Frank Craven and Muriel Kirkland will head the cast.

Craven has been occupied in Hollywood for several years. Recently he was east disposing of his home in Great Neck, L. I., planning permanent residence on the east.

Only show in town now is 'Ziegfeld Folies', which is doing a woe trade at \$3.30. Will work for several more weeks before being replaced by 'As Thousands Cheer'.

Town now waiting for the Theatre Guild to bring in 'Mary of Scotland' as the first of the new subscription season. Otherwise there's nothing in the wind but a lot of talk by local impresarios about getting up some money for their own subscription seasons. But mostly talk.

Chi Down to Single Legit; 'Ladies' 23C

Chicago, Oct. 1. Loop is down to one show again. And here it is October. 'No More Ladies' was offered, but the critics criticized and the public wouldn't support it for more than two weeks.

Only show in town now is 'Ziegfeld Folies', which is doing a woe trade at \$3.30. Will work for several more weeks before being replaced by 'As Thousands Cheer'.

Town now waiting for the Theatre Guild to bring in 'Mary of Scotland' as the first of the new subscription season. Otherwise there's nothing in the wind but a lot of talk by local impresarios about getting up some money for their own subscription seasons. But mostly talk.

Estimates for Last Week
'No More Ladies', Harris (1,600; \$2.50). Closed after a brutal two-week run, getting under \$7,000 the first session and hardly \$1,000 on the final stanza. Shuberts packed it off to Detroit to try to snare some of the World's Series comic. They raised here for poor casting.

'Ziegfeld Folies', Grand (1,500; \$3.30) (4th week). Will make it eight weeks without difficulty. Hitting above \$23,000 at present, excellent.

Shows in Rehearsal

'Say When' (Jack MacGowan and Hay Henderson), Imperial.
'Goodbye Please' (Ed Mendelson), Cluridge hotel.
'Personal Appearance' (Brook Pemberton), Biltmore.
'Within the Gates' (Bushar and Tuerk), National.
'The Jayhawker' (Henry Hammond), Longacre.
'Hippler's Holiday' (Marion T. Carter), Geneva Hall.
'America Sings' (Shuberts), 44th Street.
'Waltz in Fire' (Harmon & Ullman), office.
'Sleeping Gypsyman' (Theatre Guild), Guild.
'Lost Horizon' (Laurence Rivers), St. James.
'Farmer Takes a Wife' (Max Gordon), Alvin.
'L'Aiglon' (Selwyn and Franklin), Broadhurst.
'Order' (Bushar & Tuerk), Playhouse.
'Revenge with Music' (Selwyn & Franklin), New Amsterdam.
Walter Hampden, repertory, New Amsterdam Roof.

MPLS. SWEEPS OFF THOSE STAGES

Minneapolis, Oct. 1. Live stage entertainment is definitely on the ascendancy here again. There will be more of it this winter than at any time in recent years.

Metropolitan, legit road-show house, has two New York Theatre Guild shows booked in, and is dickering for some other attractions. A six-week season of spoken drama with New York stars and casts has been arranged for the Shubert theatre, and a local group of professionals will present a series of plays in the Woman's Club Auditorium.

Public is figuring on vaudeville for one of its loop houses, and will continue to play occasional stage shows at the State. Orpheum also will play stage shows from time to time. W. A. Steffen is considering vaudeville for the Shubert theatre after Jan. 1 and the Palace, another loop independent house, also has tentative plans calling for a vaudeville policy.

Current Road Shows

(Week Oct. 1)
'Roberta', Colonial, Boston.
'Ah, Wilderness', Plymouth, Boston.
'No More Ladies', Cass, Detroit.
'Folies', G. O. H., Chicago.
'Coming Spring', Shubert, New Haven (1-2).
'Order, Please', Shubert, New Haven (4-6).
'As Thousands Cheer', Shubert, Boston.
'Green Pastures', Academy of Music, Roanoke.
Walter Hampden, Strong, Burlington, Vt. (3); His Majesty's, Montreal (4-6).
'Blood on the Moon', Mayan, L.A.
'The Circle', Playhouse, Hollywood.
'Bridal Quilt', Maryland, Balto.

'Dream Child', Vanderbilt (2nd week) (C-504-\$3.30). Opened late last week; drawing generally favorable notices; figured for fair grosses.

'Errant Lady', 49th St. (3d week) (C-710-\$2.75). Moved here from Fulton Monday; probably holds over for picture rights; \$2,600.

'Judgment Day', Belasco (4th week) (D-1,000-\$3.30). Reported for further improving; despite divided opinion, may make grade; estimated around \$10,000.

'Kill That Story', Ambassador (5th week) (C-1,666-\$2.75). After closing and making Broadway, management is being cut-rated; maybe \$3,000.

'Lady Jane', 48th St. (4th week) (C-965-\$3.30). Moved here from Broadway Monday; drawing well; already entered, imported play mild at \$2,000.

'Life Begins at 8:40', Winter Garden (6th week) (R-1,498-\$4.40). Closed Monday; B-advertising; did sell out all performances, takings around \$4,000.

'Merrily We Roll Along', Music Box (1st week) (D-1,013-\$3.85). Opened brilliantly Saturday night

'Waltz' Hitting Profitable \$38,000; Four Hits Save Sept. on B'way; 'Merrily,' 'Distaff Side' Surefire

Broadway showed its stuff last week with the most promising premiere card since the start of the new season. It pulled September out of the ruck by introducing one dramatic smash, a comedy-dramatic hit, with the other two entrants also figured in the money. Favorable notices greeted all four arrivals.

'Merrily We Roll Along', the Saturday (29) event at Music Box, was the standout and won rave reviews. It is a many-people show, calling for \$3.85 top and the only straight hit show so far in sight. It can gross close to \$24,000 weekly and should attain that pace quickly.

First click came with the London importation, 'The Distaff Side', which was warmly received at the Booth. Got around \$9,000 in the first seven performances. Show can do about \$11,000 at the scale (\$2.75), house being of limited capacity. 'Small Miracle' got a better break than the first night at the Golden (nee Royale) indicated. After a mid-week start, it faltered then drew well on Saturday. 'Dream Child' starting late in the week, also found the critics receptive and made a moderate start.

'The Great Waltz' fared very well at the Center, Radio City. Nightly attendance was regarded as exceptional, good and Saturday night was virtual capacity takings on the week approximately \$38,000. Pace is distinctly profitable on operation.

'Life Begins at 8:40' holds Broadway's leadership up to \$41,000—capacity at the Winter Garden. D'Oyly Carte completed the first month of Gilbert and Sullivan to better than \$22,000 a week, also capacity. Since resumption 'Doddsworth' topped the dramas, but 'Merrily' is slated for first honors.

Most of the early failures failed to improve, two dropping out last week and three shifting to other houses, probably to protect picture rights.

Eight shows are on the premiere card this week and three are definitely slated for next week—'Order Please', Playhouse; 'A Sleeping Gypsyman', Guild, and 'Bridal Quilt', Biltmore.

'The Red Cat' was yanked at the Broadhurst and 'Saluta' folded at the Imperial which badly last week. 'Are You Decent', which existed on 'pass tax' money, stopped at the 49th Street.

Estimates for Last Week
'Are You Decent', 49th Street. Closed Saturday after playing 24 weeks, but small takings throughout.

'College Sinners', Ritz (3rd week) (C-918-\$2.75). Doubtful after another week; English play's audience mostly pass tax customers; estimated under \$3,000.

'Continental Varieties', Little (1st week) (R-500-\$5.50). Presented by Arch Selwyn and Hans G. Franklin; variety show, with Lucienne Boyer topping; opens Wednesday (3) at \$8.80 top.

'Spring Promise', Plymouth (1st week) (D-1,036-\$2.75). Presented by the Shuberts; written by Owen Davis; out of town as 'Coming Spring'; opens Thursday (4).

'Dance With Your Code', Manhattan (1st week) (D-1,097-\$2.75). Presented by Laurence Schwab; written by Kenneth Perkins; mixed cast; drama opens Wednesday (3).

'Given by Three', Barrymore (1st week) (C-1,096-\$3.30). Presented by Guthrie McClintic; written by Beatrice Kaufman and Margaret Leech; highly touted in New Haven last week; opens tonight.

'Doddsworth', Shubert (26th week) (reopened engagement) (D-1,396-\$3.30). Dramatic leader since reopening after summer lay-off around \$15,000 weekly; new entrant arrived Saturday in 'Merrily We Roll Along'.

'Dream Child', Vanderbilt (2nd week) (C-504-\$3.30). Opened late last week; drawing generally favorable notices; figured for fair grosses.

'Errant Lady', 49th St. (3d week) (C-710-\$2.75). Moved here from Fulton Monday; probably holds over for picture rights; \$2,600.

'Judgment Day', Belasco (4th week) (D-1,000-\$3.30). Reported for further improving; despite divided opinion, may make grade; estimated around \$10,000.

'Kill That Story', Ambassador (5th week) (C-1,666-\$2.75). After closing and making Broadway, management is being cut-rated; maybe \$3,000.

'Lady Jane', 48th St. (4th week) (C-965-\$3.30). Moved here from Broadway Monday; drawing well; already entered, imported play mild at \$2,000.

'Life Begins at 8:40', Winter Garden (6th week) (R-1,498-\$4.40). Closed Monday; B-advertising; did sell out all performances, takings around \$4,000.

'Merrily We Roll Along', Music Box (1st week) (D-1,013-\$3.85). Opened brilliantly Saturday night

(29), drawing rave notices, will be new dramatic leader; should approximate capacity at \$24,000.

'Roll, Sweet Charlie', Cort (1st week) (C-1,159-\$2.75). Presented by Margaret Hewes; written by Paul Green; originally called 'Fortress Field'; big colored cast; drama; opens tonight.

'Ship Bearer', Lyceum (53rd week) (C-923-\$3.30). Holdover will continue as long as showing any sort of profit; takings apparently okay at steady \$5,000 gain.

'Saluta', Imperial. Withdrawn Saturday; played five weeks; perked up to \$12,000 then slipped to \$8,500 last week; not enough.

'Ship Bearer', Lyceum (53rd week) (D-1,050-\$2.75). Moved here from Morocco Monday; got week start and failed to pick up second week; \$2,000.

'Small Miracle', Golden (2nd week) (D-900-\$3.30). Opened late-week in renamed Royale theatre; drawing generally favorable notices with but one adverse; after slow second night picked up Saturday.

'Spring Song', Morocco (1st week) (C-561-\$3.30). Presented by Mack Hillman; added to week's card of eight new shows; premiere Thursday (4).

'Tebah', Road, Forrest (50th week) (C-1,075-\$3.30). Holdover nearing year's run mark and looks good well into fall; paced around \$4,000.

'The Distaff Side', Booth (2nd week) (C-704-\$2.75). Won excellent notices and rated first dramatic hit of season; capacity from first night, with takings around \$9,000 in seven performances.

'The First Legion', 46th St. (1st week) (D-1,375-\$2.75). Presented by Bert Lytell and Phil Green; written by Emmet G. Lavery; all male cast show opened Monday.

'The Great Waltz', Center (2nd week) (C-704-\$2.75). While not capacity until Saturday night first full week is promising, with takings going to \$38,000.

'The Red Cat', Broadhurst. Withdrawn Saturday; played a bit less than two weeks.

'Yesterday's Orchids', Fulton (1st week) (D-518-\$2.75). Presented by Mack Hillman; added to week's card of eight new shows; premiere Thursday (4).

Other Attractions
'Chinese Nightingale', Theatre of Young America (formerly Cosmopolitan); play with adults for child audiences; twice each evening dated to open Friday (5).

'Stevens', Civic Rep theatre; mixed cast drama of southern wharf life resumed Monday.

D'Oyly Carte, Gilbert and Sullivan Operatic company. 'Gondoliers' repeated for full (current) week.

'The Drunkard'; revived melo in old church in seventh month.

2 L. A. SHOWS, BOTH LIGHT

Los Angeles, Oct. 1. Slim pickings for the only two legit under way last week, and early folding of both may be expected.

Louis O. Maclean, after being out of the local legit map for a long time, is attempting to stage a comeback with 'Blood on the Moon', a Nazi story, with which the Mayan, was reopened Wednesday (26).

Opening night was heavily papered, and take on the first four nights lucky to reach estimated \$1,200.

At the Hollywood Playhouse, second week of 'The Circle', with Mrs. Leslie Carter, showed little to warrant hope; B-advertising continued, with take of approximately \$2,500.

Syracuse Civic Rep Group to Continue

Syracuse, N. Y., Oct. 1. Syracuse Civic Repertory Theatre, Inc., will carry on for another year, but as a managerial and sponsoring organization, rather than a theatre operator.

Mrs. Edward L. Vinil is the new president, succeeding Harlow H. McBride. Other officers named for the year are: Vice-president, Prof. Sawyer Park, head of Syracuse University's dramatic department; Mrs. H. H. McBride, secretary; and J. Wesley Smith, treasurer.

Corporation was organized a year ago to operate the Civic theatre with dramatic stock directed by Bruce Combs. Project was a financial flop.

Admish Ducat Prices Clipped For Natives—But Foreigners Pay Stiff Scales in Germany

Berlin, Sept. 20.

If every German doesn't visit a theatre once a week, at least, it will be his or her own fault, for the Nazi government has decreed that theatre prices must come down. Average German can now secure a good seat at first-class performances for about 5c.

Strangers must pay advertised box office prices, but almost every residential butcher shop and barber can give its customers tickets which entitle the bearer to good seats on the payment of one mark. This, in Germany, is a recognized part of theatre life.

Nazis, more than a year ago, abolished this practice as a 'Jewish un-economic idea.' One after another, the theatres closed. This year the practice was reinstated and the theatres began to lose that deserted village aspect.

In addition to cutting the prices of admission, the government has ordered prices charged for parking cars and hats reduced. One thing they overlooked is the beer, which still costs about three times as much at the Opera Haus as it does in the saloon across the street.

Checkup of the leading theatres in the capital discloses that this season's ticket sale is almost double the previous year's.

Best seats cost about 30c prior to deflation of the U. S. dollar; about 45c now.

As the result of this drive, Germans in droves filled the Staatstheater for the opening of the season. 'Aida' was reproduced anew to capacity.

At the Deutsches Opernhaus (formerly Staatliches Opernhaus) 'Tannhauser' opened the season yesterday (14). As an indication, the take two weeks before the opening season-ticket sale jumped \$12,000, against \$5,500 last year. Season tickets range in price from 11c to \$2.40 per duct. Prices of programs were dropped from 12c each to 6c. Instead of ads in the program short essays now appear on music in various lands.

Twenty to 30% reductions were effected in the Deutsches Theatre prices, outsiders paying from 80c to \$3.20 and holders of season tickets from 40c to \$1.20 for the same seats. Program and check-room have been dropped to 4c each.

An experiment is being tried at the Volkshaus on Horst Wessel Platz (formerly Bauhaus Platz and center of the Communist party's activities). Here the theatre is on a first-come first-serve basis, all seats costing 45c. This is a reduction of 12c, and programs are thrown in free.

Kufurstendamm theatre played continually throughout the summer through the aid of the season ticket plan and cut the costs of the seats about 40%. Members of the Nazi

(Continued on 85)

NEIL TRIES COMEBACK FOR MELBOURNE VAUDE

Melbourne, Sept. 4.

Frank Neil introduced vaude again to Melbourne with the following lineup: Hetty King, Estelle Rose, Ristori, Jimmy Taylor, the Orlandos and Sid Beck.

So long since vaude played this city that the idea may click. Current bill also includes a short revue. Neil says it is his intention to import a stream of overseas artists should the present bill meet with support.

Jackson's 'Appointment'

London, Sept. 21.

Fred Jackson's new semi-costume show is to be titled 'By Appointment,' and, besides starring Maggie Toye, will have in the cast Charles Mayhew, Frederick Runalov, Vivienne Tharterton, Gavin Gordon, Helen Dori and Patricia Knowles. Latter is a discovery of Desmond Hurst, who gave him first chance in his 'Nora O'Neal' film.

Peter Maurice, head of the Peter Maurice Music Publishing Co., is sponsoring the show, which is to be open at the Saville theatre around Oct. 8.

THE PRINCE DANCES

And Nidery Owner Gets Himself a Court Summons

Paris, Sept. 21.

Prince of Wales earned a police summons for the proprietor of L'Escale, niterly at St. Tropez, Riviera resort, by making him stay open after closing time.

H.R.H. landed at St. Tropez by yacht from Cannes looking for a quiet week-end. He was soon recognized and the police were called out to handle the mob. Then the Prince danced so heartily that he wouldn't take a hint when the proprietor told him it was 2 a.m.

Cops, hitherto just acting as guards, barged in at 2:30 and shut down the place, handing the proprietor a paper.

Insurance Fraud Is New Shylock Czech Version

Prague, Sept. 22.

Shakespeare's play, 'The Merchant of Venice,' modernized and presented according to radical ideas is the new season premiere offering of 'Divadlo 34' theatre.

According to this new version, Antonio indulges in an insurance swindle by allowing his ships to be sunk in order to secure the insurance money. Leading characters in the play rail against capitalism, as personified by Shylock. With the decision of the Doge of Venice against Shylock, the masses are shown as triumphant over the tyranny of money and big business.

FERRY'S M. C. REVUE TO PARIS, NEW YORK

Paris, Oct. 1.

Felix Ferry's Monte Carlo Folies shifts from the Riviera to the Rex locally shortly for a brief engagement and then to London, following which Ferry plans taking the entire production to a Broadway theatre in New York.

It's all-American talent, the third of Ferry's M. C. revues, headed by Barto and Mann, Evelyn Dalt, Hal Abbott, Florence and Bob Robinson, Jack Arthur, Glenn Arthur, Chilton and Thomas, Ray Kavanaugh, and Al Donahue with their two orchestras.

Classics, Heavy Drama Shove Light Pieces Off Berlin's Legit Stages

Berlin, Sept. 22.

Berlin's fall show program will be decidedly high hat, with the classics almost crowding the lighter stuff off the boards.

Under the guidance of the Nazi ideas of theatre showmanship, the old timers are being revived with much gusto.

Shakespeare's 'As You Like It' opened the Deutsche Theatre's season to a large house and continues to pull the crowds hyped up through plenty of press notices. Two faces new to Berlin appear here for the first time, Angela Saluber as Rosalind and Albin Skoda as Orlando. Both were drafted from the minors at Munich.

Hilde Hildebrandt got off to a good start in the lead of Oscar Wilde's 'Lady Windermere's Fan.' (Continued on page 86)

MEXICAN UTOPIA

Theatre Won't Let Late Customers In, No Matter What

Mexico City, Sept. 24. Entertainment public here is being educated in punctuality at the Palace of Fine Arts (National Theatre) by building's custodian, the education ministry. Kiosk who arrive after performances have started in the theatre, music and lecture salons are denied admittance, even though they have paid cash for tickets to these shows. Must be on time or no show.

Everybody who attends Plaza shows also must deposit coats, overcoats, canes, umbrellas, parcels, etc., in a check room the establishment operates. No fees for checking.

LEGIT DEAD? A. ANTOINE FINDS OUT

Paris, Sept. 21.

Storm has broken over the French theatre as result of an article by Andre Antoine, pioneer actor-manager, in Le Journal, flatly stating that the legit is dying here. Half the theatrical population of Paris came back at the old man with verbal hand grenades for his statement. Latest counterattack is by Sacha Guitry, who said that such statement must have been made not by Antoine the actor-manager, but Antoine the haldresser.

Antoine's piece, headlined 'S.O.S.', alleges that the new season is opening inauspiciously. Points out that many theatres have found no managers for 1934-35. 'What is amazing,' he said, 'is that while the gravity of the danger augments daily, nothing is done to eradicate it, and that the managers are apparently resigned to the theatre's demise.'

He attributes the decline to a shortage of big-minded authors, high admissions in comparison with the films, uncomfortable seats in the old legit houses and the tiresome traditional French waits between acts.

As a remedy he suggests scrapping all the managers. They're nothing but speculators, anyway, he says; a theatre should be run cooperatively by a committee of actors belonging to the company, like the Comedie Francaise. Actors would form a limited liability corporation, sharing profits and responsibility for losses. This is the ancient French system of running theatres, which survives today in the Comedie almost exclusively.

Whether other theatres would be able to make more money than France's ace house on this basis is doubtful. Comedie, with insignificant rent and other favorable circumstances, is constantly yelling for increased subsidy.

About all the crowd who are jumping on Antoine can find to say, however, is that he is over-pessimistic. They don't deny his facts that legit is getting weaker all the time.

PILGER BADLY HURT IN AIR ACCIDENT

Paris, Sept. 21.

Harry Pilger, Paris-American dancer, is still reported seriously ill as a result of a plane crash Sept. 13. Pilger's spine was injured when the Paris-La Baule plane in which he was traveling was wrecked between Angers and Nantes. He was carried unconscious to the Hermitage hotel at La Baule. Pilger was a noted this summer in the Breton resort. He was returning from a mission in Paris connected with the Folies Bergere when the accident happened. Plane struck a tree when the pilot tried to take off in a light fog after a forced landing.

Two New London Revues; 'Madame' A Smash, 'Streamline' Brilliant

POOR, POOR BUCHANAN

Tired, Weary, But Show Making Money So Can't Quit

London, Sept. 21.

One of the most unhappy men in London is Jack Buchanan.

Being a canny Scot it comes natural for him to hate the idea of ceasing to make money. His 'Mr. Whittington' show, after seven months at the Hippodrome, where it made a barrel of money for himself, Jack Waller and Moss Empires, was scheduled to fold a fortnight ago, to make room for the new Jack Waller, Bobby Howes-Binnie Hale show, 'Yes, Madame.' But when the closing was announced, it picked up so strongly that it seriously hurt to let it die. So the show was moved to the Adelphi for a four weeks' run before going on tour, and the first week there was even larger than the closing week at the Hippodrome.

But Buchanan is very, very tired. What with a sick tummy and eight shows a week (some of the time doing picture work), he needs a rest. And he doesn't know how to get it.

Rev. Cardew American Church Advisor for Show Gals in Paris

Paris, Sept. 25.

American and English stage girls in Paris got a break this week when the Rev. Preliminary F. Anstruther Cardew, who has been chaplain of St. George's Church in the Rue Auguste-Vacquerie for 27 years, announced his resignation from that post to devote himself entirely to the Theatre Girls' Hotel, which he founded in 1908.

Cardew has been a father to countless English-speaking girls here, and sometimes in Paris they need one badly. Bulk of his customers are line girls and night club workers, and in recent years lots of them have found their salaries suddenly stopped. Some of them would not have known where to go or what to do if Cardew had not been there to give them a lift.

He hasn't always been a church worker; he was on a ranch in Wyoming for six years when he was young, and also spent six years in missionary work in Australia before coming to Paris.

BOB MILTON'S PLANS FOR N. Y.-LOND. PROD.

Vienna, Sept. 20.

Bob Milton, American stager, intends to do a management both in New York and London.

Among the plays he already has signed for London and New York is Richard Duschinsky's 'Emperor Francis Josef' drama which was first produced by the Reinhardt ensemble last season and created a heated controversy at first, finally being the biggest b.o. draw on the Vienna stage.

Another of his plays is Hans Jarry's 'Christiano Between Heaven and Hell' in which the young author himself starred at Reinhardt's Josefstadt theatre. There were six previous offers for this play from New York, Hollywood and London.

Milton also already holds an option on Jarry's new piece, 'Ping Pong,' options on four other Austrian plays, and is now after Wilhelm Lichtenberg's comedy, 'Master of Millions,' which is going to be launched here soon with Albert Tassermann and is also set for Prague, Budapest and Amsterdam.

Carroll's Open-Air Performances Over

London, Sept. 21.

Sydney Carroll closed his 22-week season of Open Air performances in Regent's Park, Sept. 15.

During that time he drew over 200,000 people, including 30,000 school children.

London, Oct. 1. 'Yes, Madame,' new Jack Waller revue starring Bobby Howes and Binnie Hale, opened Thursday (27) at the Hippodrome. It was favorably acclaimed and is a certain smash. Deal was immediately made with ticket brokers, which is understood to be the biggest of its kind since 'No, No, Nannette.'

C. B. Cochran's new revue, 'Streamline,' opened the next night (28) at the Palace. It is a highly sophisticated show, brilliantly produced and will get attention. But Cochran made the mistake of sacrificing comedy for travesty and that may hurt its business chances somewhat.

'No More Ladies' was produced at Wyndham's, Sept. 18. An English adaptation of the play was made for the occasion. All of which seems to have been a vast waste of time and money, because the press and public didn't care for it.

Arts Theatre Club gave a Sunday night performance of 'Five in Amsterdam' by Ian Rankin. Typically continental idea of a man who deceived four husbands and announces he is about to elope. Four wives are thrilled, each suspecting she is the favored one, but he goes off with a fifth woman. Besides its unoriginality, situation is monotonous and has twaddling dialog.

Late Roland Oliver's play, 'The Night Hawk,' was adapted from the American to cockney life, showing the rejuvenation of the old street-sweeper and the resultant happenings. After being tried out at the 'Q' theatre at Kew, a few weeks ago, it was brought to the Vaudeville theatre, Sept. 17, where it was accorded an enthusiastic reception. Beatrice Thompson has the stellar role and the critics liked her immensely. Piece, however, doesn't ring quite true, and its future is doubtful.

SET LONDON REVIVAL FOR 'THE BING BOYS'

London, Sept. 21.

'The Bing Boys on Broadway,' musical comedy which made nearly \$500,000 for Sir Oswald Stoll at the Alhambra in 1917, where it ran for over two years, is being revived.

Fred Thompson, Clifford Grey and Nat D. Ayer are rewriting the book to bring it up to date, and show is making its reappearance in the provinces early in October under the direction of Prince Littler. Originals in the cast are George Robey and Violet Lorraine, with Reba to take the late Alfred Lester's part.

Behind the venture are George Grossmith, Edward Laurillard and Bert Feldman, original owners of the show, and the executors of Sir George Stoll.

Show is being flickered for pictures by Radio as vehicle for Wheeler and Woolsey, with an offer also coming from English film producers. If road showing is successful, it is likely to have a West End run around Christmas.

DRURY LANE DROPPED \$256,000 LAST YEAR

London, Sept. 2.

Drury Lane theatre has issued its accounts for the year ending June 30, showing a total loss of over \$256,000.

Directors have transferred \$256,000 from the reserve fund and the remainder is carried forward to next year's profit and loss account.

Fuller Opera Starts

Melbourne, Sept. 3.

Fuller opera try opens here Sept. 23.

Following Melbourne run the company will tour New Zealand before opening in Sydney. No theatre has been set for the Sydney season as yet.

Sir Ben Fuller is due back here soon and all arrangements are expected to be finalized for the Sydney opening, and the fixing of Merry Malones here and New Zealand.

2 New Book Clubs

On top of the formal announcement of a new book club called New Books, Inc., comes the disclosure of still another book club in process of organization, this one to be known as the Book of the Week. First of the book club projects in this country was the Book-of-the-Month, which is still in existence. Individuals at least nominally sponsoring the Book of the Week enterprise are Jacob L. List, Crichton Clarke and Irvin C. Wise.

New Books, Inc., is backed by Hamilton Smith and Robert C. Haas, the publishers. Haas was one of the founders of the Book-of-the-Month Club. Subscribers will get 15 new books at a total cost of \$11.25, or 95 cents a copy, with the selection of the books to be made by a literary board as per the usual book club operation.

The new books will not be limited to volumes issued by Smith & Haas, but will embrace books by all publishers, or those publishers agreeable to the idea.

Lindy Case Tops All News

The national press went to town on the Lindbergh kidnapping apprehension stories like no other news event in years. It showed the Morris Castle off the front page; ditto the NRA, taxation, cup races and everything else of contemporaneous interest.

The N. Y. newspapers put armies of reporters, investigators, cameramen and scribes on the yarn, and each blasted special editions on almost the slightest provocation.

The N. Y. Eve. Journal (Hearst) ballyhooed its own first-on-the-job scoops with replicas of the competitive Sun and World-Telegram to indicate by how much the Journal beat the other two evening sheets with Lindy kidnapping happenings.

Burnett's Self Competish

Simultaneous publication of two books by different publishers in each of which he had a hand, has Whit Burnett selling against himself.

Vanguard has issued 'Story in America, 1933-34,' a compilation of pieces that have appeared the past year in Story, edited by Burnett and his wife, Martha Foley. Burnett and Miss Foley made the selections for the volume. Same week that 'Story in America' appeared, Smith & Haas issued 'The Maker of Signs,' a volume of 19 short stories by Burnett.

Standard On Block

Standard Publications has finally thrown in the towel. Group of mags and other assets of the publishing company to be auctioned off next Saturday (6) to satisfy creditors. Sale to take place at the offices of the concern.

Standard Publications not to be confused with Standard Magazines. Latter is a chain of fiction mags published by N. L. Pine.

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TENDER CHEEKS

320 pages of swell entertainment by a guy who knows what he's writing about. \$2.50 at all book stores and rental libraries.

Covici-Friede

Best Sellers

Best Sellers for the week ending Sept. 29, as reported by the American News Co., Inc.

Fiction

'So Red the Rose' (\$2.50) By Stark Young
'Lightship' (\$2.50) By Archie Binns
'Full Flavour' (\$2.50) By Doris Leslie
'Lamb in His Bosom' (\$2.50) By Caroline Miller
'Maiden Voyage' (\$2.00) By Kathleen Norris
'Dusk at the Grove' (\$2.50) By Samuel Rogers

Non-Fiction

'White Rome Burns' (\$2.75) By Alexander Woolcott
'100,000,000 Guinea Pigs' (\$2.00) By Arthur Kallet and F. Schlink
'English Journey' (\$3.00) By J. B. Priestley
'Nijinsky' (\$3.75) By Romola Nijinsky
'Stars Fell on Alabama' (\$3.00) By Carl Carmer
'Life Begins at Forty' (\$1.50) By Walter B. Pitkin

Poetry Pays After All

Poetry renaissance in full swing. Besides the vastly increased interest in volumes of poetry, the poetry mags also getting a good play. Cognizant of the upswing in poetry, Bruce Humphries, the Boston book publisher, has acquired Poet Lore, the quarterly founded by Charlotte Porter and Helen A. Clarke in 1889. It's Humphries' first mag venture.

Coincident with the sale of Poet Lore, a new quarterly of poetry has made its appearance, titled Alcestis, with publication office in N. Y. Alcestis will not consider unsolicited contributions, but will invite poets to submit material.

New Mag Combo

John F. Edwards and Henry Marcus have formed a new publishing partnership under the name of the Edmar Publishing Co. Is making plans for a number of pulps and a smoothie, the latter to be known as Real Movie Fun. Marcus, who has a number of mags of his own, will continue them as heretofore, apart from the combine.

Marcus is president of Edmar, and Edwards is vice-president and treasurer. Pair have taken Roy Pomeroy, for years editor of the former Courtland H. Young mags, as editor of their pulp string.

Writing Instruction, Wholesale

Houghton, Mifflin has given assignments to 16 of its scribes, each of whom write on different subject, to do chapter-length pieces on their individual methods of composition. Idea is to combine the whole into a single volume to be called, perhaps, 'What Is a Book?', to give the scribbling tyro an insight or two into the craft.

Not expected that the volume will be ready before the middle of next year, since many of the assigned scribes currently have writing tasks to complete.

Fawcett Moves to N. Y.

Fawcett Publications moved its Screen Play offices from Minneapolis to New York. Murphy McHenry, former L. A. Record m.e., is executive editor of Play. New move swells Fawcett roster in Gotham to three, Screen Book, Radioland and Screen Play.

This week the Fawcett advertising department, formerly split between New York and Minneapolis, transfers in toto to Gotham. S. F. Nelson is adv. director.

Revising Sex Science

Sex Science, mag which ceased publication last April, has a new publisher and is resuming again. New publisher is a medico, Dr. Winfield Scott Pugh, who will also edit.

Policy of Sex Science under its new publisher will be to give the layman education in sex matters by medical authorities. Sex Science will use material from medicos only. Nominal publisher is the Hygienic Publishing Co.

May Revive Poe's Mag

May be a revival of Poe's Southern Literary Messenger, one of the most famous of the old Southern periodicals, if plans of a number of enthusiasts materialize. Virginia Moore, Allen Tate and other Southern literateurs have been mulling over the revival idea, and it's hot just now. If finances can be arranged, the mag may reappear at around Christmas time.

New News Weekly Underway

A new journal of comment and opinion sketched to make its appearance shortly, known as the Current News Commentator. Will be in newspaper format, with publication probably weekly. Proposed publication now being drafted, with negotiations on for various 'names,' publisher preferring to remain un- known at the time being.

Studio-Help Mag

A monthly illustrated magazine, devoted to the interests of studio workers, such as technicians, commissary workers, etc. help, etc. is set to be published in Hollywood Oct. 15 by Lloyd Seese. Publisher is former editor of the Culver City (Calif.) Citizen.

First issue, under the title of 'The Insider' will carry 96 pages.

Dropping Modern Knowledge

Dagobert D. Runes, who operates the Modern Scientific string of mags, dropping at least one of the chain, Modern Knowledge. Periodical has been operating at a loss for some time. Remaining in the string are the Modern Psychologist and the Modern Thinker.

Scully's Chores

Frank Scully will finish 'Sandrik,' a Russian novel, by Oct. 1. Dodd-Mead will publish.

He is working now on a third edition of 'Fun in Bed' for spring publication.

In English Mag

'Murder Upstairs,' story by Robert Burkhardt of the Fox Coast publicity department' and his wife, under the pen name of Adam Bliss, is being run serially in Woman's Illustrated, English magazine.

CHATTER

Vera Brittain here for a lecture tour.

Richard Halliburton has gone abroad again.

Harper will release Harold Bell Wright's autobiog next month.

Genevieve Taggard will do a series of talks on various poets.

Ethel Turner going to her home town, Frisco, to complete that novel.

Margaret Sutton on a membership drive for the All Writers Club.

Vicki Baum has delivered the script of a new novel to Doubleday.

Arthur Weyne, m.e. of the Jewish Examiner, left for the Coast yesterday.

Thames Williamson gets back from abroad soon. Did some scribbling while away.

Sophia Clough back in town to put the finishing touches to both a novel and a play.

Harvey Taylor out of the Madeline. Boyd offed and will again lit agent on his own.

Henry L. Gates having two novels published simultaneously, one by Watt and another by McBride.

James L. Rubel has sold his first novel, 'The Medico of Painted Springs' to Outlet Publishing Co.

Godwin authors won't speak up. That publisher has two novels authored anonymously on its current list.

An untitled novel by Frederick Stephani has been taken by Macaulay's for December publication.

Edna Ferber's first new novel in three years will be called 'Come and Get It.' Skedded for February publication.

Ruby M. Ayres is no slouch. By November will have had three novels published in almost as many months.

Edna St. Vincent Millay back from Maine, where she spent the summer, for the publication of a new book.

Nina Warner Hooke paints when vacating. Scribbling with her a business, and hence has no place in vacans plans.

Translation of Franz Werfel's new novel, 'Forty Days of Musa Dagh,' finished. Viking publishing in November.

Rian James, having dropped the book title of 'Women in White,' it has been taken up by Peter . . . for his new novel.

Knopf sees no significance in the title of Willa Cather's new novel. (Continued on page 62)

Book Reviews

Van Gogh's Life Exciting

Hard to believe that the life of Vincent Van Gogh could have been used for the basis of a best-seller. But it was just as hard to believe that Nijinsky would go that way a few months back. Now Irving Stone's done it for the Dutch painter. Stone has fictionalized his biography, calling it 'Lust for Life' (Longmans; \$2.50), and the title will help sell it, too.

Mr. Stone has used imagination on Van Gogh. Some of the incidents he built up himself, although by and large he stuck to facts. Easy enough to do, because Van Gogh was perhaps the most colorful figure who ever wielded a brush and palette for important reasons. It's a fascinating story, beautifully told.

'Dodsworth' As Play

'Dodsworth' now makes a new book appearance in play form (Harcourt-Brace; \$2). It's the Sinclair Lewis novel as adapted by Sidney Howard, with a long discussion by Lewis on the difficulties of novel-to-play and the quality of Howard's work. Preface, despite sounding just a mite like tweedledee stuff, is most interesting part of the book because of factual significance. Every actor all was written to be seen, not heard, and reads that way. For reading, the original novel is best. But for theatre libraries book is important.

Omnibus of Crime

An exceptional whodunit from several standpoints is 'Hearken to the Evidence,' by H. Russell Wakefield (Doubleday-Doran; \$2). Most important, probably, is the fact that it's really well written. A woman is tied to a very ill man for many years, although she's in love with someone else. He is murdered and she's brought to trial, convicted and sentenced to death although innocent. Then it's cleared up. The courtroom sequences are especially good. It's good reading, could make a good play, and will make a fine film.

'Death in the Theatre' (Kendall; \$2), by J. Willmet, has some highly interesting angles. Deals with a series of crimes committed in an unusual way and the trail is plentifully supplied with red herrings. A detective watching a play suddenly is poisoned. Who poisoned him, and how, is the question, unravelling of which leads to several more killings. It, too, could be filmed.

Battling Kid Nylan and the Manchou Mauler act in the ring again in 'The Trail of Fu Manchou' (Crime Club; \$2), and this time Fu almost takes the count when his supply of elixir of life fails. Nylan Smith nearly gets himself incinerated, the beautiful Fay to see confessions and undying love for Smith and apparently is killed, but she'll turn up again in the next volume, and with a fresh shot of the elixir Fu is in shape for many more battles. One of the liveliest of the Sax (Homer) series and packs a wallop. Publication after serialization in Colliers.

Swell for picture.

Crude, But Vivid

Donald Henderson Clarke put himself on a certain section of the map with 'Louis Beretti.' He clinches his position with 'Lady Ann' (Vanguard; \$2).

Not a finished author, and particularly crude at conversations, he still manages to hold the reader's interest through vivid and compelling characters. The playboy, the country girl who is not afraid of the facts of life, the dope victim who nearly crashes the security she has built for herself, are all strongly fleshed-out persons. Even the literary crudities make for conviction. Then again maybe not.

Probably could be made into a picture with a thorough soaping they did that with 'Beretti.'

Squalid South Again

Perhaps it's a matter of too much is enough, but Thomas Rowan's 'Stormy Road' (Washington; \$2) will have to suffer by comparison to Faulkner, Caldwell and the other fictioneer historians of the squalid south. It's one more along the same groove and, perhaps, just as true, but the subject doesn't shock any more as it isn't new any longer. Two or three years ago it might have gotten serious attention as a book. It never could have made stage or film.

Thrills and Chills

Small chance a screen version will be made of 'Vampire' (John Day; \$2.50), but probably much of the sex could be edited out of it and still leave plenty of goose pimples. Hans Heinz Ewers' modernized 'Dracula,' nicely translated by Fritz Salingar, deals with a young man who does not know that he's lusting for blood. His mistress does, however, and gladly submits though eventually he drains her veins.

He is a German who finds himself drawn into the efforts of his compatriots in America between the outbreak of the war and America's entry into the conflict. It's a powerful, fast-moving story that grips the imagination. Several major situations are strongly developed and then dropped without resolution, but this may have been due to condensation in translation. Apart from this the technique is excellent. Recommended to all who like sub-zero chillers.

English Novel Clicks

Not many 'English reprints' fare well over here. They mostly run to one of three or four types and are pretty much alike. This does not go for Evelyn Waugh's 'A Handful of Dust' (Farrar & Rinehart; \$2.50). Not only interesting, but different, though it's backgrounded by rural England and a dash of London.

In this instance the triangle is so well handled that it never loses its grip and in the last 100 pages or so it strikes out on its own. The finish is confusing to those who demand the happy ending, but it's better writing and a more logical solution of the author's problems. Incidentally, it proves it's still possible to be clever without being smutty.

Revised Opera Guide

J. Walker McSpadden has completely edited and revised his 'Opera Synopses' (Crowell; \$2.50), and it is now about as complete a book on the subject as is available. It lists operas, giving a brief resume of the story of each and its background. About as good and complete a guide book to opera as is conceivable.

Book has only one fault, and that is in the section of American opera. So few American operas of worth that this section is somewhat surprisingly meagre. Gruenberg's 'Empress Jones' in, which is as it should be. Hanson's 'Mountain' is included, which is a surprise; Anthell is completely neglected, which is even more surprising.

Few Horses

Will Jenkins does not stick to the hayburner formula in his 'Fighting Horse Valley' (King; \$2). Most of the important action occurs dismount and there is horse sense only at the finish. But he provides plenty of plot, keen action and tells it straightforwardly.

Might make a better picture than the rubber stamps. And good reading for those who like the open spaces.

Asch Asches

Sholem Asch goes back into home territory for his new book 'Salvation' (Putnam; \$2.50). It's a novel about life among the Jews (Continued on page 87)



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Among the Women

By The Skirt

Best Dressed Woman of the week:

RUTH WESTON
(Red Cat)—(Closed)

A Show Which Closed

Fairly amusing was 'The Red Cat,' at the Broadhurst, and the women of the cast were dressed well. First scene was a dressing room of a cabaret with much undressing, the girls being a dainty steps. Marianne Davis was seen first in a black velvet two-piece suit with jet buttons. She changed to a blue frock with net sleeves and yoke. Lorraine Hayes and Edith Trivers appeared in cloth suits and then in watered silk gowns of a neutral shade.

Tamara Geva comes on in a brown skirt with a rust colored jacket. She soon donned a silver lame gown and then showed a white taffeta made with no back but a long train. A wine colored velvet was oddly adorned with many turquoise ornaments.

Ruth Weston, gown a bit buxom since last season, was lovely in a black velvet that shadowed to red. The gown was made with a feathered ruche and the low décolletage was worn with a silver fox cape made with long ends of the velvet. Very lovely was a gold lame evening gown with only emerald shoulder straps as trimming. There was a red hostess gown, also one of white chiffon over grey satin. Very simple was a green boucle dress made with kimono sleeves and a plaid scarf forming a yoke.

Good Looking Performance

Radio City Music Hall has gone Hungarian this week. The picture, 'Caravan,' and stage show, are in the same mood. The stage is a gypsy camp with the entire company in costumes utilizing every color. The full skirts of shades of green, corse and yellow had tiny aprons and white blouses. All shoes were red with the bandanas in different colors. An adagio girl wore a coral one-piece suit with green trimming. The revolving stage turns to a grape orchard with the girls in checked gingham dresses. Some were also in peasant costume. A gauze curtain was dropped and a kypsy train is seen moving across the stage. A beautiful effect.

The picture is most entertaining and the music is lifting. Film should really have been done in color.

Loretta Young is prettily clad at all times. The most outstanding costume is a spangled gown with three rows of ruchings especially exaggerated. The huge ruching edged the bodice and down the back. A long white dress had narrow ruche at the neckline and ruffles outlined the hem. A coat dress of a striped material had batiste collars and cuffs and a white belt. A dinner frock was of a watered silk with shirtings forming revers and shoulder caps. A plain black gown had two circular clips at each side of the square neck line. Mink trimmed a velvet cloak. For a short time Miss Young was in gypsy costume. Hats were large and semi-large.

Outstanding Picture

'Too much praise cannot be given the film version of 'Barretts of Wimpole Street' at the Capitol. A grand picture with Norma Shearer giving the performance of her career. Same can be said of Fredric March, Charles Laughton and the entire cast. Film is really an achievement.

The period costumes suit Miss Slicker. Her dresses are full skirts mostly of satin and velvet. Lucy Sears are worn and jewelry runs to cameos. A velvet street costume, was braided in gold and a long cloak of velvet had bands of mink as had the dress underneath. Maureen O'Sullivan and Katherine Alexander also wear the full skirted dresses gracefully.

The stage show here has Ann Greenway singing in a black taffeta dress with wide revers of white. Behind Miss Greenway are the girls in cerise skirts slit up the back. The bodices are kimono in fashion of gold with long sleeves. Doing a modernistic number with a silver background the effect is one of real beauty.

Elissa Landi Looks Good

'Count of Monte Cristo,' the Rivoli, is sure to attract as it is a tireless fairy story for grownups. Robert Donat is not unlike John Gilbert in some sequences.

Elissa Landi has never looked more beautiful. The empire models and the full skirted dresses of the Napoleonic period suit her. She first shows a few short-waisted frocks and poke bonnets but as the countess an array of gorgeous gowns form a veritable parade. Most prominent is a black velvet with pearls in many rows around the low neckline. A silk material is dotted with chenille and carried many meline flounces. A grey cape gown was smothered with a lace scarf. A big ball was a thing of beauty with all in court costume.

More Names Than Entertainment

At the Rialto is a picture called 'Gift of Gab.' Dealing with the inside of radio it is to be wondered why a better picture couldn't have been made. Film carries plenty of big names but the result is a most mediocre revue.

Ruth Etting, in a most unbecoming wig, wears three lovely gowns. Two are made with dark skirt and lighter blouse. One is of solid sequins. Alice White looks well in two fur trimmed suits and an evening frock had no trimming but a ruffle at the neckline. The Downey Sisters were in white jackets with dark skirts and again in plain white evening frocks. Ethel Waters was in black lace with collar and cuffs of white pleats. Gloria Stuart was seen mostly in a black dress with a yoke of white cords. She looked well as a white bride.

Palace Clothes

'She Loves Me Not' (film) is doing business at the Palace this week. Vaudeville includes the Three Breckwines and Eddie White, who was smash hit. Jay Soller and Frances Willis do dance routines before a black and white setting. Miss Willis did the first number in white flannel pants and jacket having black revers. A sapphire blue chiffon with no lining was worn for an acrobatic number. The upper part of the dress was sequined. Odd was a combination dress of black cloth and chiffon. The dress was cut in unusual panels.

Miss Barry, of Barry and Whitehead, was in a white gown having a short cape with white fox collar. A young woman with Mai Hollett was also in white.

Gorgeous Production

Max Gordon has given New York something to talk about in 'The Great Waltz.' It is gorgeous and the most stupendous production seen in this city in a long time. The theatre itself, the Center, is a delight with its proscenium in purple panelling with red leaves and green vines. The huge curtain is a luscious shade of green velvet with blue leaves and vines. Changing scenes with the aid of revolving stages speeds up the performance considerably.

Costumes are of the hoopskirt period and colorful with the military men adding to an elaborate tableaux. Albertina Rasch dancers from a wedding party in full skirted dresses of white with blue stripes. Large hats are trimmed with rose colored ribbons. There is a white ballet, with the many layered frocks dotted with sparkles, and pink wigs under

FOOTBALL FOR GIRLS

'Why Are They Chasing That Man With the Ball?' Now Out

Lancaster, Pa., Oct. 1.
Making the ladies football connections is a rag being tried by Station WKLB here.

Advertising a new program in newspaper space, the station advised 'wives and wives to be' to foot their husbands and boy friends by listening in to a new series of sports chats and learn what technical terms such as 'intercepted pass,' 'off-tackle play,' etc., really mean.

Continence, the station infers, will think a lot more of the girls if they don't show up for the season opener just plain dumb.

Radio Showmanship

(Continued from page 60)

the station's sports announcer, Johnny Lennon.

Grid luminary selected usually recounts his past experiences on the football field, of course stressing his local connection, and in the case of any one connected with the local high school eleven, the talk includes comments on the team's prospects for the current week's game and a general discussion of the outstanding players on the club. Stunt is new here.

College Flavor

Charlotte, N. C.

A series of 20 programs, strongly flavored with the collegiate, have been arranged by WBT. Faculty and student body of Davidson College, 12 miles away, will prepare and present the programs. Programs go on each Friday night. Davidson band, orchestra and glee club will participate. Football coaches will be on hand when a game is played. Saturday Visiting coaches will also appear for a discussion between coaches as to the coming game. Star athletes will be interviewed occasionally.

Programs will be fast and collegiate, with college yells and pep meetings as a background.

Bally Buddy and Blake

Boston.
Return of the Buddy and Blake series for Yeasies was ballyhoosed by the New England network with a half-hour program last Thursday (Oct. 1). Hosts of the series, the various stations involved participate in a welcoming stunt. Buddy and Blake serial gets its rejuvenating (Oct. 2), with Robert Burton doubling as author and player of the Blake role.

Stations taking the detective mystery are WEEI, Boston, whence it originated; WABC, Hartford; WTAC, Worcester; WSCI, Portland, and WJAR, Providence.

Lost and Found Variation

Des Moines, has established a lost and found department in a five-minute daily program sponsored by the City Club Beverage Co. The station ties up with the Register and Tribune, owners of the station, in their classified section, the station reading the 'lost and found' ads from both daily papers in addition to the station's own items 'phoned in by listeners, and in return the classified ad section carries good display space for the station. Station has had from 12 to 15 items 'phoned in daily since the program started a week ago.

Safety Stuff

Wilmington, Del.
Stressing the slogan, 'We Must Reduce Accidents in Delaware,' director of the state Safety Council took the air over station WDEL recently.

Beginning with Walter Dent Smith, council president, each of the directors will deliver a three-minute talk on how to cut some particular form of accident.

Programs are brief and snappy and getting attention.

Beachnut Shoots The Works

New York.
Beachnut Packing has made its 'Red Davis' serial on NBC the key-stone for one of the most elaborate merchandising projects known to the advertising trade. Tied with the air segment is a campaign that takes in newspaper and magazine advertising, package giveaways, counter displays, window and street cards, etc.

feathered head dresses match the trimming on the dresses. A fireworks display is ingeniously done. The Rasch girls, in the finale, are little white Amazons. White tights are under box pleated skirts. The helmets are worn over gold wigs. One scene had some tall girls in long lame frocks with plain gold sleeves.

Marion Claire was pretty in the hooped dresses. Made for the most part with ruffles, one of the costumes carried a pale green velvet basque with maribou trimming. Marie Burke is once in coral velvet and for the last act wears white lace ruffles, black velvet train and a short crimé wrap. A diamond tiara and earrings look real.

Kathi Lanner is lovely in a white ballet costume and again in midnight blue meline with silver stars. Ruby Asquith and Josephine McKendrick are pretty white brides in another number.

Plays Abroad

NEVER AGAIN

(Continued from page 79)

success, provided there was an intelligent, experienced, tightening-up of the dialogue and situations. With cracks might be all right for the English provinces, but they are woefully out-dated for the West End and genuinely antique so far as America is concerned.

Story revolves around the theatrical production of a Permuter manager, who is broke. Enter an amateur actress who wants to star on Broadway, accompanied by a wealthy young man who is willing to finance the venture, secretly hoping the play will be a failure so that the girl will consent to marry him. Second act is made up of the first rehearsal which, it would seem, can be made awfully ludicrous, with speeding up.

Twists in the third act are really clever. Fred Duprez plays the manager with the Permuter dialect, but occasionally forgets it. He has a good deal of the author, who plays his producer, doing straight for Duprez, there is bound to be a wealth of laughter.

One might hesitate to predict a West End success for 'Never Again,' but a suburban and provincial tour should prove profitable.

Jerusalem in the home of a wealthy Jewish merchant at the time of the coming of the Nazarene. Costumed and laid in the period, the dialogue is deliberately colloquial, giving an air of inimitability. Author shows the effect of the sudden projection of Christianity upon vested interests, showing that things are exactly what we know today as they were at the time of the Crucifixion.

Leading male members of the cast played their respective roles with the requisite pomp and dignity of the period. Joyce Reed, as the leading lady, despite her flowing robes, was still Joyce Reed.

MURDER IN MAYFAIR

London, Sept. 6.

Comedy by Ivor Novello, in three acts, reduced by Leontine Sagan at the Globe theatre, Sept. 5. Presented by Richard D. Ross, with Fairbanks and Hattie McDaniel. Town Theatre, Ltd.

Robert Andrews, Bill Sherry, and Leontine Sagan, who plays her producer, doing straight for Duprez, there is bound to be a wealth of laughter.

Moonlight Is Silver

London, Sept. 26.

New play in three acts by Clemence Dane, presented by Moss Empires and presented by Leontine Sagan at the Queen's theatre, Sept. 19. Show produced by the author.

After trying out one play provincially for several weeks, Gertrude Lawrence and Douglas Fairbanks, Jr., discarded it and had Clemence Dane endeavor to fit them with another. This had a few weeks on tour and was brought to the Queen's.

For months now the public has been regaled with newspaper stories about the strong feelings Miss Lawrence and Fairbanks, Jr., have for each other, and it was not surprising the theatre was literally packed to the dome with impatient and expectant theatre and film fans.

Miss Dane looks as if she had set out to manufacture a play to fit the peculiarities of a star having seen 'Junior' in the film version of 'Catherine the Great' and assuming, too, she had read or seen 'Othello' at some time in her life, she concocted a modern prototype—chat of a young husband afflicted with an inferiority complex and developing violent fits of insane jealousy, culminating to a point where his wife, being badly manhandled by him, confesses infidelity to stem the tide of violence.

Miss Lawrence is exceedingly attractive and effective in the lighter passages, but doesn't quite reach the heights in a big emotional scene. This may be due to the fact the piece doesn't ring true in lacking in sincerity. Well written, and the acting was capital throughout.

Popularity of the stars and the good production of the play should guarantee healthy patronage for a limited time, but a protracted success is problematical.

A MAN'S HOUSE

London, Sept. 13.

Play by John Drayson, presented by Sir Henry Jackson at the New theatre, Sept. 12.

Michael Rosenberg, a splendid actor, handles the comedy relief role with relish. Muriel Serberoff plays a handsome leading man, Leon Gold as a splendid voice, Annie Thomas-shesky is charming in a bit though not getting much chance to do anything. Sam Kasten gets a couple of fine laughs in a bit. Lubritsky is allowed only one dance but warms the audience to him for that. Anna Hoffman does well as a character bit, as does also Ray Rosenthal.

There are 12 girls in the line and 10 male voices for singing. Noticeable about the girls that only two of them forgot to read the book about cadences and vitamins.

Music by Leonid Ruzhinsky is as usual, bombastic and scintillating. He's the best Yiddish composer. Of the songs in the show 'The Teas' 'You for Me and I for You' and 'I Will Be Your Partner' are the best. Last named is from an unsuccessful Ruzhinsky musical last season. Most effective number is 'On We Go,' march tune that ends up in a few minutes of Ruzhinsky's 'Rhapsody.' Effective, even thrilling, but too communitistic in lyrics and staging for general theatrical purposes.

Other songs that stand out are 'Vive Sholem Rabe,' 'So?' 'A Schiller' and the title song.

There's at least one good dance number, a soldier routine put on with illuminated guns and all the gadgets.

Scene of the three acts is laid in

East

Charles King, taking the bankruptcy bath in Brooklyn, lists as assets \$400 in clothing. Does not regard as valuable some \$1,000 in I.O.U.'s for loans of from \$5 to \$75 to fellow players. He owes \$4,109.40.

Washington warns that unless the public stops buying from bootleggers, prohibition may be slapped on again. Raised to gain revenue, which is not forthcoming in anticipated volume.

The late Roland Farley, blind songwriter, who died two years ago, left \$25,618, according to transfer tax appraisal just filed.

Jimmy Walker denies he's going to act in English pictures, but admits he may take an executive position as film producer.

Shuberts get Masque and Majestic theatres on one-year leases. No more spots for "Life" a probability for the Majestic.

Courtney Burr will put "Ladies Money" into rehearsal this week.

Elfrida Hais, woman auto race driver, killed when her auto crashed a grade following her stunt of driving through a blazing board wall at the state fair in Hartford.

"Order Please" changes from today (Tuesday) to tomorrow to get a clear opening date.

Commissioner of Correction nixes advertising games at Sing Sing prison. "Thinks it's not ethical."

Paul Green, author of "Toll, Sweet Charlie," reported to have shaken his head at a Hollywood offer of \$10,000 to write there an work.

Mrs. Virginia Overshiner Patterson Stark Seeger Gilbert Kahn Cogswell, who battled in White Plains court last spring to be known merely as Virginia Kahn, now consents to drop the Kahn and resume the five other surnames she picked up via various marriages.

Wynne Gibson has washed up in "Cubbling" (film) but going to stick around and get an eye of N. Y.

Giovanni Martelli, organ singer, back from Europe and ready for a concert tour. Will also sing for Chi and St. Louis ops.

Jacob Weiser to conduct a course of playwrighting and dramatics at C. C. N. Y.

John Mason Brown, drama critic, to lecture for Brooklyn Institute.

Lenore Ullrich gets a reduction in her '29 income tax. Claimed the department had erroneously disallowed deductions for professional expenses.

Equity tells Alfred Harding to investigate the summer theatres with a view to striking at violations of laws to take over control next season if bad conditions warrant.

Elliott Roosevelt made a member of N. Y. ten Cent Saints and Sinners last week.

Unpleasant Liquor Dealers Assn. told that a single distillery was planning to spend \$100,000 for advertising this year, of which some \$100,000 will go to the newspapers.

Equity requested producers to give rehearsing actors a day off last Thursday to permit them to attend the Equity meeting. Those doing so add an additional day to free rehearsal time.

Majestic theatre, Brooklyn, returning to legit. It has been playing film in opposition to Strand, next door, and Orpheum across the street.

Scientists find that hot music

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.

really runs a temperature. Newly invented sound thermometer gives the lowdown.

Charles D. Hyman, Atlantic City attorney, suing nearby dog track for \$20,000 by permitting betting at 46 race days. Fine of \$2,000 offered for each violation, of which Hyman would get half as the informer.

"Yokel Boy Makes Good" dropped because Selwyn and Franklin cannot fill cast to their satisfaction.

White Plains court orders Abraham Abrams, Philadelphia theatre man, to show cause why he should not be punished for contempt. He's allegedly \$500 behind in alimony payments to his wife, Shirley.

Rev. Vincent G. Barry, Hackensack minister, plans to sue Warner Bros. for defamation. Claims that in the chain gang story of Robert E. Burns a minister is blamed for the boy's downfall.

This is a libel on him, since the escaped convict is his brother.

Bakers establish a press bureau and declare October to be doughnut month.

"Chinese Nightingale" due at the Children's theatre yesterday (Monday), but won't warble until Friday.

Attwater replaces Claudia Morgan in "Are You Decent?"

Collier's magazine, of Sept. 22, barred from Great Britain. Claimed it impounded the King.

Fred Leiber goes under the management of Elbert A. Wickes. Latter piloted the Abbey Players.

Mario Jerezita decorated by a trial in permanent for services to her native land.

Max Steiner after A. C. Blumenthal for \$5,000 and interest on two I.O.U.'s. Service by publication because the theatre man could not be found.

Equity at its meeting last week amended the by-laws to require a two-thirds vote to name changes in the constitution. Nixed the \$1 top roadshow plan.

Miniature riot outside the Academy of Music, N. Y., Friday night. Fascist band is playing a date and communists picketed the house.

Five minutes of fighting before the cops came. Encore on Sunday.

Comedian, Fred Astaire, off to Bermuda to get "Small Miracle" off their minds. Back this week.

Idea C. Herbert suing RCA-Victor and Harold Orenstein for \$675,000. Charges that Orenstein, an executive, made her the object of unwelcome attentions. She complained and Orenstein promised to refrain from causing her arrest. Avers nothing was done and she suffered a nervous breakdown.

Company stunts complex. Investigated but not found substantiated.

Famous health farm of the late William Muldoon is receivership at instance of Ernest Reed, former trustee of the trust.

Reports from London indicate that motion pictures of the Loch Ness "Monster" show it to be merely an over-the-hill water.

Providence turned out a brass band when George M. Cohan arrived there last week. His birthplace. Four out of the bandmen used to play in an orchestra with him when he was a boy violinist.

Alla Nazimova renews her lease on her N. Y. apartment for another year.

Old Joseph Urban scenic studio at Yonkers now a civic auditorium.

League of N. Y. Theatres to meet today (Tuesday) to discuss an invitation from Equity to attend a pourparler on destructive newspaper criticism.

Guthrie McClintic to produce the late John Van Druen's "Flowers of the Wilderness" about the holidays.

William Harris, Jr., having casting trouble with "Not For Children."

Military duty necessary at opening of Mexico City's national theatre to protect the visiting picture stars.

N. Y. burley managers seeking to oust the officers of Associated Musicians from ordering out pit musicians to replace with other union men. Harold Weinstein asserts that to bounce the present union men would be in violation of the NRA code. Case will be argued tomorrow (Wednesday).

Danbury (Conn.) fair opened yesterday. One of the big events in the East.

Hall Johnson choir open its concert season in White Plains, Friday (5).

Lady Mendel, the former Elsie De Wolfe, around Paris with green hair. Not a wig.

Maralyn Young, showgirl, announces her divorce from Victor Young.

That Cole Porter, P. G. Wodehouse-Guy Bolton musical is "Anything Goes."

American Federation of Actors have reached an agreement with the Billy Rose Music hall over pay and notice clauses.

Police flush two niteries on West

88th street on complaint of neighbors they cannot sleep.

Mayor Smith, of White Plains, as force in the application of Billie Burke to purchase all rights to the "Follies" title from the bankrupt Ziegfeld estate for \$5,000, holds the offer to be advantageous and recommends that the surrogate accept the offer.

N. Y. Mirror (tab) is offering \$1 premium for Lindbergh ransom bills.

Suit of Edwin Booth against Metroline alleges to be due to exposure to sun required by producer as preliminary to filming "Trader Horn," delayed until today (Tuesday).

To be paid, additional deposit from Miss Booth, who is in Los Angeles.

Senator Schall wires protest to the President against the Dill proposition that radio set up own news gathering facilities. Foresees a government sponsored press bureau.

Fritz and Jean Hubert out of "Salute" when Fritz injures his hand. Back in about two weeks.

Robert E. Sherwood back from London.

Lucy Cotton Thomas Magraw, defendant in a \$50,000 libel suit, is a lawyer who says she slandered him when she denounced a case, in which he appeared, as blackmail.

John Weismuller and Lupe Velez in N. Y. Thursday (27).

Wm. Collier, Jr., in from Europe. Film ship reporters he's to wed Marie Stevens, actress. Adds he likes English production methods.

Metro traveling studio parked in front of the Palace (RKO) instead of the old block below.

Cables tell that Australia has dropped the idea of a film quota. Various factions unable to agree.

W. C. Fields' radio actor, ill for two months, and when better disposed and then robbed.

Saxophone successfully revive "Princess Ida" which was a frost when originally sung here in 1883.

"Green Pastures" opened its fourth week last week. Norfolk, Va., the starting point.

Bela Lobov has completed the score of a new opera which Charles Friedman will produce.

Carle Cochrane, radio actor, ill for two months, and when better disposed and then robbed.

Coast

With patrons smoking in the downtown Los Angeles theatres, managers in Beverly Hills are asking the city council to adopt a similar ordinance of permission.

Denied motion for new trial on her conviction of manslaughter growing out of a traffic death in Los Angeles, Thelma Cortez, 23, actress, will have a probation hearing before Superior Judge William C. Doran Oct. 3.

Alleged movie capitalizes on fabulous salaries paid child screen stars in a screen test racket, Jack Pierce and Betty Morgan pleaded guilty before Superior Judge Charles S. Burnet in Los Angeles. Parole plea will be heard Oct. 11.

Almee Semple McPherson has failed to satisfy a \$3,900 judgment against her for breach of contract.

Research Co., according to Superior Court Commissioner Kurtz in L. A., who has ordered the evangelist to appear before him Oct. 3.

Judge Durey S. Valentine in L. A. has taken under advisement a petition of Mrs. Edna G. Bancroft for \$1,000 monthly alimony from George Bancroft, pending trial of her suit for separate maintenance against him. She claims the actor never divorced her.

Frederic H. Ginn, poison pen attacker of Clara Bow, released from Leavenworth prison.

A suit against Ted Lewis and the Paramount theatre, L. A., seeking \$27,000 damages for alleged libel suffered by a patron, has been dismissed. Fall occurred while Lewis was singing his peanut song and tossing the globes letter skelter in the audience.

Betty McMahon, film extra, has filed suit in Los Angeles seeking to annul her marriage to Franklin C. Stevens.

Jimmy Durante is charged in a municipal court suit, filed by Bert Levine, with failure to pay alleged indebtedness of \$3,000 to the writer for property of Durante.

Executor of the Marie Dressler estate has filed a demand in the L. A. Municipal Court for recovery of \$400,000 given in April, 1930, by Andrew and Henrietta Frazer Demorest.

Alexander the Great (Claude A. Conlin) has been ordered to contribute to the support of his wife, Mrs. Grace Marie Conlin, pending trial of her divorce suit in L. A.

Marie La Verna, picture player,

divorced in L. A. from Charles Cochran, an actor.

Mrs. Julio Columbo has unknowingly indorsed the check for \$49,000 made by an insurance company upon the accidental death of her son, Russ. However, the mother still ill in a Santa Monica, Cal., hospital, does not know her son's death. She signed the insurance check when it was presented to her merely as a legal document.

Maj. H. G. Mitchell, of the plans division of the U. S. Marine Corps is in Hollywood acting as a technical adviser on the "Flying Marines" flicker at Warners' Burbank plant.

Florence Burke, picture actress, sentenced to six months in the Los Angeles jail, after being convicted by a charge on a drunk driving charge.

Charging infraction of an exhibitor's contract whereby the Bennett Film Labs were to provide films for shows in Japan and the East Indies, Henry Parker and Paul Venable have received a jury verdict in L. A. of \$6,300.

Vilma Kinnay, Hungarian actress, must file an amended complaint in order to further prosecute her breach of promise action against Ernest Valda, playwright, in L. A. Superior Court. This is according to Judge Charles L. Bogues, who sustained the writer's demurrer.

She demands \$250,000 damages. Max Reinhardt has pulled stakes in L. A. He and cast of "Midsummer Night's Dream" in San Francisco.

Frank Fay acts as m.c. of Irving Strouse's "Follies" at the Wilshire after the old Sunday Night Concerts at the Winter Garden, N. Y.

With a fortune of more than \$550,000, Jackie Coogan is rationed \$7 weekly by a trust fund. Jackie, who will be 20 years old Oct. 28, will not come into the money until he is 65.

Jane Winton is seeking a divorce from Horace Gumble, N. Y. broker, at Reno.

Six extra last week on "East River" set, at Fox, have recovered. Edwina Booth, who claims she was stricken with a malady while making "Trader Horn" in Africa, is confined to the St. Vincent's hospital in Los Angeles.

Harold Menjou, adopted son of Adolphe Menjou, divorced in Los Angeles by Judge Charles L. Stanley.

Marjorie Crawford, actress, has filed suit for divorce from Danny Dowling in L. A. Shortly before the divorce was granted Crawford brought kidnap charges against Dowling.

Thomas S. Lee, 24-year-old son of the late Lee, Lee, actor, and station owner, has been appointed executor of his father's estate.

Issue of grand jury validity has been raised by Duke Allen, former head of the Central Casting Bureau in Hollywood, and Gloria Marsh, film extra, in an attempt to prevent the trial of the criminals charges. Hearing set for Nov. 13.

Lupe Velez's row with Rowland Productions, in her attempt to get an alleged advance of \$1,500 on a picture contract, will be decided by the arbitration board of the Academy Oct. 4.

Jewelry valued at \$7,000, which the late Marie Chaney had left to her sister, stolen from the sister's home in Hollywood.

Marriage of Virginia Mellett, picture actress, to Philip Mellett, mechanical engineer, has been annulled in Los Angeles.

Midwest

Roxine Glickman, fan dancer, is suing King Levinsky for divorce after six weeks of marriage.

Chicago Association of Commerce figured up that the World's Fair brought in to Chicago \$450,000,000 the first year and \$300,000,000 this year.

Joseph Benton, Oklahoma farm boy, was signed by the Chicago Opera Company for the coming winter.

Alice Jaglowksi, "Miss Chicago," turned down the Ziegfeld Follies' offer for a job.

Carroll D. Smith, Peoria business man, began a court fight for divorce from Evelyn M. Smith, Chicago dancer, on the grounds that she caused society to ostracize him.

Drive for the sale of season tickets being launched for the Chi Symphony Orchestra.

Doris Deland, the Ziegfeld Follies' won a divorce in Chicago from Herbert E. Tetens, New York broker, on grounds of desertion. She waived alimony and was awarded the custody of her son, 10.

Legion of Decency campaign highlighted with a parade of 70,000 parochial school children.

Anna May Wong on a four-day tour to Chicago.

Harold Lloyd, his wife and father-in-law passed through Chi.

Eddie Cantor and family on a

visit to the Fair and guests of the officials for the Carnival of Fun.

John Boles and Guy Kibbee passed through Chi on same train bound for New York.

Mrs. John Boles' \$1,500 ermine coat was stolen from an automobile while she was visiting the Fair.

Mrs. Joseph Zeller came in from Hollywood to appear in court against the alleged thieves of her \$65,000 worth of jewels.

MARRIAGES

Ruth Channing to Hamilton MacFadden, in Santa Barbara, Cal., Sept. 29. Iride is a picture player. Groom is a director and divorced Violet Dunn last year.

Marie Coldevin to Amedeo Jackson, in Chicago, Sept. 23. Iride is steno with the Edward Petry office in Chicago, and groom is copywriter with Kastor agency.

Jean Kochendorfer, dancer, to W. B. Kann, hallroom manager, in Duquesne, Pa.

Vina Gale to Jack Manliff, at Yuma, Ariz., Sept. 27. Iride is a dancer at Paramount studios on the Coast.

Anna W. Black and William Briggleb will be married in Los Angeles Oct. 6. Groom is a director at Metro in Hollywood.

BIRTHS

Mr. and Mrs. Tony Galilik, daughter, at Park West Hospital, N. Y., Sept. 26. Father is Art Director at Warner h.o.

Mr. and Mrs. W. L. Marxer, daughter, in Los Angeles, Sept. 24. Mother is the daughter of Francis X. Bushman.

Mr. and Mrs. Ralph Rainger, son, Sept. 25, in Hollywood. Father is a Paramount music composer.

To Mr. and Mrs. Jack Goode, daughter, at Los Angeles, Sept. 25. Mother is Florence Lake, Radio contract player, and father is a stage comedian.

To Mr. and Mrs. Ralph Rainger, son, at Los Angeles, Sept. 25. Father is a songwriter at the Paramount studios on the Coast.

Spain Spurts

(Continued from page 30)

Gloria Grandas, Antonio del Pino and Jaime Herranz.

"Viva la Vida" (Hurray for Life); Jose Castelvill, director; with Jose Samper, Ikonita Ballesteros, Alady, Conaculo Cuevas, Sarita Mendez and Lepe. Orpheus studios.

"Tierra del Sol" (Land of the Sun); Jose Castelvill, director; cast to be picked.

"La Dolorosa" (The Sorrowful); Jean Cremlillon, director; starring Rosita Diaz Jimeno, her last vehicle before going to Hollywood for Fox; produced by Falco, Campa and Alarcon; Orpheus studios.

Besides the above, Mateo Santos, director of "Popular Film," a local fan mag, is doing "Estampas de Espana" (Sketches of Spain), consisting of travagles of Cordoba; Barcelona, Tarragona, Madrid, Seville, Granada, etc. Salph de Alberich has made a pic of Formentor, a beauty spot in the Balearic island, using four cameramen, Sigfrid Goldberger, Ismael Nieto, W. Weinschneid and Jaime Baguna.

COCOANUT GROVE

GRAND OPENING WINTER SEASON

HARRY SALTER'S ORCHESTRA

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Tuesday and Wednesday,

Oct. 2 at Harry Salter

Our engagement to his organization of 16 musicians and three vocalists enables us to present for your approval what we believe is the FINEST DANCE ORCHESTRA in the country. We make the definite statement, bold though it may seem, that never before has New York heard such entrancing music—such rhythmic such orchestrations—in fact, such an orchestra! It is the culmination of a painstaking selection after auditioning more than 50 different orchestras.

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Largest Single Room in New York, \$2.50

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New York Theatres

RKOT THEATRES

86th St. Wed. to Fri. Oct. 3 to 5

'Crime Without Passion' and 'She Was a Lady'

81st St. 'Crime Without Passion' and 'Their Big Moment'

Norma SHEARER - FREDRIC MARCH

CHARLES LAUGHTON

in "BARRETT'S OF WIMPOLE STREET"

Don't Miss the Big Stage Revue

LOEWS 5th Ave. 25 MON. - FRI. 10 AM. - 10 PM.

RONALD COLMAN

"BUILDING DRUMMOND STRICKS BACK"

Starring - VERA-LEE, Jr., Jr., Jr.

Children (under 12), 50c at all times

Broadway

Corey Ford back from Alaska. Flock of bartenders schools on West 46th.

Eugene Zukor got pipe number 883 last week.

Hilda Spongs' new dramatic school opened.

Barney Gerard motoring coastward with his wife.

New York had the fifth straight rainy Saturday (29).

Broadway Cheesers resume next Monday (8) at Sardi's.

Tommy Reilly and Billy Comfort into the new Casino de Paree revue, N. Y.

Guy Lombardo back into the Waldorf-Astoria, N. Y., roof garden, Oct. 4.

Al Trahan, at Casino de Paree, N. Y., is his first night club engagement.

Jack Morton premieres new Ches Follies, N. Y., Oct. 4; the Parody club location.

Guy Martin now associated with Danny Winkler, handling latter's vaude talent.

Jeanette MacDonald is trying to see everything the town offers on her vacation.

Those 50c and \$1 domestic champagne cocktails around town n.g.; all too sweet.

Despite the suits, Billy Rose may yet settle with the Casino de Paree and Music Hall.

El Morocco, N. Y., resumes Oct. 5 with Irving Rose band and the Meadow Brook trio.

Cocktail readings is the new mitt version, instead of the tea leaves, around town.

Hotel Pennay's buildup in the dailies for the Kemps band added getting attention.

Maurice and Cordoba back from Rio de Janeiro engagements, report night life in S.A. bullish.

Now that Moss Hart thinks he's a success, he's sighing for those peaceful good old Bronx days.

John R. Andrew, Broadway insurance man, now in the agency biz as the Music Guild of America.

VARIETY mugs threw office party for Col. Tom Waller upon leaving staff to join Par's publicity force.

Woe is Harb Harris, who, in his youth was boy for the Glants when the Glants were the Glants.

Sherman Billingsley will reopen Stork Club in new quarters on 53rd street, just east of Fifth avenue.

Irving Lehrer has switched back to George White's public relations factory again, deserting Dave Green.

Bert Gilbert off to Montreal. Opens Wednesday (3) for eight weeks as m.c. at the Follies there.

Le Chat Noir (nee the Black Cat) in the Village, a famous G. V. niter, opens again with Ernie Hilda's music.

Lola Ravel, torch singer, now at Zelli's her first New York booking comes from Fleetwood, Miami season.

Ward Morehouse continued his serial on "The Green Pastures" going to Norfolk for the road opening last week.

Jack Denny opens Oct. 4 with his orchestra at the Hollywood cafe in Tonawanda, on the outskirts of Buffalo, N. Y.

Ozelle Nelson and band to Book Cadillac hotel, Detroit, for world series and then opens at New Yorker hotel, N. Y.

Albert and Joe's Surf Club, N. Y., adding Art Fowler and Sid Nesbitt; Anka Lundin continues, also Maurice Shaw orch.

Open season for cocktaileries. Anything is now an occasion. When they open a bar or a letter, that's a cocktail party.

The Veyo dance, now 5-4 rhythm, is named after the first two letters of Velox and Yolanda, dancers at the Waldorf, who created it.

George Jessel, Sidney Phillips and Arthur B. Lyons reminding Sardi's about show biz before the war. But they deny it's a.k. stuff.

Mrs. Charles Einfeld got to the semi-finals of the club championship at Oakridge, and then succumbed to the kibbitzing of her husband.

Vodka cocktail mixing contest at Waldorf last Wednesday was bartender's novelty sponsored by American Trading Corp., which is strictly Russian.

Irving Kaye Davis has three Broadway legit premiering this season, and claims they're geared for Nov. 1, Dec. 1 and Jan. 1 openings.

George D. Lottman p.a.'ing the Hotel Roosevelt proper, after first starting his contacts with the hostelry through plugging the incoming bands.

Ile de France's large film-show roster of passengers sailing Saturday (30) a record for show biz and makes the Ile more and than ever the show boat.

Marjorie E. Smith and Cynthia White motoring Hollywoodward. Latter may stage a Hollywood edition of her annual Greenwich Village ball series.

Golden (nee Royale) theatre

front-of-the-house paint job the talk of Shubert alley; very much on the West 42d street side in its bright yellow galaxy.

St. Louis clipping the pennant probably saved the picture boys on the Coast a load of coin as most of 'em were financially lining up behind New York for the Series.

Hotel St. Morris, N. Y., grill opens tonight (Tuesday) with Willard Robinson orchestra and Constance Carpenter. A Gordon-Foster completely redecorated the room.

Frances Maddux into Le Bijou, N. Y., this week. Morton Dennis band, Jimmy Rogers, Elsie Lord and Peter Marshall continue with Gaston Laurysen as m.c. and Louis Cantone at the helm.

In 1924 Jay Faggen built the Arcadia ballroom on Broadway. In 1934 Paul Whiteman is in for one night (tonight) at the dancery as opening-of-the-season attraction, and Faggen is Whiteman's p.a.

Ches Follies revue, produced by Burt Foster, opens Oct. 3, with Chic m.c. together with the Selbys, Irving Ross, Wilma Novak, Terry Green and Mike Duroso's orchestra; also 20 girls and 10 chorus boys.

Income tax-life has the Broadway bunch digging up old records. The 1932 reports are being gone over by the Internal Revenue Department and many are being reviewed, with extra assessments, etc.

Don Bestor orchestra into a new cafe on the site of the Empire ballroom, at Broadway and 44th St., under ownership of Richard Decker, who also owns the Empire ballroom. There will be a floor show.

New Rainbow Room on the 45th floor of the RCA building has 'em confused whether it's informal for the patio cocktail lounge and the niter proper, or what? Large ad space causing the muddled-standings.

Ernie Golden orch into Lum's restaurant, N. Y., succeeding Earl Carpenter, who shifts to the 44th St. club. Sherry Magee at King's Terrace and Neil Litt at Zelli's, all booked by Graham Gardner and Kenneth Lath.

Peppy de Albrow reopening Chapeau Rouge, N. Y., Oct. 3, with Sandra Swencki, continental imports, Medrano and Donna, Dick Gasparre band and Jose Rodriguez orchestra. De Albrow continues as m.c.

Lois Nizer wouldn't consent to the Motion Picture club giving him a special license, so club got to give a special lunch yesterday (1) for Senor Antonio Lopez, a mysterious member, who turned out at the last minute to be Nizer under a nom de scene.

Red Kann not expected back to his desk for another week or more. Recovery from fracture of three ribs suffered in the auto accident late last week. Kann has been complicated by shock resultant from loss of his wife plus a serious cold which developed.

Jack J. P., sat in on "The Great Waltz" last week, applauded and applauded and kept glancing back over his shoulder at the finale as he exited up the aisle to bent the bow of the ship. It is his theatre, but Rockefeller money is also reported in the show.

Jack Hyllon, throwing a farewell cocktail party at the Waldorf-Astoria, where he resided on his New York visit, didn't ask the maitre d'hotel for any flat rate and instead they served his guests at the per-gram basis. Hyllon's bill for cocktails and cnyones was \$241.60 sans tips.

Vienna

Vasao Argyras signed by Volks oper.

Bus Pekete's 'Circus Star' launched here at the Rens.

Willy Forest's Austrian 'Masquerade' talker mediated.

Plans for reviving 'Miracle at Verdun' in London show.

Karl von Zezka writing poem in honor of Willy Thaller's 80th birthday.

Edmund Eysler's new operetta, 'First Love' due at the Volksoper.

Karl Zuckmayer approached to write film scenario of 'Escape Me Never' for Berger.

Edmund Eysler celebrating 50th anniversary as conductor.

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Huge

Hollywood

Ted Reed's plourisy is o.k.
Joe Shea in from Manhattan.
Jack Brower in from Gotham.
Arthur Koher is through at Metro.
Cliff Work down awhile from Gringo.

Carl Dreher has an article in Harper's.
Eddie Laemmle recovered from a tonsil op.

Mrs. Douglas Shearer back from Australia.
Jimmy Durante has wound up his radio pact.

Joe E. Brown hied out for the world series.

Charlie Ruggles fishing in the Holy Sierras.

Edgar Allen Woolf away on a Broadway vacation.

June Clayworth in from New York for Universal chores.

Pick Timony without his cane now that his test 30 pounds.

Jimmy and Cantor bungalow on moving stiffs at U. A.

Leonard Spiegelglass back from month's looksee of Manhattan.

Ira Simmons back from sewing up indie distrib deals in the east.

Polly Walters expected shortly for "Princess O'Hara" at Universal.

Red Perry, the tennis swacker, visiting Florence Rice at Columbia.

Music and Art Foundation honored L. Wolfe Gilbert at its opening session.

William Morris agency has taken personal management of Jackie Cooper.

Marjorie Keeler, sis of Ruby, auditioned at KFWB for a torch routine.

Eddie Sutherland back from New York to start directing Par's Mississippi.

Marian L. Mell has resigned as chief of the women's div of Central Casting.

James and Lucile Gleason sued for \$2,500, allegedly due for doctor services.

Harry Edington and the missus (Barbara Kent) sailing shortly for England.

Bert Keyes, former lightweight fighter, doing race track dialog for the studios.

Nils Asther due back from London Nov. 1 for Universal's 'Abdul Hammed'.

Joe O'Connor, of KFWB, jubilant over selling 1935 contract for 5,475 time signals.

Jimmy Gleason giving up Fox writing for an acting interim in 'Heldorado'.

Buzz Berkeley will use 50 grand pianos in a scene in Warner's new Goldiggers.

Hy Deak has finished scripting 'Two Little People' for Paramount and has left the studio.

Maj. John Zant's closed with Romm, Meyers and Scheuing to rep his agency in New York.

Ralph Bellamy left a coast-bound train at Kansas City to fly in for a part in Fox's 'Heldorado'.

Henry Carr, Times columnist, around speaking with his round-the-world feature picture.

George Murphy received a broken rib in a tumble with Lee Remick for Columbia's 'Spring 3100'.

Patterson McNutt has filed a petition of bankruptcy, listing liabilities at \$30,000 and assets at \$400.

Neredith Wilson, MGM music director on the coast, dropped in en route to N. Y. via the canal.

Bruce Cabot leaves this week for London to join his wife, and to do one for British International.

Bill Wright, asst. to B. P. Schulberg, and William Lipman, have written an opus, 'Time Dances'.

Bob Montgomery, fishing at Catalina, has a different Metro barber plane over daily to verify his stories.

Manny Wolfe, who resigned recently from the Paramount editorial board, leaves today (Monday).

Ernst Lubitch has returned to Paramount after directing 'Merry Widow' at Metro. Picking next yarn.

Jay Paley hurried out to Walter Wanger's outfit immediately upon arrival to take over the prey's duties.

Nate Spingold and Ben Atwell, of Columbia Pix, off to Chi in connection with the opening of 'One Night of Love'.

Karl Freund cables from Honolulu that lei-land is same as Hollywood, except that one sees fewer people one knows.

President Roosevelt will be the first outsider to glim Walter Wanger's 'The President Vanishes' at a special preview in Washington.

Lionel Atwill sued for \$10,000 damages on charge of harboring vicious dogs. Plaintiff says he was attacked by four of the actor's poodles.

Leo Morrison has sued June Knight for \$6,395 damages. Complaint says the agency was wrongfully discharged Sept. 8 while the contract had three years to run.

Janet Beecher sued by Lew Cantor and C. S. Humphrey for \$11,000 damages, claimed as result of what the complaint states was wrongful discharge of the agency by the player.

Fred Cullen, also known as Fred Swickey, sued Ben Lyon, Hel Daniels and the Santa Monica chief of police, seeking \$30,000 damages for alleged false arrest. Charges he had to spend two days in jail after Lyon had him arrested in the actor's own home.

Chicago

Mildred Conter settling in Chi.
Gene Murphy back from vacash.

Joe Lewis in town to start a cafe.
Mrs. Marie Spingold returning to Chi.

Billy Diamond back from New York Fair.

Bill Stein on his way back to California.

Leonard Hilly made a Kentucky colored.

Ben Bloomfield to be parents in January.

Marie Antoinette Coldevin is now Mrs. Cole.

Spook shows have run their course here.

Michael Todd has just completed a new play.

S. J. Gogory due back from Greece, Oct. 15.

Arthur Stern, son of Emil Stern, going to Elmhurst.

Lou Goodkinds moving back to Winnetka for the winter.

Al Weston in New York to look for acts to play the midwest.

Quin Ryan to Washington for the senate hearing on radio stations.

Lou Abramson working on the second Film Relief Banquet in Oct.

Kay Gould, candy girl at B. & K. State theatre, elected Miss West Side.

Manning and White and Jeffery Gill with the Irving Rose orch. in St. Louis.

Frank Dare going to Milwaukee for premiere of 'Roll On Sweet Chariot'.

Railroad men are flooding the theatre section again soliciting business.

Joe Rogers and Lou Dufour have enclosed their Hawaiian Gardens at the Fair.

'Dunkard' show playing in B. & K. and Great States houses till middle of November.

Jack Gately Jr. giving up show business and learning hotel business at the Sherman.

Paul Saunders p.a.'ing for the Jack Fine 'Bowery Revue' and Bill Bernard managing.

Hinda Wausau signed by Al Borge and Jack Fine for the 'Platinum Blond' show.

Harry Blackstone announced the arrival of a baby boy on a folder like the financial statement of a firm.

There are six Bowery shows around here ranging from seven 'Cs' to four 'A's' a week, and all getting money.

'Folies Bergeres' restaurant checks here average \$4.01 per head, figured a very high pro rata tariff for a cabaret entertainment in a large capacity spot.

Portland

By James T. Wyatt

Stanley Lang is new p.a. for the Capitol (Indie).

All's quiet on the NRA code front. No objections sustained.

Kay Holbrook directing Dorothy Dix program on KOIN.

Fur coats coming out of the ice box, and audit camp folding up.

Hermie Kline due here to head the Paramount's new stage shows as m.c.

Allan Cushman opened an indie vaude booking office for grind houses.

Joe Battaglia opened a new beer and the Paramount golf course.

Mayor Carson (Dem.) predicts return of prosperity. Ginks behind the key's finger they heard that some place here.

Ned Lynch has taken his 'Dangerous Dan McGrew' company touring across the continent. Plans on winding up in Schenectady, N. Y.

Montreal

Johnny Howard back m.c.-ing at Embassy.

Colleagues back to town will help main stems.

Elmer W. Ferguson loses wife after ten-day illness.

Germaine Gironx auditions as vocalist for beer firm.

Ken Finlay appointed manager theatre at the Paramount.

Ritz-Carlton opens ballroom next month, first time in seven years.

S. W. Smith, director British Lion Film Corp. of London, in town.

Tommy Gorman to manage Forum and also Maroons N.H.L. team.

Jimmy Adams admitting 250 lbs. and up.

L. S. B. Shapiro, press agent for Nan Blackstone, circulating story of her divorce.

Walter Brown walks down the aisle Dec. 17 with niece of Jarry automobile mogul.

Hon. Atterberry closed twelve weeks of meetings at Corona in his 82nd year (22).

Shag Shaughnessy, McGill Uni-

versity Rugby coach, on air, Montreal and Toronto.

Leon Edel, N. Y. Havas agency man, back here on visit sporting a well-trimmed Van Dyke.

Phil Plummer, operating recently defunct Villa Maurice cabaret, looking for an angel for new cabaret.

Eddie Sanborn back with orch at Loew's after summer season on boats between Montreal and Quebec.

Isabel Gillespie teams up with Mac Innes in new publicity agency to handle radio programs and artists.

Harold Leonard, local hotel maestro, turning 'em away week ends, but radio broadcasts not up to standard.

Sholom Aischem's 'Laughter Thru Tears', Yiddish film, at 100, all seats two days at His Majesty's to fair biz.

Villa Maurice, nite club that closed recently seven grand in red, may operate again shortly as cabaret with club license.

Gala nite Windsor hotel Saturday (29) official welcome to Harold Leonard, popular orch leader, back here after several years.

Ned Jacobs organizing one-nite stand musical show thru Ontario and Quebec for thirty weeks. Has everything lined up except stage hands, where he is being held up by unions. Hopes to start October.

New Haven

By Harold M. Bone

Billy Phelps due soon.

Nittering snapping back to life. Paradise Inn burned to ground.

Babe Miller home for tonnell sniping.

Don't mention spotlights to Paddy Carter.

George Reising never shaves while on vacation.

Bljuj swings back to first-run policy.

Stage dance schools springing up thick and fast.

They ran a male 'beaut' contest over in Devon.

Favilion Royale nite spot reorganized financially.

S. Z. Poll due to abandon the summer home soon.

Yale Drama School scheduled for early re-awakening.

Nan Ray finished a busy season as Stony Creek p.a.

Paula's class is to be classified a hydrant-sitter.

Harry Shaw and Erle Wright now members of local ad club.

Tony Acquarulo sidesteps show biz to run his own gas station.

Sam Horowitz and Jimmy Whalen back on deck at Schubert.

Local Lyric Grand Op. Assn. took a \$500 ticket on concert.

John M. Ross south for drama teacher's chair at Atlanta, Ga. U.

Angelo, Club Germain's singing waiter, to N. Y. Club Algonquin.

Arthur Hoyt has cast all set for Light Opera Guild's 'Prince of Pilsen'.

George Lewis followed role in Stony Creek tryout with an RKO film contract.

It's too quiet backstage for Dan Cummings after that one week of vaude at Par.

J. Edward Rogers, Yale Drama School, who is forming a company to N. H. Drama Assn.

Alice Keating Cheney lays blame for Jitney Players' bankruptcy to too much competition among summer theatres.

Brooklyn

By Jo Ranson

F. D. Ray now directing the Rosset.

Will Yolen, Hotel McAlpin p.a., living in Flatbush.

John Evans, Roxy's new tenor, living in Cypress Hill.

James J. Murphy replaces Paul Warburg as Eagle's sports editor.

Joe Lee, managing director local theatre, says five minute lunches.

Brooklyn Civic Opera Association sponsoring productions at Academy of Music starting last week.

Dr. Philip I. Nash, former Coney Chamber of Commerce prey, now medical advisor to Kings County District Attorney.

Shanghai

Paramount ball room opens Sept. 30 after summer closing.

Weaver Sisters sail on Empress of Japan for home in the states after six months here.

The Romeros close at Casa Nova and leave for Japan (Osaki and Yokohama) and thence to Java.

Alexandra I. Swanson at Cathay for three months. This dance team was at Paramount until it closed for summer.

Al Uhler band, formerly at Little club, is singing Tos. China, the middle of September, then to Florida ballroom in Tokio.

Pittsburgh

By Hal Cohen

Harry Kalmine has been named a Kentucky Colonel.

Guild's 'Sleeping Clergyman' slated for tryout here at Nixon, week Oct. 5.

Don Beator reported set to follow Irving Aaronson at Eddie Klein's 400 club.

Helen Kane headlining Plaza cafe's opening show with Joe Cappel back as m.c.

Sky club stayed open week longer than expected, bringing on Harold Stern's orchestra.

Noel Sherman, of Billy Arnold's office, here to get new floor show at Plaza under way.

Jerry Mayhall's mother down from Cleveland to hear her son's band at Chaterbox for first time.

Buzzy Kountz and his Paradise Harbour orchestra installing nite club policy at Commodore.

Janie Bushey, who quit stage to get married, swinging back into action again with Alvin chorus.

Bill Schneider, formerly ahead of Sousa, in town plugging return engagement of 'Green Pastures'.

Norman Porter, former George Sharp stock actor, directing little theatre at Fair season.

D. Allyn Garber, for some time on advertising staff of Press, named head of Boggs-Buhl department store.

Johnny Jones and the Mrs.—he's the town's old-time dance impresario—celebrating 31st wedding anniversary.

Bill 'Dell', Par's 'Search for Beauty' winner here, returning to Coast next month for another flicker fling.

Jill Stern, publisher's daughter and with Civic Playhouse here this summer, cast for Wee-Leventhal's 'Home Chat'.

Frank Butler, veteran Post-Gazette reporter, on eight-month leave of absence to finish law course at Duquesne University.

Wage increase proposed by publishers accepted by Post-Gazette unit of Newspaper Guild. Scribes first turned it down, but later changed their minds.

Budapest

By E. P. Jacobi

Gitta Alpar at the Fovarosi theatre again in 'Dobutry'.

'Cadet Love' next production on schedule at Hunnia Studios. It's a musical with score by Paul Grogny.

Magda Hercely, popular musical comedienne, a few years ago, retired after her marriage to a non-pro, died as the result of a reducing cure.

Erna Rubinstein, violin virtuoso, to appear in leading role of a new musical, 'Sonata in G Major,' written for her by Bekeffy and Lajtai, at the Belvarosi theatre.

Nicholas 'Vics' has written the scenario for 'Fairly Tale Car,' picture now in course of production by Reflector Films, indie company of which his wife is the producer.

Michor Lengyel's play 'Antonia,' which was a roaring success on the continent with Sari Fedak and a flop on Broadway with Marjorie Rambeau, coming into pictures in three language versions here.

Fica Markush back from America after staying there for three days. Brief visit was at invitation of Shubert, who as for a company to go on tour with 'All About,' revue to which Fred Markush has written score.

Drama found among the posthumous papers of Nandor Ujhelyi, Hungarian dramatist who died in London last year, very sharp against Nazi Germany. His agent doesn't have it produced because it would threaten run of Ujhelyi's other plays, current in Germany.

Seattle

By Dave Trepp

Bert Waldo recovers from broken ankle.

Annual movie ball set for Oct. 24 at the Trianon.

Ed Leach doing some Totem Poles when not stage managing.

Bevil Gray back from week in Montana, playing nite clubs.

Gus Arnheim band set to play 10th Avenue theatre for a week in October.

Orville Knapp orchestra at Club Victor with Don Raymond and Sandra soloists.

The Drum plays Winthrop Hotel, Tacoma, and comes here to Paramount theatres.

Joe Cooper honored at Sheffield Exchange, where he works, by having October dubbed 'Joe Cooper month'.

Hermie Baur orchestra and Mabel Stennes as soloist, feature at Georgia Hotel, Olympia hotel, supper dances, starting Oct. 12.

Prague

By Edward T. Hays

Czechoslovak radio journal distributing film reviews.

Frankie Planicka, Czech football star, on the radio.

Terra Film of Prague producing two films here in German.

Vladimir Slavinsky, most successful Czech film director, at work on two comedies, with Antonio Nedosinka in chief roles of both.

Lili Dagover appeared in person in Urania picture house where the film 'A Woman Who Knows What She Wants' is shown, and of which she is the star.

In honor of the 60th birthday of Arnold Schoenberg, ultra modern German composer now residing in America, the Czechoslovak radio journal broadcast a concerto, played by the Kolisch chamber quartet of Prague.

O. Marak, Czech-born opera singer and American citizen, who at one time was a member of the Chicago City Opera, has gone to America. His wife, Mary Cavan, American soprano, is already in New York.

Ottokar Bartik, former ballet-master of the Metropolitan Opera, New York, and impresario, at present domiciled in Prague, this week celebrated the 40th anniversary of his first engagement in the Bayreuth opera.

Helga Kluge, promising young actress, engaged to fill her first role in the New German Theatre Prague, was killed in an accident while traveling in the Balkans.

Friends to Prague with several friends, Alice May Gibbons, a young Englishwoman who was in Miss Kluge's company, escaped with slight injury.

Berlin

Paula Wessely has the lead in 'So Endete eine Liebe' for Cine-Allians-Film.

German filmmakers are carefully waterproofing all their 'historical films'.

Westrope-Film has Trude Marica and Willy Forst set for leads in 'Die Liebe Siegt'.

Claudette Colbert has been getting some nice press notices here of late. Almost as many as that Hepburn gal.

Europa signed Renate Mueller for 'Samt und Seide' as the result of her swell showing in 'Die Englische Heirat'.

Friedel Harlitz, from the Wiener Kammeroper, cast for the female lead in 'Der Stahlherm Strahl' for Europa.

Carl Froelich did a neat job with 'Krach um Jolanthe,' adapted from the stage play wherein a now played the major role.

Anna Ondra put over one of the best pieces of her career in the title role of 'Little Dorrit.' She's the wife of Max Schmeling.

German censor passed Katharine Hepburn's 'Morgenrot des Rumms' (Morning Glory) without a single cut, approving it for children!

Lili Dagover got the call for the lead in the Strauss film 'Eine Frau weiss was sie will.' Adolf Wohlbrueck plays the male role.

'Charley's Aunt' recorded 11,008 admissions in the three days at the Atrium, backed by plenty of belly hoo, despite Laurel and Hardy and a couple other big films in the West End.

Mexico City

By D. L. Grahame

Dolores del Rio and husband, Cedric Gibbons, visiting her parents here.

Ernest Ansermet, European conductor, guest director of the Mexican Symphony orchestra.

Another cinema, a 2,000-seater, under construction by Ultra Cinema, Inc., a local enterprise.

Cine Olimpia, largest local cinema, resumed first run policy after more than two years of grind.

Most cinemas are safe and sanitary, says civic government. Other pie houses ordered to become so, pronto.

London Quartette, string org, first English musical unit to be heard here in years, playing Palace of Fine Arts (National Theatre).

Maurice and Cordelia, in spite of adverse conditions, and especially season folding up on them, still carried the crowd through in great fashion.

'Unfinished Symphony,' still packing them in after six weeks, 'Rothschild' doing as well as could be expected

ATER

Minneapolis

By Les Rees

Ed Hartford new EMI head for territory. Louis Rubenstein, independent exhibitor, building new nabe theatre.

Many Minnesota county fairs permitting sale of 3.2 beer on grounds. State liquor and beer stamp taxes have reached total of \$1,805,141 this year. Max Rifkin, erstwhile MG salesman, joins sales' staff of Capitol, independent exchanges.

Mrs. Frederick McLaughlin (Irene Castle) here to raise funds for her homeless dog haven. "Consensus of local film opinion is that there will be no admission price boosts in territory this winter."

Unseasonably cold weather and heavy rains and snow hurt biz throughout entire territory past week.

Eddie Tunstall, manager of Metropolis, in New York trying to book attractions for his road show house.

"Faust" to be first of Twin City Civic Opera association's production at municipal auditorium Oct. 10.

Julie Madison, long a singer in local movie houses, has had film book renewed by Paramount in Hollywood.

Albert Killeen, director of six-week drama festival at Shubert, starting Oct. 29, was in New York lining up plays and actors.

Minneapolis Symphony orchestra engaged in campaign to raise \$30,000 needed to guarantee its operation the ensuing season.

Reports from 40% of parishes disclose that 61,102 members of Catholic church in this archdiocese signed League of Decency pledge, fact that Minnesota farmers will get \$58,000,000 from this year's pig crop, or \$26,000,000 more than last year.

Theatre box office treasurers report more silver dollars coming in than at any time in years, indication of entertainment buying by farmers in vicinity.

Archie Zacherl, now a member of Universal sales' staff, substituting in North Dakota for Frank Reinhardt, still laid low by injuries sustained in an auto accident.

A. G. Hainbridge, showman mayor, is chairman of Twin City Civic Opera Co., offering "Faust" in municipal auditorium, Oct. 10 and 11, as season's first production.

Alfred Ruedt, conductor of orchestra and old Seventh Street theatre bands during 20 years of vaudeville, appointed violinist of Minneapolis Symphony.

Milwaukee

Russ Leddy has taken over management of Stillman's Avalon, leaving the Orion to the city.

Thomas E. Saxe, president of the Saxe Amusements, badly bruised in automobile crash.

Mary Kinder, Dillinger gang member, making personals at Gayety (burlesque).

Bill Carlsen and his band have been returned to the Futurist ballroom. They'd there through last season.

Joe Krause, formerly partner with Charles Fox at Gayety (burlesque), selling night club copy for the Milwaukee Sentinel.

News has changed stock nature of critic's column from Peggy Patton to Don Reel. Change came because new critic is male.

Harold J. Fitzgerald, general manager of Wisconsin Amusement Enterprises, in N. Y. for conference with Skouras brothers.

Newly organized Variety club of local theatre men looking for clubrooms. Ben Koenig, MPTO lawyer, and Charlie Trampe to Detroit to see how that 'tent' is run.

Byron Borosnak, radio advertising salesman for WISN, has returned to become publisher of the Wisconsin Jewish Chronicle. Irving Rhodes, former publisher, now advertising head for the Wisconsin News.

Baltimore

By Albert Scharper, Jr.

Ted Lewis guest at reopening of Hi-Hat Club.

Eddie Sherwood still tenacious to those even fed fish.

Reg. Burgess down couple days last week with acute indigestion.

Ernest Wood, local newswoman about ready to get his aviator pilot's license.

Morris Mechanic booking passage on autumn continental cruise of five countries.

Clarence De Haven, Balto. theatre after two months fruitless try in H'wood.

Pond's, dark UFO house, picked

up some coin by housing Democratic and Republican pre-campaign pow-wows.

Lou Azzarel and Norm Clark sprouted out same day last week with new mugshots, admiring their columns in News-Post.

Vagabond's, oldest little theatre organization in nation, will draw drapes for 12th season, Nov. 1. Opening with "Anna Christie."

Dick Maney in advance of "Bridal Quilt," current at Maryland. Socialists showed up in masses to climb local laces, Eleanor Phelps, in ops.

When Lawrence Tibbett pipes his concert here at Lyric Friday (4), repertoire will embrace pair of composites by local lads Gus Klemm, of WBAL.

Louise Malloy, local newspaperwoman, has penned play, "Jimmy's Mother-in-Law," which Play-Arts Guild will produce here week of Oct. 22.

Show biz bang on 'Soul of Maryland' Pageant Committee: Harry Hinch, Fred Arnold Kummer, Len McLaughlin, Morris Mechanic and Bill Saxton.

Cleveland

By Glenn C. Pullen

Gay Lombardo's wife was here for birthday party given by relatives.

Nitery men worrying about 2.30 a.m. curfew law; only letting in friends now after hours.

Low Wasserman made prez of Warner's local recreational club and opening up new headquarters.

Mabelle M. Pullen, wife of Cleveland's VAGUEY rep, died from heart attack brought on by throat infection.

Luddy Maschke, husband of Helen Morgan, giving up dreams of scenario writing to settle down in dad's law office.

Johnny Quisley, bartender at Penthouse Club, had hands insured for \$30,000 as publicity stunt—\$3,000 per finger.

Jerry Goodman, stage electrician, broke one hand in a night club ruckus and then smashed other trying to crank stalled car.

William P. McDermott, drama critic for a local Dealer, appointed editor of playwrighting and criticism course at Western Reserve University.

Cincinnati

By Joe Kolling

Roller rink in O. N. G. armory for first time; Russell Golden, mgr.

Club Cassano going in for tea dancing; music by Forest Bradford's combo.

George Bird, old leader at Look-out House, directing St. Xavier University band.

Freestone, downtown dancer, in seventh season. Boby Martin's muskies the starter.

Paul Krieger, Universal exchange mgr., was a local Dealer, appointed editor of playwrighting and criticism course at Western Reserve University.

Isham Jones at Castle Farm for week; covert 50c week nights, 75c Sunday, \$1 Saturday.

Week-end open house parties revived at Variety club, which luncheon Mondays in Frontier Room of Netherland Plaza.

Jim Schuh all bigged up and Kenneth Wesen, son of film row's "Pop" Wesen, lost a leg when struck by auto while seeking aid when their car ran out of gas; both in Bethesda hospital table ten thereafter 50c and \$1 for Saturdays.

Philadelphia

By Arthur B. Waters

All Philly's ticket agencies new housed in hotel lobbies.

Joe White from Broad box-office to Erlanger, opening this week.

John Hilliard in town ahead of Howard Thurston, playing Fox.

Walters on Broad street re-building to compete with Lee Tender's next door. This pair getting show trade.

Stage-hands burned up because a couple of the dailies took a crack at them in their fight with the Shuberts.

Max Miller, formerly with the Leder, again working for Wee and Leventhal at the Broad and Erlanger.

Plenty of speculation about successor of William Voltz, late drama and movie editor of the Gazette-Democrat.

Fred Jordan representing banks at the Shubert; and George Metzel, formerly of the Examiner, representing Jordan.

Richard Powell previously on the local disk, new assisting Harry

Murdoch on drama and movies for Evening Ledger.

Moe criss sure of a Monday afternoon cocktail. International changes films on that date and invites boys for the occasion.

Henry T. (Jimmy) Craven, former drama critic of Record, Ledger and North American, back from summer in Spain sometime this week.

Des Moines

By R. W. Moorhead

Paramount's touring film truck got plenty of attention.

Raymond Blank back to Dubuque & Keitz, Chicago, after vacation in Europe.

A. H. Blank, G. Ralph Branton, Leo McKechney and J. J. Deitch all back from N. Y.

Tri-States reopened the Paramount, Omaha, Sept. 27. Ted Emerson, formerly of the Fox, is the Fort, Rock Island, manager.

After Oct. 1 all Iowa theatres will revise advertising of tickets to conform with fractional tax system, so 25-cent ticket will be advertised as plus \$465 tax.

"Charivari," the first picture to make a return engagement in first-run city here, was brought back to the IKO Orpheum last week to excellent response.

Ray Coffin, former advertising manager at Central States, now heads "Affiliated Distributors," new corporation to handle "prosperity nights" in theatres, while Lionel Watson succeeds Coffin at Central States.

Omaha

By John Quinn

Jack Kolbe new service chief at the Orpheum.

Harry Marble press-agent for Cloverleaf Club.

Paramount reopening puts some thirty hands back on job.

Oct. breeder money bargaining for prospective site spot. Rights focused on the Athletic Club roof garden and Brandals tea room.

Eddie Feringo and his locally assembled dance band anding to open a night spot in East Omaha. John G. Quinlan master of ceremonies.

College Club, local org. and Thomas's Dictationists, from out-of-town, scheduled for dates. Peony Park now running on three nights per week fall policy.

San Antonio

By Bill Keys

Cooler weather revives the midnight shows.

Kewp Young grinding out another dance band anding to open a night spot in East Omaha. John G. Quinlan master of ceremonies.

Harvey Bell takes up the m.c'ing job at Shadowland.

Jeff Davis can't find enough to do, so he writes songs.

Unmolested wide-open policy lends bullish angle to nitery biz.

Alfred Sacks left for New York last week to buy product.

Yancey Russell and her's through with newspaper business for all time.

Leonard Celley, St. Louis munny star, signed as civic opera's "Desert Song," Oct. 8.

Rita Connolly of Hollywood Play Guild taking over reigns of Little theatre for season.

Birmingham

By Robert Brown

Sam Suggs looks more like a doctor than a theatre manager.

Although dark for months, the boys still hang around the Jefferson.

Somewhat could steal those dark steel mills and nobody would ever miss them.

Membership in George Nealan's Mickey Mouse club is nearing the four grand mark. Not dollars, but kids.

Tom McConnell went to the Ritz as manager, while Nelson Hampton takes charge of all the Wilby second runs.

Portable circuits are increasing. Two new ones have been added recently, playing the mining camps and small towns on a regular route.

Admish Ducat

(Continued from 78)

Organizations get tickets even cheaper and war wounded are admitted free.

Theatre in der Stresemannstrasse cut prices 30% and abolished check-room seats. Cheap seats were dropped to 25c.

Seats in the Komische oper run from 25c to \$2.40, and cheaper places available for holders of season tickets.

Similar conditions are reported by the Deutsches Kueffeler and the Rose theatres.

Disc Reviews

(Continued from page 69)

mony is prominent in the orchestra and, in all, Lew Sherwood officiates vocally.

Rudy Vallee

Some of Vallee's best on Victor 24721 and 24722. That swell torch song by Dorothy Fields and Jimmy McHugh, out of the Ben Marden Riviera review, "Lost in a Fog," and Vallee's own arrangement of "The Drunkard's Song" ("There's a Tavern in the Town") from the play "The Drunkard" (enjoying such wide revivals) make an interesting pair. "Ditto 'Ha-Cha-Cha' and 'Out in the Cold Again.' Latter is by Ted Koehler and Ruby Bloom, a new song-writing team since Koehler and Harold Arlen split. 'Ha-Cha-Cha' is Gus Kahn's Hollywoodization of the Erik Charrill-Fox film, "Caravan." It's certainly an expression not expected from the imported American composer, but the duet with distinctiveness and the usual Vallee scat. The Debutantes aid the maestro's own vocalizing.

Anson Weeks

Brunswick's best keeping the California dance band busy during its month at the Waldorf-Astoria. "Sweetie Pie," John Jacob Loeb's cooking tune, and "My Whole Day Is Spent" (another new song idea) make a swell pair of foxtrots on Brunswick 6965, with Kay St. Germaine vocalizing.

"What About Me?" (Schwartz-Dietz) and another of the current crop's outsiders in lyric developments, "Have a Little Dream on Me" (Schwartz-Dietz) with Miss St. Germaine and Ben Gay on the vocals. This is dance music that inspires to hoof. And that says plenty for any dance recording.

Ray Noble

Every so often Tin Pan Alley gets itself all wrought over some new musical state of mind, a situation or a personality and that furnishes the Lindy Hop. Ray Noble adds with something else in the line of food for thought and discussion than the food dispensed at these songland dinners. Ray Noble comes under the last classification. No flash in the pan by any means, or anything of passing fancy. Noble repeated the terms of his own songwriting (and recording) career (as well as others' tunes) in manner that makes the sharps 'n' flats addicts dizzy.

His latest on Victor (No. 24742) will have "en la casa de la Lady of Madrid," a paso-doble (and not of his own authoring incidentally) is a corking recording. As is the companion "It's Forgotten Now" (by Noble, both words and music) and recorded by his band. Both were done in London; per usual, with Victor pressing on this side. They're ripe and certain to sell unusually well even in these days of mild disk turnovers.

Jan Garber

"Isn't it a Shame" and "Blue in Love" are two sturdy foxtrots chosen, capably executed, with Lee Bennett and Lew Palmer, respectively, on the vocals. "Blue in Love" is almost a reversal on "Love in Bloom" (the same music pub house, a good Joe Young lyric mated to Leon Leonard's distinctive tune. Leonard is one of the New York City house's great maestros who has been playing around with this, his pet tune, until Famous Music (Abe Frank) came across it and set Young on it.

Gene Austin

"Blue Sky Avenue" and "When the Roll Is Called by the Fireless" are Gene Austin's latest, Victor 24725. Former was obviously patterned as a sequel to "Blue Skies," Victor's and Austin's all-time high-selling vocal. It's not as good as the original, of course (they never are), but it gets a good plug in the "Universal" film, "Gift of Gab" and with Austin's record, and the rather unusual style of recording, it should enjoy a good sale. Candy and Coca sound like they did in the instrumental accompaniment, but they're not billed, although they're Austin's steady instrumental backer-uppers.

Russ Colombo

Continually increasing the inflated crooner and film player alone do not distinguish this posthumously released Brunswick disk, No. 6972. They're basically good numbers, out of one of the late Russ Colombo's usually distinguished style of croonology. Both are out of a yet unreleased "Wake up and Dream" film production, and Russ not only was featured in the picture but also had a hand in the co-authorship with Hamilton-Grossman-Stern. Jimmie Grier's orchestra is the instrumental back-up.

Freddy Martin

"One Night of Love" from the Columbia film of that name, and "It Was Sweet of You" from "Transatlantic" (Merry-Goldwyn-Round) (Brunswick 6970) and "All on Alabama" with "Day Dream" (6968), puts the Freddy Martin orchestra to

the fore these days. All are highly danceable (three foxes and one waltz, "Love"). Elmer Feldkamp and Buddy Clark further distinguish themselves as the recordings with their vocal interludes, Clark especially with "Alabama." Parish-Perkins' ballad, which bids fair for big sales, is the only melody, a combination of torch and Dixie balladeering.

Phil Ohman-Victor Arden

"Only a Bare Eye for You" with a lilting bolero contra-melody and "Love in Bloom" in their distinguished manner of piano-duetting, makes this Brunswick 6971 stand out among the new crop of recordings. Ohman and Arden have been off the disk labels too long anyway.

Gloria Grafton

How songs made stars over night is an idea which may be developed into a book some day by somebody. It's replete with romance both for the artist and the songwriter, for every so often some tune comes up that catapults both into fame and fortune. Most recent instance, before this is the Joe Morrison "Last Roundup" natural. Now comes Miss Grafton's association with "Two Cigarettes in the Dark," which she first introduced in "Kill That Story." Broadway "kiss" play, and which brought attention to both.

On Victor 24717 she re-creates "Cigarettes and Lost in the Fog," a pretty torch previously commented upon. In fine soprano, with full orchestra accompaniment, Miss Grafton has turned out a brace of arresting ballads.

Leo Reisman

This dance maestro did so well by and with the original "Gay Divorce" sally torch previously commented upon. In fine soprano, with full orchestra accompaniment, Miss Grafton has turned out a brace of arresting ballads. This dance maestro did so well by and with the original "Gay Divorce" sally torch previously commented upon. In fine soprano, with full orchestra accompaniment, Miss Grafton has turned out a brace of arresting ballads.

Merry Widow

(Continued from page 68)

uct, and doesn't care about plugging a Metro film or anything else. Accordingly denied the film any air mention; likewise ruled out Roy Bargy's arrangement of "Widow" which had been elaborately made from the MGM film score's lyrics.

Meantime attorneys for Chapell in charging unfair competition set forth that Robbins' use of the same song titles alone constituted infringement, but Metro-Robbins, through Attorney J. T. Abeles, rebutted that the titles are merely general translations from the original German. And in some instances, completely new lyrics and titles by Lorenz Hart to the Lehar score.

It's because of this angle that Robbins is also involved—this time as a complainant—against Century Music Pub. Co. This is Feist's standard music subsidiary. Century has issued a "Merry Widow" whose title page is adorned with the legend that this is featured in the Metro-Goldwyn-Mayer production of that name.

Actually, states Robbins and Metro, in threatening suit, there is no such thing as a "Merry Widow" which was first called in the original German text "Silent Love" and when Chapell in 1907 copyrighted its own new arrangement, the Lehar waltz hit from "Merry Widow" was titled "As I Love You So." It was only for the Metro film version, states Abeles, that the "Merry Widow Waltz" was created. And if Century uses that caption, it's an infringement of title and also of the new arrangement, assuming that the new piano score is also published. This hasn't been done, however; it's merely a title and counter "unfair competition" allegation. Formal demands have been made on Century to withdraw its editions from the market.

In fine with these standard music editions, Robbins' attorney makes mention of the same thing occurring with "The Man on the Flying Trapeze" which was published by Robbins, along with a dozen other firms, each competing with one another. An inquest is being held for such sharp practices and unnecessary multiplicity of editions is being urged to forestall these cut-rate and allegedly cut-throat methods.

Permanent Burlesque Code Board Of 9 Named; 3 Indie Members Ask Open Hearing on \$21,700 Budget

Burlesque's nine-member NRA Code Authority was given permanent status at a meeting in New York Tuesday (25). Previously in Washington the by-laws governing operations of the burlesque code board had been ratified by Deputy Administrator William P. Farnsworth.

Members, representative of seven key cities, are L. H. Herk, Joseph Weinstein and Max Rudnick (New York), Issy Hirst (Philadelphia), Warren Irons (Cleveland), Anthony Romano (Providence), Vic Travers (Detroit), Jimmy Lake (Washington), and N. S. Barger (Chicago). Officers are: Herk, chairman and executive secretary; Hirst, vice-chairman; Travers, recording secretary.

Frederick Ullman of Pathe is the NRA member, representing the government in all burlesque code matters. Paul Weintraub is counsel for the board.

Of the nine burlesque men on the board all but three are members of the National Burlesque Association (managers). The three non-N.B.A. managers are Hirst, Romano and Lake.

The indie trio, led by Hirst, have entered a formal objection to the proposed burlesque code budget on grounds it is too high, and have applied for an open hearing; which probably will be held within the next two weeks. Meanwhile the temporary budget, involving an outlay of \$21,700 a year, is in effect. A levy of \$10 a week on all burlesque theatres in the country is the proposed means of maintenance.

Under the budget, if ratified, Herk as chairman and exec. sec. gets \$10,400 a year, and Weintraub, as counsel, \$3,000.

Used Gams for Targets So Spend Nite in Jail

Minneapolis, Oct. 1. Five young men, members of socially prominent families here, were arrested at the Gayety theatre, stock burlesque house, where, at the midnight performance, they sat in a stage box and amused themselves by shooting wire staples with rubber bands at the chorus girls' legs. Manager Harry Hirsch called the police and the youths spent the night in jail. They were set free the next day, however, when the theatre management declined to press charges against them.

Burlesque Routes SUPREME WHEEL

Albany, Capital—"Calro Night"
Boston, Minsky's Park—"Temptations of 1934"
Brooklyn, Minsky's—"Shim-Sham Shamblies"
Newark, New Empire—"Venus on Parade"
Philadelphia, Schubert—"Streets of Paris"

LETTERS

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Burly in Canton

Youngstown, O., Oct. 1. Princess, again under the management of Stefan Grapa reopened Sept. 23. Hal Hoyt will install a permanent stock company of 40 people including a 12 girl line and 'Olga', dancer, as an added attraction. Policy will be to show a day including Sunday and vaudeville will interperse the acts of the revue.

Ralph Pitzer will again be associated with Grapa in the management of the Princess. The local house which for several years has offered burly, will present the only stage show in town, flesh having been dropped by three major houses here last spring.

I. H. HERK QUILTS WHEEL FOR NRA

I. H. Herk declares he is severing all relations with the Supreme Wheel in order to take up his duties as chairman and executive secretary of the NRA burlesque code authority. On the code board his salary will be \$10,400 a year.

Entering the new Supreme combine early this season, Herk went into partnership in the wheel's operation with Joe Weinstein, the Minskys, Max Rudnick and Eddie Madden.

In previous years Herk had been sole head of the Empire, Mutual, Columbia and other wheels.

50 Years Ago

(Continued from page 74)

came after the night crowd was in, and canvas blanketed the audience, but no serious hurts. Show played the next stand with what was left of the canvas.

Man in Edinburgh (Scotland) asked court to enjoin others from advertising 'midgets', asserting he had coined the word. Didn't stick.

English animal trainer was experimenting with an electrified rod which he used to cow his charges. Only the bears failed to respond. Lions were terrified and the tiger quit cold, he reported.

Clara Morris bought a home in Yonkers for \$40,000. Made big money in those days.

Mme. Janaschek was a dismal failure in her new venture, 'My Life'. Heavy amateurish melodrama.

Stockholders of the Academy of Music were debating as to whether or not they would support the Mapleson Opera Co. another season.

Scrap over the German 'Der Bib-Hothekar'. One version, 'Nunky', had been done in Boston. A. M. Palmer had another, which was known as 'The Private Secretary'.

Fight between Rudolph Aronson and Col. McCaul for the Casino drawing to a head. At an election Aronson got five directors and McCaul only four, but Aronson voted some protested shares. It took six hours to ballot on account of the many protests.

The Bowery had a Jewish theatre, the Oriental. Opened Sept. 22 with 'Agoules of a Sinner'.

IRVING PLACE, N. Y.

(STOCK)

Here, at last, is something different in the way of burlesque, an opera that rates more than the usual passing nod because it's better than the usual show. It has become typical for all burlesque shows of the past few years to look, sound and smell alike; the Irving Place departs from the beaten path. Alvin Gilbert, who has become burlesque's No. 1 producer through his work at this house, is responsible for the change.

Unfortunately, Gilbert fails to offer a solution for the burlesque business as a whole. His idea cannot be borrowed in toto unless the borrowers carefully pick their spots. And the spots where the Gilbert policy would fit are few indeed. Gilbert bases all his plans on girls and the stripping thereof. So where they can't do what's done at the Irving Place, the Gilbert style would be worthless.

That's also the chief fault with this year's (Supreme) attempt—the shows depend on stripping 100%, and where the strip is taboo there's nothing left of the show. The shows depend on where outside New York, and the Supreme troupe that may look okay at the Republic on 42nd street are terrible on the Rock.

Like other burlesque producers and stages of the present day school, Gilbert, in accentuating the peel, neglects all other phases of the entertainment to a point where the comedy, etc., are pitiful. Where Gilbert excels is in presenting the girls and the cuticle stuff so much better than anybody else.

The girls, comprising 20 chorus femmes, six showgirls and nine principal women, do most of the work and get all the audience attention and response. The men (6) are stage-waits between strips—try and be funny under such conditions. Chorus does at least 20 different numbers in the show, and for poses in more than half of them, while six of the nine principal women do a pair of solo strips each.

Strippers in the present I. P. stock company Chiquita, Gladys Clark, June St. Clair, Ann Norton, Irma Vogelle and Georgia Southern. Gypsy Rose Lee was billed but announced as out through illness for the Friday night (28) performance. Misses St. Clair and Vogelle, both blondes, are graduates of last season's Irving Place chorus. With her tell it by their work, though both are young and with okay figures. Miss Norton is a tall redhead, billed as having from Chicago, with an announcer reading that billing as though it were some kind of a distinction. Chiquita is a small brunet who probably could get by on her hooding, but strips just the same. Georgia Southern, 'nother red, is the fastest undresser and shaker in burlesque, and rates the next-to-closing spot here. Her partner, Louie Fraser, whose specialty is stripping while singing 'Mother Macchree', wasn't stripping in the first part Friday evening. Alice Mike Sachs, apparently goes with the lease here, is the hefty straight woman and prima donna of the troupe.

Down among the early strippers, and surprisingly so, is Gladys Clark, once a top-liner in burlesque. Miss Clark, a versatile girl, is wasting her time and talent, always has and always will, with her partner, her affair. Like Miss Kennedy she, too, has a comedian-partner, her being Jimmy Dugan.

Besides Clark and Dugan, the I.P. has a third comic, Steve Mills. It's tough to be funny for mugs who are in for the strip stuff and nothing else, and the boys in the midgets know it. The road layout runs out front know all the bits anyway. Not a laugh in a carload.

Wearing the soup and fish here are Floyd Hullice, straight man who knows all the bits, Tom Paul Stone, juvenile, and George Kaye, offstage mike crooner who has been converted into a combination straight man and light comic, and who works like an amateur. Also in the troupe is Lilyan Law, modern and acrobatic dancer, doing two of the best legitimate numbers in the show stopping it once. She keeps her clothes on.

For a burlesque show, the Irving Place presentation contains some striking production scenes. Gilbert knows the trick of making a little look like a lot and is doing the best looking burlesque show in town.

Max Wilner, who operates this spot, learned about traveling burlesque last season with his Wilner Wonder Wheel, and still wondering why he started that one. That's why he's back in stock. Izzy Herk also is said to have a piece, although he hasn't been around here much lately.

House is run in exceptional fashion by the manager, Gus Zeisler, courteous attention rarely seen in burlesque theatres nowadays, prevail here. Unlike the uptown Minsky police—under which the customer is always wrong.

I. P.'s two-day policy, only one in town, gives it the pick of the line girls, and also a chance to operate under New York's highest burlesque admission scale: \$1.10 for orchestra and \$1.50 for boxes, with business big Friday night.

Bigs.

OBITUARIES

HARRY ASKIN

Harry Askin, 67, prominent in the theatre in the '90's and perhaps better known as the manager of the Sousa band, died in New York Sept. 30, of a heart attack.

He also later handled Paul Whiteman's concert tours.

He served his apprenticeship in the box office of a Philadelphia theatre and came to New York as treasurer of Wallack's theatre. Later he went to Chicago, where he managed several theatres and also made productions. He managed tours for Lillian Russell, Esra Kendall, Viola Allen, Eleanor Robson, James O'Neill and others. He later became associated with the Liebler company.

He met John Philip Sousa at a time when the latter had about decided to quit his concert tour as the traveling expenses of the large organizations ate into the profits. He had been handled by a concert man. Askin persuaded him that a theatrical man could make a better route. Sousa consented to try the idea.

For 15 years Askin toured the band to a total gross of \$1,000,000.

He is survived by his widow, Rena MacDonald Askin, two children by a former marriage, a brother and a sister.

EDWIN LEMARE

Edwin Lemare, 69, whose music was adapted to make 'Moonlight and Roses', died in Hollywood Sept. 25. Lemare, an organist, was the composer of more than 200 numbers. He made little money on any until

SAM WARNER

October 5, 1927

Nell Moret and Ben Black adapted his Andantino in D flat for 'Roses'. Lemare was at various times, director of music for Carnegie Institute; and civic organist in San Francisco, Portland, Me., and Chattanooga.

Widow, a son and a daughter survive. Funeral was held in Hollywood.

CHARLES JOURJON

Charles Jourjon, French film pioneer, died Wednesday, September 19, at his home in Paris. He was proprietor of the Clair-Freres laboratories and Clair Studios, and was French agent for Agfa. Popular throughout the film trade, he was vice-president of the Chambre Syndicale. He founded Clair Jourjon, French newsmagazine, and some time was chairman of the board of the Alliance Cinematographique Europeenne, the French Ufa subsidiary.

SHELDON K. VIELE

Sheldon K. Viele, 42, was killed in an automobile crash near Buffalo, Sept. 23. Prominent as a designer and painter of stage sets and costumes, Viele was occupied chiefly with the local Studio Players. He was technical director of the Theatre Guild in New York City for two years and designed productions for Dillingham, Pemberton, Marc Klaw and Henry W. Savage.

SUSAN PARKER CHISNELL

Susan Parker Chisnell, 82, died at Englewood, N. J., Sept. 26. She was with Nat Goodwin, Jennie Kimball's Corinne troupe in the '80's, Clyde Fitch's 'Lovers Lane', and Mildred Holland in 'The Power Behind the Throne'. Her last engagement was in the original production of '45 Minutes from Broadway'.

She was the widow of Newton Chisnell.

EDMUND GIDEON

Edmund Gideon, 67, former manager of Alhambra music hall in London, died of heart disease Oct. 1 at his home in Villenoble, near Paris.

He was known in theatrical and racing circles in England and

France. He is survived by his wife, Madeleine Loys, concert artist.

HELEN ALICE MEHRMANN

Helen Alice Mehrmann, who appeared on the stage and in pictures in the silent days, died in Oakland, Cal., Sept. 25 after a long illness. She appeared on the New York stage with Frank Craven, and with James Gleason.

Mrs. Lizzie A. Porret, 63, died in Orange, N. J., Sept. 27. She had been wardrobe woman for the Carroll and the N. Y. Paramount theatres. Survived by a daughter, a son and two sisters.

Dario Niccodemi, Italian critic and playwright, died in Rome Sept. 24 of the sleeping sickness. Not well known in America, but a prolific writer.

Father, 67, of Perry Lieber, RKO studio publicity man, and Ruth Blery, fan magazine writer, died Sept. 23 at Winnetka, Ill.

Legit Pieces Off

(Continued from 78)

supported by Hilde Koerber, Olga Limburg, Olga Engl, Rita Burg and Jutta Max at the Renaissance.

In addition to these, Lessing, Heibel, Goethe and Kleist works will be played here this fall and winter.

Theatre am Horst Wessel Platz has announced an ambitious fall program, particularly for the laboring class ex-Communist neighborhood from which it expects to draw its support. Under Intendant Count Solms, theatre will play 'Hafenlegenden' by Renate Uhl as an opener.

Staatliches Schauspielhaus am Gendarmenmarkt will include Eugen Ortner's 'Meier Heimbrecht' and Kollenbeyer's 'Héroische Leidenschaft' in the fall repertoire.

But only the state or municipality subsidized theatres will be confined to the heavier stuff. Private houses will continue to produce lighter operettas and dramas with a few modifications as in the past.

Lessing Theatre has revived last year's bit, 'Krach um Jolantien' and is drawing despite the heat, and in the Theatre des Westend a Georgian piece 'Verrat' will be produced under the direction of Dajabady, also a Georgian.

The Comedians, w.k. German quartet will have the leads in the Theatre der Stremmenstrasse in the 'Vier Nachrichten'. Following this the 'Nervenszene' and 'Das Letzte Jahr' will be given.

THUNDERSTORM

(Continued from page 37)

worlds and there is no more need for screen propaganda. So here's new Russia's newest contribution to screen art.

It's still old Russia in technique and mannerisms, though. It's a sad, sad story of family life in the old world. It can't go along completely without propaganda, of course, so a couple of subtle sideways and left jabs are made at the wicked church, but otherwise it's an old fashioned melodrama of sinning and sinning's results.

Katherine is a wife. A down-trodden wife in a terrible family where hatred and religion go hand in hand. The mother has her son in her iron grip except for moments when he's off to the corner saloon or bordello and the man's wife suffers. She suffers so much. And oh so tragically. Then she meets a handsome man. She casts longing eyes on him. That's all—but it's enough. It's a sin and for a sin she must suffer. She jumps into the river for a typical happy Russian ending and all the customers can go home and sip their glass of tea in peace.

The photography, as usual, is excellent, the direction is interesting, the pace dragging. A. K. Tarasova is as dramatic and tragic as is humanly possible as the woman. Saveli Dikoy and Vania Kondrachev play pleasantly a couple of times — a couple of times — and in eighty minutes of film—end the picture. I. P. Tscheynev turns in a capable performance as the husband.

Kauf.

I. MILLER

INSTITUTION & INTERNATIONALS

Shoes for the Stage and Street

SHOWFOLK'S SHOESHOP—1552 BROADWAY

TIME-CONSUMING VS. FAIRS

Book Reviews

(Continued from page 80)

of Poland, the sort of life that has almost disappeared these days. It is colorful, different, and frequently entrancing because of its mystic elements. Reminds frequently of 'Yoshe Kaib,' though not having the vast depths.

Book is perhaps a bit too Jewish for general reception, although author's reputation should help it. Aesch is the first ranking writer in the Yiddish language and has won himself a place in the sun alongside people like Knut Hamsun and Thomas Mann.

Translation by Willa and Edwin Muir, has the fault of being too literal, but it won't hurt Aesch any. Too mystical and sectional for film use.

Geller's Anthology

James J. Geller of the William Morris agency, originally in the N.Y. office handling authors, and now the Hollywood branch's literary go-between with the studios, has fashioned 'Grandfather's Pollies' (Macaulay \$3), with numerous woodcut illustrations by John Held, Jr., into a book that should enjoy popular appeal. Not alone as an addition to the bibliography of the theatre, but as a general book of light-humored, yet informatively historic reading. Geller's new book holds much for general interest.

It parallels his previously well-selling 'Famous Songs and Their Stories.' Some 51 historic stage successes of yesteryear, accompanied by 29 of Held's wood-cut illustrations, likewise tell the story behind these plays, how written, by whom, the travails of their production preparations, the significance of certain plays in relation to the establishment of their stars or authors in the American theatre, the epochal significance of others, and many other fascinating inside details about a roster of plays that starts with 'The Glass Menagerie' and winds up with 'A Fool There Was.' Geller dedicates his book 'To the William Morris Boys—reared in the tradition of a great showman.'

Film Possibility

Might be an idea for pictures in 'Lady Cop' (Greenberg, \$2), but it would be only an idea and not the story, for Judith Huxel gives most of her book to a white slave hunt and a kidnapping. Not so good for piec just now.

Just some police cases, knit with a thin romance that does not grip. Run-of-mill, and not high grade at that.

'Saluta'

(Continued from page 1)

emerged as an impresario under the title, R. A. Rippl.

Until 'Saluta' commenced to look like a costly brodie, Lipper was regarded by Broadway as one of the most promising angels to show up in years. He apparently had plenty of coin and certainly had lots of ambition. He announced he would produce six shows this season. 'Saluta' was No. 1 on the list, and now 'Saluta' is all six—\$60,000 worth. 'Saluta' averaged between \$9,000 and \$12,000 weekly in its Imperial run, but couldn't turn a profit. Show was \$48,000 in the box before it opened. Cast, headed by Milton Berle, accepted salary cuts and adjustments to help out, but the trimming did no good. It was proposed last week to send the show to Chicago. That looked out, too. Cast held a meeting late yesterday (Monday) afternoon concerning a co-op tour but the jury's still out.

CIRCUS ROUTES

For Week of Oct. 1

- Al G. Barnes
- Oct. 1, Bay City, Tex. 2, Kinkaidville, 3, Bellingham, 4, Brownsville, 5, McAllen, 6, Victoria
- Hager Eckel-Wallace
- Oct. 1, Bellingham, 2, Fall River, 3, Bellingham, 4, Fall River, 5, Bellingham, 6, Fall River
- Ringling Bros. B. & E.
- Oct. 12, Houston, Tex.

Literati

(Continued from page 80)

'December Night,' Will publish it late in November.

National League of American Penwomen has awarded its annual prize for poetry to Alma A. Wiley's 'The Blossoming Branch.'

Douglas Churchill, who does the Hollywood column for the N. Y. Times (Sunday edition), in N. Y. on a visit; his first in 10 years.

Alfred H. King is publishing 'One Woman's Story,' by Mary Britneva, Russian war nurse who leans towards the White Russe side.

Howard Spring, who is literary editor of the London Evening Standard, will come here for the publication of his novel, 'Shabby Tiger.'

Claude Kendall has signed a contract with Wilson Collison to publish his future scribbles. First will be 'Dark Dame,' Collison's 16th novel.

Maristan Chapman, which is really the joint writing name of Mary and Stanley Chapman, have switched from Appleton-Century to Knopf.

Knopf will publish a play by Lillian Kohler, 'Children's Hour.' Joseph Hergesheimer's new novel, 'Poodlecat Rose,' dated by Knopf for Oct. 18.

Decca Lovelace, of the New York Sun, collaborated with his wife, Maud Hart Lovelace, on a new novel. Mrs. Lovelace has previously written four books on her own.

Royce Brier, who won the Pulitzer Prize for the best reporting in 1934, will have his first novel, 'Reach for the Moon,' published soon. A tale of newspaper life.

Same day that she received the final proofs on her book, 'I Worked for the Soviet,' Alexandra Tolstoy's chicken farm in Connecticut got an increase of a thousand baby chicks. Kathleen Shepard's 'Wep for Me' has been purchased by Paramount for pic purposes, prior to publication by King. Latter also reports sale to MGM of 'Rage in Heaven,' by James Hilton, published in 1932.

AFA-Music Hall

(Continued from page 1)

the outdoor business. A.F.A. declared Pope had been repeatedly warned by the Music Hall management to stop his backstage membership solicitation and alleged campaigning for an increase in wages for the 'Cavalcade' trouper, who were getting \$25 a week.

By Mistake

A few moments before beating up Pope the three assailants attacked Henry Gine (Gine, DeQuincy and Lewis), adagio trio also in the show, but not in the 'Cavalcade' number. After blackening Gine's eye and badly bruising his face, the thugs realized the error and explained to Gine that he was the 'wrong man.' At that moment Pope emerged from the stage door and the boys went to work on him.

Agreement signed by Stern for the Music Hall gives the 'Cavalcade' a \$40 minimum scale with no reduction of current salaries over that amount and a guarantee of four weeks' work with an option for two additional weeks. Besides which the A.F.A. is given the right to organize backstage both at the Music Hall and at the same firm's Casino de Paris.

At the A.F.L. conference in the A.F.A. offices were Ralph Whithead of the A.F.A., Paul N. Coulcher of the Hotel and Restaurant Employees Union, Irving Jacobs of the stagehands, G. Friedman of the musicians' union, and William B. Mahoney, New York State organizer for the A.F.L. On the other side were Yermi Stern and his attorney, Charles Schwartz of the Nathan Furkan office.

Music Hall management contends the assault on Pope took place off the property of the cabaret and denies responsibility, but has agreed to pay Pope's hospital and medical bills and restore his job in the show when he has received sufficient rest to return to work. After treatment at Polyklinik, Pope was removed to the home of his brother, in the Bronx.

TOWN SHOWS TOP COUNTRY FROLIC

Annual County Festivals Move from Fair Grounds to Main Street—Lower Nut Attractive to Secretaries—Kill Off Expensive Harness Racing—Agricultural Exhibits in Stores

CHI EXPO INFLUENCE

Chicago, Oct. 1.

County fairs operating in big plants and with fat overheads are largely passing out of the picture. The past three years of economic decline has sent these heavily loaded fairs into the discard. But the counties and towns are not going to do without that annual festival for a general frolic and get together.

The new idea for these festivals is labelled 'home coming week,' rather than 'county fair,' and this season saw some 25% of the fairs replaced by these 'home coming weeks.' Reports coming in all agree that the home-comings are generally beating the fairs not only on attendance but on profits.

Even where the fairs are grossing more, they are not making as much profit due to heavy overhead. For this reason the old-line fair bookers and agents predict that 1935 and 1936 will see more and more of these home-coming festivals taking the place of the fairs.

It was the case of the county fairs getting bigger and bigger until they couldn't stand the strain of the heavy overhead and exploded with the first letdown of attendance and gross. Particularly the fair secretaries blame the harness races for breaking up the county fairs. Races were a heavy expense and rarely paid off, usually putting the fairs in the hole. It was the story of the county fairs trying to imitate the big state fairs and not being able to stand the pace.

Fair Grounds on Street

Home-coming weeks are being used as the annual festival in many county seats this year, and are getting a bigger play than fairs held out in some fenced-off field some 10 miles out in the country. Secretaries are saving money by renting empty buildings, stores and warehouses for the regular agricultural displays which are still necessary for these festivals. They are finding that these empty stores are much cheaper than renting tents and canvas, stores.

Shows are being held right on the courthouse square and on the main avenue much in the manner of the old-time street carnies. Shows are cheaper and not so elaborate, but it all figures as a money-maker due to the cheaper operation.

Towns are finding that the home-coming festival really brings the people back from the big cities to the old home town where the county fair failed to do so. The name 'home-coming' appeals to the men and women who left for the big city and they are heading back home for these get-togethers. It has that 'old folks at home' twist and pulling power.

Farmer's Choice

Farmers themselves seem to like the street fairs better than the outdoors fairs, the towns proving a change of atmosphere for the agricultural mobs. But the secretaries make sure that there is a sufficient display of agriculture products and contests. They have to be there. The farmer wants to know they're there, even though after a quick look he starts off immediately to the girl show.

In many ways the change of the public choice in the matter of these festivals is being blamed on the Chicago Century of Progress. Secretaries generally state that the expo has made the farmers prefer a show in a city rather than in the

Indianapolis Enjoys First Rodeo Show

Indianapolis, Oct. 1.

Local readers of western fiction are having the time of their lives attending Colonel Johnson's Rodeo, five-day show held nightly at the Coliseum in the State Fair grounds.

This is town's first glimpse of a western rodeo and natives, though squawking at paying off dollar ten for seats in the rafters, are flocking to the big barn out north to see the bucking broncs and feats of horsemanship exhibited by the colonel's men. Take is not affecting deluxe theatres, but has depleted second-run downtown houses, which specialized in westerns.

'CARDIFF GIANT' STILL GARNERS THE SHEKELS

Fort Dodge, Oct. 1.

The Cardiff Giant, 2,000-pound gypsum human figure, that had the country on the qui vive, has had dust of 20 years brushed off and is now being displayed for delectation of the east through the efforts of the Syracuse, N. Y., Chamber of Commerce.

Its 17 owners here have just received their first storage dividend, \$1,500, the result of its having been shown at the New York state fair.

The New Yorkers have a lease option for future years at \$1,000 a year. The giant hoax, originally planted in a quagmire in New York state by promoters, was worth more than \$200,000 to its exhibitors before the expose came.

Chi Expo Employees Organize for Jobs

Chicago, Oct. 1.

After two years the workers at the World's Fair have organized themselves into the Century of Progress employees association. Purpose of the organization is to set up some means whereby these people can find employment when the Fair shuts down on Oct. 31. Business leaders of the city are really worried about that date when some 20,000 people will be suddenly dumped on the city streets. Leaders are making every effort to figure out some means of absorbing them.

Organization is holding a benefit dance to raise funds.

Barnett Bros. Show in Damage Suit in Dixie

Birmingham, Oct. 1.

Barnett Brothers circus ran into a lawsuit, one of the hottest suing places in the United States at Gulfport, Miss.

Named defendant in a \$3,000 suit filed by Mrs. J. T. Erickson, mother of 13-year-old, who was cut to the bone by a lion. The cat reached through the bars on the cage and clawed the boy while he was looking at the monkeys.

Circus was charged with having cages with bars too far apart.

Lands on a Plaster

Trenton, Oct. 1.

The same day that Candy Hammer arrived in town with the rodeo company playing at the Trenton Fair, a writ of attachment for an alleged unpaid bill of \$32.60 was obtained in City District court against him by the J. E. Stevenson company of this city.

BUST IS FINAL

Newton, Oct. 1.

It's curtains for the Jasper county fair with buildings on the grounds being razed under a purchase certificate secured at a sheriff's sale.

Even holds. In many ways the counties are trying to up the expo and make it as much an urban festival as a rural jubilee.

CHI FAIR DRAG BIG HELP TO TRENTON

Trenton, Oct. 1.

That the Century of Progress has aided in making 'em fair-conscious was amply demonstrated last week when the Trenton Fair for the first time in a dozen years emerged on the cheerful side of the ledger.

Several other factors contributed. These included the drop in the general admission price from 50 cents to 25 cents and the favorable weather conditions. But the officials of the fair agree that the popularity of the Century of Progress was the one big factor that has made for a revival of fair interest.

Upwards of a quarter of a million people turned out during the five days, despite the fact that the fair this year differed but slightly from those of past years, remaining essentially a farmers' exposition for the display of latest farm equipment, livestock and numerous agricultural displays.

A feature of this year's fair was a 'junkyard pushmobile' race which brought out 80,000 youngsters and adults on the opening day, Tuesday. Despite the fact that grandstand seats were 50 cents and \$1 extra, the 'junkyard' event taxed the 20,000 seats to capacity—a feat not accomplished in the past 10 years. Another feature of this year's exposition was a rodeo, starring Hood Gibson.

The midway this year boasted more attractions than usual, including several 'Century of Progress' slideshows, which appealed to the crowds and registered big business.

PA. COUNTY FAIRS DROP BEFORE LOCAL CARNEY

Lancaster, Pa., Oct. 1.

Lancaster County's 'Street Fairs,' begun about eight years ago when County Fair first began to show signs of weakening, are putting the well known cleaner on the regular fair, revived for the first time in several years during the current semester.

All the dough is saved for eight or ten street fairs to be held during the next 30 days on the main drags of county boroughs.

These shows feature baby parades, horse shows, and stage shows with the town's main street serving as a midway with from 150 to 200 regular concession men on the job.

Opinion is that these community fairs have put a perpetual damper on the idea of the big county fair. Annual State Fair Show takes the place of the big, inter-sectional exhibition.

Chi Brokers Eye Hockey, Football for New Coin

Chicago, Oct. 1.

Ticket brokers that have been taking it on the chin for the last three years are looking forward to the coming football and hockey seasons for some money.

Both sports have become big favorites and the brokers figure that they can do a little catching up.

Killed the Profit

Upper Sandusky, O., Oct. 1.

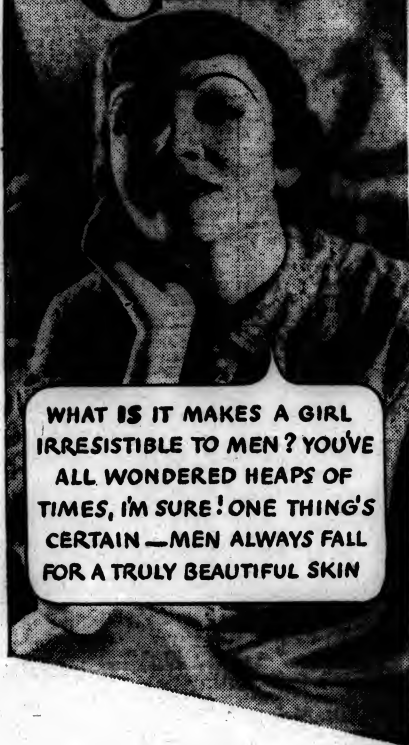
While the grand stand ticket seller, John Bentes, was watching an exciting horse race, most of the receipts of the ticket sale at the Wyandot County fair here on Thursday were stolen.

BETTER BY ONE G

Watkins, N.Y., Oct. 1.

Albany County fair put this year showing \$1,057 as compared to \$583 in 1933.

"Easy to have the Charm men can't resist" says **CLAUDETTE COLBERT**



WHAT IS IT MAKES A GIRL IRRESISTIBLE TO MEN? YOU'VE ALL WONDERED HEAPS OF TIMES, I'M SURE! ONE THING'S CERTAIN—MEN ALWAYS FALL FOR A TRULY BEAUTIFUL SKIN

I DISCOVERED YEARS AGO THAT SOFT SMOOTH SKIN ALWAYS WINS OUT! YET WHEN I TELL MY FANS HOW SIMPLE MY COMPLEXION CARE IS, THEY ALWAYS SEEM SURPRISED!



I USE COSMETICS, BUT I ALWAYS USE **LUX TOILET SOAP** TO GUARD AGAINST COSMETIC SKIN. IF YOU'LL TRY IT, YOU'LL SEE HOW EASY IT IS TO HAVE A TRULY BEAUTIFUL COMPLEXION

**Read how Claudette Colbert
guards against Cosmetic Skin...
keeps her complexion exquisite**

YOU don't find Claudette Colbert taking chances with her skin! She's wise! She uses cosmetics—but she removes them properly—leaves no stale make-up in her pores to choke them, enlarge them, cause unattractive Cosmetic Skin.

*Cosmetics Harmless if
removed this way*

Look into your mirror now. If your skin looks dull, if you see enlarged pores, blemishes, even blackheads—watch out! These are the signs of Cosmetic Skin. They warn of impending trouble... tell you to turn to Claudette Colbert's beauty care!

Cosmetics need not harm even delicate skin if you remove them thoroughly—with Lux Toilet Soap. Its

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Vol. 116 No. 4

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72 PAGES

SHOW'S BIGGEST BALLY

He-Men Crooners, Male Leads with High C's and B.O., H'wood's Big Need

Hollywood, Oct. 8.

What pictures need is a good, medium-priced, he-man leading male who can sing. The hunt for one of this type is on and it's something terrific. Every studio in town is testing anyone who comes along who can gargle. Looks count; he must be around six feet and have femme appeal. It's no joke. There are a flock of young lads around who can croon, but they lack the face or physique that fits.

Bing Crosby, Lanny Ross, Dick Powell, Carl Brisson and John Boles are tops among the yodeling lads. All are limited more or less in their work. Nor can they be in all the pictures wherein a song is required from the lead.

Currently Nick Foran, Phil Regan, the yodeling gendarme, and Joe Morrison are hoped to be comers. If only Clark Gable could sing! But most all 'round male leads who are box-office attractions can't carry a tune.

It's the toughest casting problem the studios have at the present. Every producer wants some music in his pictures even if it's only a hum. Even a hum would be appreciated if it came from Leslie Howard.

Paramount has Crosby, Ross, Brisson and Morrison. Warners and Fox each have one singer in Powell and Boles. Metro pins its hopes on Regan; Radio and Universal are depending on the talent scouts.

B'way's 'St. of Hits' Going Coney Too? Grind Pix on 45th

Serious swankers are starting up in legit circles over the threatened cheapening of 45th St., which succeeded 42nd St. as the most important street for legit production.

Reason is the loss to legit of two houses on the block during the past couple of weeks, one going grind films. That's the Bijou, which Walter Rendo is switching into an all-cartoon policy, starting immediately. Avon is the other house, it having become the Columbia Broadcasting system's outlet No. 2 recently.

Also John Golden, when switching the Royale over to his own name house two weeks ago had the house front completely done over in what legit ranks consider highly garish fashion.

Legit managers don't like that. They feel it's still another Coney Island step aimed at passing cheapie.

In recent seasons west 45th St. has enjoyed the rep of 'the street of hits.'

Ol' Rockin' Chair

John Chapman, N. Y. Daily News columnist, published the following in his last Friday's (5) column:

Mrs. George S. Kaufman is co-author of 'Divided By Three,' and her husband is co-author of 'Merrily We Roll Along.' The other night some one asked them what they planned to do with all the money the family must be earning in royalties.

'We have,' replied G. K., 'considered endowing a chair of English for Vaudeville.'

COLLEGE GRADS BETTING RING STOOGES

Los Angeles, Oct. 8.

College grads out this way are stooging for gamblers. About 100 of the class of '34 have been hired by a betting ring to go out into the county and find out how the citizens are going to vote Nov. 6.

Lads pose as students of political economy at one of the universities and this biz of taking a cross section on how the voters will be cast is part of the curriculum. Their info is considered real low down.

Betting commissioners up north are figuring to conduct a similar canvass in the bay region. When the returns are in from both sections of the state shortly before balloting day it is thought that such a barometer will be far more reliable than the usual straw polls.

FILM AS BACKGROUND FOR OPERA IN PARIS

Paris, Oct. 8.

Film is to be used at the Paris Opera in connection with revival of 'Sigurd,' opera by Camille du Loc, Alfred Blau and de Boyer, first performed in 1885.

Replacing the old sets, motion pictures will be projected from back-stage during performance of several scenes, notably one in which the prince burns. Filmes will thus tick the singers as they proclaim their emotion, instead of remaining still and printed. Film will be silent, leaving noise of the fire to the orchestra for reproduction.

\$226,000 'WALTZ' FUSES 3 FIELDS

Financial and Moral Backing from Air and Films for Gordon Legit in Radio City—NBC Broadcasts, RKO Trailers

TOP DRIVE TO DATE

Radio and picture interests in support of legit give an indication of a new kind of show business. That is the set-up for 'The Great Waltz' at the Center, New York, the 3,700 seater in Radio City (Rockefeller Center) and it presents a challenge to Broadway as the show center.

'Waltz' is a \$226,000 production in which Radio Corporation of America, RKO and the Rockefeller are participating with Max Gordon, its producer. Most costly show since the depression started, it not only has the financial backing of those three groups but is given every facility for exploitation.

In working out what appears to be the solution of operating the smaller of the Radio Center theatres, the combined groups invested \$125,000 in the production. Max Gordon originally put up \$50,000 and added another \$25,000 as per agreement, with about \$26,000 still to be paid off. Show's pace improved last week, takings being \$40,000.

While it appears that Gordon took a bigger chance than the big three interested in putting the show and theatre across, there is immense support coming from the latter in other ways. 'Waltz' virtually has (Continued on page 70)

Goodwill Zoomer

Hollywood, Oct. 8.

Warners has made Capt. Rose Turner an official representative in the England-to-Australia air race in which he is entered. Ace will do some good will chattering for the studio while abroad.

Possibilities also that he will photograph certain portions of the race which if okay may be incorporated into a picture. Later is only an idea yet with writers asked to submit plans.

Picking 'Em

Benny Friedman, who used to gladden the heart of Michigan's Pop Yost and who is now rejuvenating football at C. C. N. Y. as coach, will try to pick 'em weekly for Variety starting with this issue.

His guesses on national teams appear on page 57 of this issue.

Swank and Costume Changes for Mary Pickford's Debut on Air

Hollywood, Oct. 8.

Mary Pickford has started something that is likely to develop complications. Then again it may not be Mary's fault at all. It so happened that when the picture star walked onto the stage at the NBC studios for her initial Royal Desseris program the following bit of swank greeted her: special lighting effects, plush drapes and a generous sprinkling of flowers at her feet.

It is most likely that the agency chaps festooned the bare stage with all these fripperies. Also there was the unmistakable scent of violet in the air as the invited guests piled into their pews. Nor were the auditors out of line with the surroundings. Press, stage, screen and society made up the 400 or more that packed the auditorium. White ties and décollete gowns were not lacking.

It was the first class air show this town has seen. More like a first night along the boulevard than the miking of an ether recruit. An experiment it was and its reactions are being closely noted. Studio attaches figure that other film names may demand the same sort of setup. That may mean temperamental fareups and sulky performances.

Another departure innovated by Miss Pickford is also likely to have repercussions in production ranks. To completely capture the mood of (Continued on page 67)

EUROPE 'CALLS' WHEN WHISTLE BLOWS

Hollywood, Oct. 8.

Greatest load of hoosey being dumped in Hollywood these days is the reported European offers being handed to writers, directors and players. Every time one of these lads wants to see his name in the papers, he announces that he has received an offer to appear in English, French or German pictures.

While many Hollywood people have tripped to Europe during the past few years, the number who have worked in foreign pictures is negligible in comparison to those who allegedly have had offers. Particularly, these offers of foreign employment all come when it is getting near option time and the one offered feels that the aid of a personal press agent might help convince Hollywood of his or her (Continued on page 71)

27 CRIMSON WEEKS, AND STILL TRYING

Trenton, Oct. 8.

Despite the fact the State Theatre Stock Players played 27 weeks last season to almost empty houses and without seeing black once, plans are under way for the launching of a new season at the same house, State theatre.

Policy, it is said, will be the same. Everything, in fact, will be the same, although the licker, O. D. Wilkinson, hopes at least one thing will be different. That's the booze (Continued on page 72)

Increased Enrollment Hopping Grosses in Collegiate Towns

Chicago, Oct. 8.

Show business throughout Iowa, Minnesota, the Dakotas and Kansas is in line for increased business due to the upped registration at the colleges and universities this year. New student enrollment went up anywhere from 40 to 80%. Iowa University at Iowa City expecting only 8,000 or 9,000 got 15,000.

Big effect is expected in the towns having theatres close to the schools and particularly on stage attractions.

Cleveland, Oct. 8.

Charlie Horvath and Detroit syndicate are taking over old Crystal Slipper and reopening it Friday (12) as the Trionon with Maurice Spathy's band breaking the ice. Mat Hallett following Oct. 20.

Located in heart of college section, ballroom has been dark for almost year, due to thin collegiate pocketbooks. Pickup in campus biz is also booming nabe cabaret, with Arthur Hartley, ex-master of ceremonies, meeting with Bob Osborne in opening nearby Dinty Moore's Club.

Official Wash. Census Shows 22.7% Slice in Prod. Costs in 1933 Even Though Employment Increased 30%

Washington, Oct. 8. Despite a sharp rise in employment, production costs in film industry were sliced 22.7% during 1933, the Census Bureau announced last week in publishing the preliminary report on the 1933 census of manufacturers.

Reflecting the effect of the industrial recovery program and the co-operation of producers under the President's Re-employment Agreement, the Census survey showed that employment during the second half of last year ran well ahead of the first six months and was up nearly 30% in comparison with 1931.

A drop in the number of feature films, educational, and newsreels was clearly revealed in production cost figures, but the survey brought out the fact that at the end of the year unfinished production involved practically as great an investment as two years earlier. Declining to estimate the value of the industry's output because of difficulty in obtaining figures of any significance, Census said cost of production slumped from \$154,435,688 in 1931 to \$119,342,866 last year.

Heavy mortality among ranks of smaller producers was indicated. Report showed a drop of 48 in the number of studios and laboratories in the two-year period, figure last year being 92.

Total employment, excepting offices of corporations, amounted to 19,637, against 14,839 in 1931. Salaries and wages totaled \$71,343,941, against \$70,637,031, revealing the effect of wage cuts and employment of lower salaried individuals.

Breaking down the employment figures, the Census showed that the peak number of workers was on payrolls in September, 13,734; the year's low, 7,850, was experienced in May. Rapid rise occurred from May to September and then employment declined gradually. The figure for each of the last three months was substantially ahead of the first seven months, however, and held at 12,947 at the year-end.

Industry employed 610 managers, superintendents, production supervisors, directors, and other responsible executives and paid them \$12,883,328. Scenario writers, unit managers, assistant directors, technical workers, wardrobe designers, cameramen, lab supervisors, actors, extras, auditors, bookkeepers, clerks, stenographers, and other office workers numbered 7,650; their pay aggregated \$10,065,124. The average number of persons on a daily wage basis was 16,777 and their income was \$18,395,489.

With the exception of unfinished productions, every classification of work showed a decline in cost during the two-year span. The biggest drop was in feature films, but the most severe reduction was in news (Continued on page 70)

Curriculum

Hollywood, Oct. 8. Josef Von Sternberg comes to bat with a title for Rudolph Sieber, husband of Marlene Dietrich. Handle is that of 'student director' with Sieber doing his first studying at Paramount on 'Caprice Espagnole,' the Dietrich picture to go in Oct. 10.

Sieber was once a Ufa director.

MARY ELLIS TO DEBUT IN FILMS FOR PAR

Mary Ellis, operetta and stage star, in England for some time, has been signed by Paramount. Negotiations were closed by cable yesterday (Monday).

Miss Ellis arrives here Oct. 24 on the way to Hollywood to make her film debut.

Ruth Chatterton, Geo. Brent Divorced in L. A.

Los Angeles, Oct. 8. Ruth Chatterton received a divorce in superior court from George Brent on testimony that their marriage was just an impossible situation. A property settlement was made out of court.

Couple were married in New York Aug. 13, 1932, after Miss Chatterton had divorced Ralph Forbes in Reno.

Connie Bennett Planes West; Marquis Rails It

Hollywood, Oct. 8. Constance Bennett returned here Friday (5) from New York via plane with her business manager, Rex Cole, who went east 10 days ago to close negotiations for distribution of 'Half in Love.'

'Half' was produced in the South Seas by Miss Bennett's husband, Marquis Henry de la Falaise, who arrives here from the east today (Monday) by train, declining to make the trip via plane because of ill-health.

Ruth Etting Set for 6 Shorts at Radio in '35

Hollywood, Oct. 8. Completing four shorts for Radio, Ruth Etting has signed a deal for an additional six for the 1935-36 program.

Miss Etting returns to New York within a few days to resume broadcasting and will come back here in about three months for her new picture work.

Crothers' 10 MG Wks.

Hollywood, Oct. 8. Rachel Crothers brought out to Metro to adapt 'No More Ladies' has a 10-week deal at a figure for the scrib job reported tops on the lot.

BURTON DIRECTS 'GUYS'

Hollywood, Oct. 8. David Burton goes to Metro to direct 'Three Wise Guys,' Damon Runyon yarn. He swings over from Columbia on deal set by the Schuler-Pedman-Gurney office.

'Three Wise Guys' is under the production wing of Harry Rapf.

NEDDA HARRINGTON'S AP OP.

Nedda Harrington (Mrs. Walter Connolly) was rushed to St. Luke's Hospital, New York, with acute appendicitis last week. She's doing nicely.

Actress just arrived in New York. Her husband, under a Columbia picture contract, may not have to come on from the coast in view of her favorable condition.



WILL MAHONEY

Don Craig in the 'Washington Daily News' said: 'Will Mahoney tops the flesh-and-blood portion of the show. He does the same old jokes, sings the same old songs, does the same old ridiculous dances and taps out tunes with his feet on the xylophone. All he still gets an unrivaled ovation.'

Direction

Wm. Morris—Agency
Mayfair Theatre Bldg.
New York City

WHEELER-WOOLSEY'S 3 MORE FOR RADIO

Wheeler and Woolsey start the first of their new three-pie deal with Radio when Bert Wheeler returns to the Coast in about a fortnight. He is now east vacationing.

Bob Woolsey, on the Coast, is recuperating from a mild flu attack.

New three-film deal calls for its completion within 18 months.

Ann Dvorak's Buck And Wing in 'Music'

Hollywood, Oct. 8. Ann Dvorak gets her first opportunity to hop the buck in Warner's 'Sweet Music' opposite Rudy Vallee. Miss Dvorak came to Hollywood originally as assistant to Sammy Lee, then dance director for Metro.

Vallee pie will have seven songs numbers all handled by the crooner. Tunes are being fashioned by Warren and Rubin, Fain and Kahal and Wrubel and Dixon.

No. 4 Amended Complaint Features Marty's Case

Los Angeles, Oct. 8. Marty Martyn, has filed his fourth amended complaint in his \$125,000 alleged slander action against Jack Oakie in Superior Court. Revamped charges, changed only in technical detail, accuse Oakie of libel.

Marty was injured and humiliated by Oakie's asserted references to plaintiff's integrity in the presence of assembled guests at the home of Carl Brisson some months ago.

Prelude to trial so far has been one continuous round of amended complaints with ever-increasing denunciations sustained by the court.

Next move is another denunciation by Oakie's counsel, unless he elects to join the issue on the facts.

BREAK FOR MINERS

Unemployed Pennyco Coal Diggers Extras in WB Film

Pittsburgh, Oct. 8. Moving into town quietly, a Warner crew from the coast headed by Mike Curtis, director, was around for a week before any of the news-paper boys got wind of it. Troupe came in to shoot location stuff and mob scenes at a bona fide coal mine for Paul Muni's 'Black Hell.'

Curtiz picked out Broughton, a little coal-mining community about 20 miles from town, and used couple of hundred unemployed miners as extras at \$5 apiece for several days. It was a windfall to the town, where flock of them hadn't worked for months.

Troupe will move back to Broughton, bringing Muni next time, just as soon as first snow hits town.

'Black Hell,' an adaptation of a story by Judge Musmanno of Cincinnati, has been here, who was with Curtis all week conferring on the script. Also assisting Curtis here in rounding up the miners was Luke Barnett, the ribber, whose son, Vince, will have a part in the picture.

H'wood Bars 18 Fan Mag Scribes Because No Editors Sponsor Them

Indian Sign

Hollywood, Oct. 8. Mae West is in Riverside, Cal., today (Monday) putting the Indian sign on the male students at the Sherman Indian school.

Player will look over the 100% Americans as they line up on the football field for film possibilities in her next flicker.

EXTRAS' CODE BECOMES OFFICIAL ON NOV. 11

Washington, Oct. 8. Because routine formalities were overlooked during hectic days of Gen. Hugh S. Johnson's resignation, the effective date of regulations covering film extras was postponed last week until Thursday (11).

Order holding up operation of rules governing compensation and working conditions of atmosphere players was necessitated by failure to make public announcement that regs were under consideration. Unless strong protests are received, extra code goes into operation automatically on 11th.

Approval order had been signed several days previously by Col. George A. Lynch, executive officer, in Gen. Johnson's name before red tape fanatics found that formal notice had not been issued.

Curtiz Asks Accounting In Child Support Case

Los Angeles, Oct. 8. Charges that Mathilde Foerster had used for herself and attorneys in Europe money he had provided to support her minor child, feature the cross-complaint of Michael Curtiz to Miss Foerster's renewed maintenance suit filed here some weeks ago against the Warner Bros. film director.

Admitted in his counter suit that an Austrian court had declared him the father of the child, and asserting that he had paid maintenance in excess of what that court required, Curtiz demands an accounting from Miss Foerster on the allegations that she had persuaded him to sign a subsequent agreement on misrepresentations as to the boy's expenses.

Harry Carey's Sagars

Hollywood, Oct. 8. Harry Carey returns to the screen in a series of westerns to be produced by Sovereign Pictures. First gets started in two weeks at California Studio.

Bernard Meiklejohn arranged the deal.

Chatterton's 1 for Col.

Hollywood, Oct. 8. Ruth Chatterton goes to Columbia for one picture. Will be her first since her Warner pact expired.

L. A. to N. Y.

Mrs. Rose Berger.
Mrs. Milton Bren.
Bruce Cabot.
Mrs. Harry Cohn.
Ann Corday.
Frank Cray.
Don Douglas.
Ernst Lubitsch.
Phyllis Laughlin.
Cameron Rogers.
R. J. Minney.
Orgead Perkins.
Virginia Pine.
Leo Robin.
George Rutt.
Charles Hughes.
Leon Schlesinger.
Randolph Scott.
Mendel Silberberg.
Marion Spitzer.
Claire Trevor.
Harlan Thompson.
Samuel Zaenon.

N. Y. to L. A.

Winnie Sheehan.
Howard Strickling.
Mr. and Mrs. M. A. Schlesinger.
Evelyn G. Schlesinger.
Sylvia Stark.
Jeanette MacDonald.
William Gargan.

Hollywood, Oct. 8.

With studio co-operation credential being issued to freelance fan magazine writers today (Monday) 18 of the 58, who formerly were in good standing, will find studio gates barred to them.

The curtailing of the credential list follows the Hays office and studio publicity chiefs' cleanup campaign against fan mags and writers who are in ditch on the dirt and tipoff angle.

Several others are being dropped because their mag writing is side-line to other jobs.

The 18 were dropped because no fan editor would vouch for their material or else they were heavy contributors to the four motion picture publications which had previously been barred from studio co-operation in toto.

America's 1st Cartoon Cinema; Paris Has One

An all-cartoon house will come into existence for the first time in the U. S. tomorrow (Wednesday) when the Bijou, long a Broadway legit spot, opens as the Mickey Mouse theatre playing only cartoons, Disney and otherwise. Bijou, looking back from the Shuberts by Walter Reade, has been leased for five years, including options, to the Cartoon Exhibition Co., Inc. Paris has had an all-cartoon theatre for some time. Admission scale 25c.

Recently Reade was planning to tear down both the Bijou and the Fulton, backing it on 46th street for construction of a bus station.

Par Doesn't Renew Gail Patrick, John Lodge

Hollywood, Oct. 8. Paramount is not renewing John Lodge or Gail Patrick when their options come up this year. Both will freelance.

Miss Patrick, a winner in the Panther Girl contest, was dropped last year, but later was given a new contract by the studio.

Lodge, Boston socialite attorney, deserted Blackstone for the screen and may return to law.

Mary Pickford's 'Kisses' Set for Her Next Film

Hollywood, Oct. 8. 'Three Kisses' is announced by Mary Pickford as her next picture production, to follow completion of the star's 13 weeks' radio contract. 'Kisses' is an original by Ivan Lebedeff, actor-writer.

DON DOUGLAS LEGIT

Hollywood, Oct. 8. Don Douglas, finished in Universal's 'Night Life of the Gods,' places east as the lead opposite Tallulah Bankhead in 'Dark Victory.'

SAILINGS

Oct. 24 (London to New York) Sir Francis Towle, Clifford Whitley, Henry Sherok (Majestic).
Oct. 19 (Los Angeles to New York) Carl Lammie, Jr. (Santa Maria).
Oct. 19 (New York to London) Jeffrey Borden (Ostrer).
Michael Balcan (Aquitania).
Oct. 19 (London to New York) Lucy Beaumont (American Trader).
Oct. 10 (New York to London) R. J. Minney, John B. Meyers (Perengaria).
Oct. 6 (New York to London) Mr. and Mrs. Gordon Thompson (Europa).
Oct. 1 (Los Angeles to New York) Mr. and Mrs. Charles Murray, Alice Glazer (Pennsylvania).

ARRIVALS

Serge Jaroff choir.
Three Sallors, Joe Phillips, Madelyn Kilken.
Phil Reisman, Joe Siegelman, Betty Carstairs.

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PIC-AIR COIN HITS HIGH

Finding U.S. Goes for Any Good Film, Bad Pix Now Main British Fear

England invading the United States? British films taking away the American coin? Perish the thought, England is merely reaching out for a tiny place in the sun—the international sun—but that's not too much to ask for, is it?

Those are the feelings of John B. Meyers, publicity and advertising director of London Films, who has been in New York for two weeks o.o.'ing the work of the local boys.

"We're trying to make good films in England," Meyers says. "We're doing everything we can. But that, necessarily, means watching the Americans and learning from the Americans. We might as well admit it. It's not coyness, or modesty. Your men in Hollywood have the experience and the background that we need."

And the invasion, therefore, Meyers feels, is just as much the other way. American stars, American directors, American technicians are being brought to England to make pictures which England can satisfactorily offer the world.

"That's why," Meyers points out, "I am in New York. To learn from you Americans how to publicize films. You know, we must learn."

"There is this much established. We have found out that Americans are willing to accept British films—if properly made. Our big danger now is not fine American films, it's bad British films. We must continue using everything we can learn from Hollywood and New York to our mutual best advantage."

"Basically, we must strike one thing. We can't ever strip Hollywood. It's too firmly and too solidly entrenched. What we can hope for is perhaps 5% to 10% of the world's business. If we build up that much, we shall be doing very well indeed."

We can and shall make good films. But as for all this talk of invasion—or of moving Hollywood to Elstree—well, that's just too much."

Mr. Meyers' comment that England now realizes America will accept British films is in contrast to the phobia of British producers that there was a prejudice over here against English-made pictures. This was prevalent for years.

White's No. 2 'Scandals' Being Readied in N. Y.

George White has started work on his next "Scandals" for Fox. Expects to start production in about a month under Winfield Sheehan supervision. Last one was produced under Robert T. Kane. White is now casting in New York, with no talent set.

Johnny Green and Edward Heyman will do the songs for the show. They started to work in New York with White yesterday (8) and will finish most of the songs and numbers here, going to the Coast later with the producer to help stage them.

RITCHIE DELAYS SAILING

Death of his father, in Newark, is keeping Bob Ritchie, manager for Jeannette MacDonald, from sailing to Europe on business.

Miss MacDonald, who came east to "bon voyage" Ritchie, is returning to the Coast this week for her next assignment.

SPOTTING HELEN MORGAN

Helen Morgan arrives Tuesday (9) for Rudy Vallee's "Sweet Music." Austin Parker is writing an orig for her second act at Warner's.

SOMBRE RUDY

Vallee Checks WB Plans to Give Old H'wood Welcome

Hollywood, Oct. 8. Rudy Vallee went unexpectedly modest on Warner by stepping on elaborate plans for reception of the warbler and his Connecticut Yankee on his sked arrival tomorrow (Tuesday) from Chicago to take tops in "Sweet Music."

Studio had planned to have bands, crowds and police escort on hand, but Vallee nixed the preparations, saying he preferred to hit Hollywood quietly this time.

With Leads Busy MG 'Bounty' Gets Six Mos. Stymie

Hollywood, Oct. 8.

Although Metro's "Mutiny on the Bounty" is nearly ready for production, studio won't be able to get the picture under way for at least six months due to the three male leads, Wallace Beery, Clark Gable and Robert Montgomery having other assignments to fill.

Beery, when he completes "Barium" for 20th Century, goes home for "West Point of the Air." Gable goes into "China Seas" and "Riff-Raff," and Montgomery has an untitled picture to do for David Seznick.

Meanwhile, the former Alaskan windmillman, which has been rebuilt to look like the original "Bounty," lies at anchorage awaiting a blow to determine whether or not it is seaworthy. By the time everything is straightened out, however, it is feared that the rainy season in Tahiti, where the picture is supposed to be made, will have commenced, and the production will perforce wind up at Catalina.

Walter Donaldson Weds Walda Mansfield of MG

Hollywood, Oct. 8.

Walda Mansfield, picture player and former Broadway dancer, wed Walter Donaldson, the songwriter, at Agua Caliente, Saturday (6). They were accompanied by piano by Mrs. Eddie (Bernice) Mannix and Leo Morrison.

Newlyweds are both on the Metro lot, bride as a contract player and groom on the songs.

Charlie Ruggles' Wife Is Critically Ill

Mrs. Charlie Ruggles was seriously ill yesterday (Monday) and confined to the New York hospital, having been removed from their Stony Brook, L. I., home.

Ruggles flew in from the Coast to be at the bedside of his wife. They have no children.

The emergency forces a third postponement of the start on "Ruggles of 484 Gals," in which Ruggles is featured. Film now due to start shooting Nov. 1.

Small Spurlugs 'Gungba'

Hollywood, Oct. 8. (MacDonald) Spurlugs is to film the Richard Kipling standbys "Gungba Din" on next season's Rialto-CA program.

"Small" says he'll give "Din" a spurluge comparable to his "Court of Monte Cristo."

TOP \$25,000 BID FOR GARBO

Several Offers for One Shot at Mike for \$10,000 Nixed—Heppburn, Mae West Next in Line

AIR AGENTING

Hollywood, Oct. 8.

Radio salary offers are setting a new high in entertainment values. Never before have such munificent wages been offered for a few minutes on the airwaves.

Top is the \$25,000 dangled before Garbo for an ethereal version of any of her screen works which would not have required more than 15 minutes. Several offers of \$10,000 and better for one shot at the nixie have also been nixed.

Also high up in the big money bracket is Katharine Hepburn, \$6,500 lured her to the kilocycles for a 17-minute swing. John Barrymore is another who knocked off such a stipend for a solitaire.

Next to Garbo the most sought-after name in radio is Mae West; about \$10,000 just to come up and hear her some time. So far, no takers.

The tag on Gloria Swanson reads \$6,000; \$5,000 for Shirley Temple.

Joe E. Brown can go work tomorrow on a dozen kid programs. The price is said to be around \$2,500. That's also the figure asked by W. C. Fields but there's been no stampede. Only big name on which there is said to have been no deals is Marlene Dietrich.

Highest

Newest air disciple, Mary Pickford, at \$5,000 a turn, gets that for 13 times, and may get 26 weeks. That's the Mt. Everest of them all, excepting the Jolson, Rogers, Cantors, Wynns, et al., who aren't strictly speaking 100 percent film-lites.

In the \$5,000 class for one shot are Joan Crawford and Franchot Tone, who divided that up. Gable's stunt on the same commercial yielded him \$3,500. For \$2,500 such players as Leslie Howard, Adolphe Menjou and Irene Dunne will get all-minded and take a guest star spot. Charles Bessieles and Mary Boland cut down the middle on that figure for their comic cavortings on the lanes.

Luella Parsons, Hearst film ed., is getting her bite of the radio coin at the rate of \$1,250 every time she takes a filmer over the jumps on the Campbell supper. Guest player is reported to be paid off in space, more or less.

Jotting through the \$1,000 class one finds a heavier registration. (Continued on page 70)

Studios' School Routine

Par and Metro Weeding Classes to Develop New Group of Players

Hollywood, Oct. 8. Paramount is getting ready to prune its young player group and drop about a dozen of the kids who have been working under the studio's school guidance for the past year and have not developed. Metro weeded out its school several months ago and now has a new crop on hand.

Paramount will pick up a new crop as soon as the present whelp is dropped.

Both studios are using the same system: production of plays with the kids in the school presented to studio execs, producers and directors. As they develop they are given parts in pictures. Metro's school has been in operation for the

John Barrymore and His Wife Got 7% Instead of 6% on Their Money, U. S. Sup. Ct. Denies Special Favor

Plan to Co-Star Powell, Crawford in MG 'Saratoga'

Hollywood, Oct. 8. Metro plans to co-star William Powell and Joan Crawford in "Saratoga." First time the pair have appeared together.

Slidney Sutherland is putting the script in shape.

ALEX KORDA'S ANGLO-U. S. IDEA

London, Oct. 8.

Alexander Korda, head of London Films, has made up his mind to send his entire staff over to the United States by show stages to get informed of latest movements and methods of film production. Work has started on Korda's new London Films studios in Elstree, which will cost upward of \$3,500,000 and he won't need the entire staff until about April.

John B. Meyers, Korda's publicity and advertising man is now in New York. When he returns in about 10 days, David Cunyinhame, studio production chief, will go over. A. W. Watkins, sound chief, will follow. Then George Perinall, chief cameraman, accompanied by other lensers, Vincent Korda, head of the art department, and finally Harold Young, chief cutter and director.

Somewhere in between Merle Oberon, star, will go to Hollywood on loan to Twentieth Century for two pictures and Korda himself expects to go over for a couple of weeks.

Korda's idea is to thus keep everybody in touch. He is also working on several deals for his talent. Hiking the idea of loaning them to American companies for buildup purposes. He's especially committed to this notion since he loaned Robert Donat to Rialto. Donat had a small part and a long term contract out of Korda for "Henry the Eighth." Rialto used him in the title role of "Monte Cristo" so Korda figures him star material now.

Exchange of talent and studio personnel is similar to the stunt being currently done by Gaumont-British which, also, is sending everybody it can spare to the United States at regular intervals for scope broadening.

Washington, Oct. 8.

Dolores Costello and John Barrymore today lost their case against the bankrupt Guaranty Building & Loan Association of Los Angeles involving priority of claims against the assets of the corporation when the U. S. Supreme Court refused to review the decisions of the lower courts.

Actors claimed they were entitled to prior consideration in view of their agreement to purchase investment certificates under special terms but court declined to rehear decisions which held that Barrymore's claim was not entitled to priority.

Record shows Barrymore deposited \$50,000 with the understanding interest would be at 7% instead of the customary 6% and withdrawals made on 6% instead usual 30 days' notice. Dolores Costello (Mrs. Barrymore) later deposited \$25,000 on the same conditions.

Lower courts held that the special conditions are not binding on the receiver as the latter changing the usual terms was not specifically authorized by the board.

Demanding priority, actors claimed receivers, owed them more than \$150,000 on deposit when company failed to reopen in December, 1930. Barrymore claimed \$94,525 and his wife \$59,525, while Henry Hotchner, Barrymore's representative in dealing with the company, claimed \$5,428 on his own account.

INDIE PROD. IN TEXAS ON SAM HOUSTON SAGA

San Antonio, Oct. 8.

National Pictures, local indie producer, planning a feature-length production on life of Sam Houston, Texas' first president and Alamo hero. H. W. Kier, of Kier-Phillips, which controls outfit, is off to Hollywood to dicker with Mack Stenger in film production. Bernard King casting.

Gordon Craig, Loretta King and Geraldine Duke, said to be a cousin of Doris Duke, have been signed. NP production has been limited heretofore to one-reel musicals with western background and one longer feature with biblical background.

Olmstead Stays On, Stuart's Chief Aide

Ed Olmstead remains on at Columbia as chief assistant to Herschel Stuart in the advertising-publicity department.

After tendering his resignation a week ago, differences were ironed out. An increase in salary for Olmstead is said to have been approved.

Dorothy Lee's G-B

Hollywood, Oct. 8. Hoping to Mexico City for a personal at the opening of a nine spot, Dorothy Lee will go direct to New York from the southern capital, sailing for London around the 15th. Has a one pie deal with Gaumont-British.

SMALL'S 'BRUMMEL'

Hollywood, Oct. 8. "Brum" has previously announced that he had signed a contract to make Beau Brummel on his next picture, Reginald A. Program. (Olmstead) is collaborating with Don W. Brown and R. Alfred V. Lee on the yarn. Lee also will direct.

ASCAP and Exhibs in Compromise On New Theatre Tax Scale

American Society of Composers, Authors and Publishers and the picture theatre interests have compromised their differences. At a special meeting yesterday (Monday) the ASCAP board of directors unanimously ratified the compromised seat tax agreement worked out by the Exhibitors Emergency Committee and Gene Buck and E. C. Mills, acting for the society.

Under the terms of the revamped contract the tax of 10c. per seat per annum remains for houses up to 800. Theatres with 800 to 1,599 seats will pay 15c. per seat, while houses with 1,600 chairs or more will be charged an annual fee of 20c. per seat. Agreed scale establishes a flat rate through the theatre industry and takes no cognizance, as originally proposed by ASCAP, of the number of performances by a theatre. New contract runs from Oct. 1, 1934, to Sept. 30, 1935.

Following acceptance of the compromise scale by the ASCAP directorate both sides issued statements. Exhibitors' committee, headed by Walter Vincent and represented by all the major circuits as well as the MPTOA, declared that the deal was a fair and constructive solution of the tax situation and also expressed the hope that every exhibitor in the country would support it. Had the compromise not been arrived at, assured the exhibitors' committee's statement, theatre men would have had to pay a rate substantially above those provided for in the agreement. Prior to the board meeting the exhibitors had pledged Mills that it would obtain the signatures of every theatre operator in the country.

ASCAP's statement was to the effect that the board was gratified to find that the theatre business, despite its depressed condition, was ready to pay for the use of copyrighted music. What was equally pleasing to the society, averred Mills in commenting on the settlement of the issue, was the fact that the theatre industry for the first time in 20 years agreed that the copyright owner had just cause in collecting for the use of his works. This admission, said Mills, constituted a broad advance in the development of goodwill between the society and its licensees.

With the board out of the fray, ASCAP can now concentrate its energies in working out a solution of its differences with radio.

REPORT NOW IN ON 33 STATES' GROSSES

Washington, Oct. 8.

Census Bureau announced last week that 536 theatres in Washington, West Virginia, and Virginia took in \$14,261,000 last year. Brings reports up to date on 33 states where 3,961 houses had a gross of \$91,067,000.

Washington was the leader last week with 195 film houses which took \$5,165,000, and 26 others which had receipts of \$1,809,000.

Virginia had 159 theatres of all sorts, with take of \$4,129,000.

West Virginia had 159 film houses which took \$2,711,000, and seven others which took \$447,000.

Seattle figures showed \$935,000 income for 11 legit, and pic-vau-de houses, and \$2,352,000 for 41 straight film houses. Tacoma reported 11 film houses took \$325,000. Spokane had 12 film houses which received \$486,000, and three others which took \$319,000.

Ten film houses in Richmond took \$750,000, while seven in Norfolk took \$432,000. Roanoke had seven houses which took \$421,000.

Huntington, W. Va., reported take of \$342,000 by eight film houses; Charleston, \$506,000 by eight film and pic-vau-de houses, and Wheeling, \$492,000 by 10 film houses.

Filing Par Debentures Extended to Dec. 1

With a considerable amount of Par bonds still unfilled under the bankruptcy and every effort being made to protect them on a reorganization, another extension of time in which to deposit the debentures has been asked for and granted by the courts. New order moves the date up to and including Dec. 1.

Extension includes for both the Paramount Public 5½% and the Paramount Famous Lasky 6% bonds.

Claims on debentures previously filed shall remain in full force.

RKO, SKOURAS, R.&F. SETTLING N. Y. MAP

Details are virtually ironed out in unending RKO's film product and interlocking operating problems turning back to the circuit all of the Fox and 50% of the Columbia and Universal programs originally bought by Loew for the Greater New York area.

During the past week Skouras Bros. and Ringier and Frisch (Randforce) have been in conference with RKO straightening out the theatre situation. Randforce is to take over the Utica, Brooklyn, recently acquired by RKO and located in the heart of the Randforce chain, while the Skouras will take over Rockville Center, L. I., also a recent RKO acquisition.

The Academy, Crotona and Park Plaza (Skouras controlled) are to be pooled with RKO in their territories. RKO to do the booking. Academy, booked last season by RKO under an old operating agreement, has been handled by Loew's following purchase by latter of the Fox product.

Question of what, if anything, will be done about the Audubon, which was in last year's RKO-Skouras operating arrangement, remains to be settled. House is opposition to the Uptown, taken by RKO from Lee Ochs this summer. Audubon is also 13 blocks distant from both the RKO Coliseum and Hamilton theatres.

Allocation of product to RKO under the split of Col and U between that circuit and Loew's, plus other details on pictures to go to RKO is expected to be worked out pronto.

PETTITJOHN HOPPIN' AGAIN

Charlie Pettitjohn of the Hays office is off on another trip to several key points to discuss and look into zoning.

He may make the Coast again after covering other cities and before returning to New York.

Rosey Drifts Into Hollywood, but— Plays Possum on All Code Biz

Hollywood, Oct. 8.

Divisional Administrator Sol A. Rosenblatt left here yesterday (Sunday) for Washington after a brief Coast stay. Coming out specifically to address the American Federation of Labor convention at San Francisco, Rosenblatt stopped here for a day en route and another on his way back but didn't mix into film code matters.

Rosenblatt denied he contemplates resigning his NRA berth. He indicated a desire to quit and go back to a job with some cash in it but said that NRA still has a call on him. "There's a job to be done, and I am going to stick and do it."

This would refute reports that he is following Gen. Hugh S. Johnson into private life and that Bill Farnsworth is to immediately succeed him.

Rosenblatt dodged a lot of verbal

Wanger Wants Milly

Hollywood, Oct. 8.
Walter Wanger and Lewis Milestone are huddling for latter to direct one of Wanger's for Paramount release.
"Director is now cutting 'Captain Hates the Sea' at Columbia."

PAR MINORITY BONDHOLDERS' TROUBLES

A minority group of Paramount bondholders given equal footing on reorganization of Par with the major Vanderbilt committee, is having trouble getting information from the P-P trustees considered essential by the group on formulating their own ideas on a reorg.

Although going to court with a show cause order why information desired was not readily forthcoming, with another hearing on the matter yesterday (Monday), and another postponement to Monday (15), most of the information wanted has not been furnished. Some of the info has been obtained (Continued on page 70)

WB Philly Theatres' Buy and Later Denial Mystifies Quakers

Philadelphia, Oct. 8.

Town is still trying to figure out the answer on the story which broke last week on the front pages of all the dailies to the effect that Harry M. Warner had bought four Pennsylvania-Public houses here at a total purchase price of \$1,645,000. Mystery angle was not the sale, but the statement that he had bought the houses for himself and not for Warner Bros. operation. This was later vehemently denied in a statement by Warner, in which he said: "Neither I nor either of my brothers nor executives of the organization have bought or will buy any theatre for personal operation independently of the theatre operations of the Warner Bros."

"Personal buying" thing was believed to be another case of "sub-operation." Outstanding local example of the latter is the Earle, which is ostensibly operated by Joseph Feldman, but still controlled by the Warners, who had it openly up until two years ago.

In the case of the sale of the four theatres, the Tower and Nixon in West Philadelphia, and the Frankford and Roosevelt in Frankford, it is suggested that William Goldman, who in the late summer announced the formation of a new chain here, might be prominently concerned, but no verification is forthcoming. Goldman has had some trouble in getting local spots, both center and important nabe houses.

Incidentally, the firm locally is no longer known as Stanley-Warner, but Warner Bros.

Prickbats aimed his way because of a talent peeve that the Agency code hearing is to be held in Washington on Oct. 17 instead of here.

Academy lead the critical fray with a pointing telegram, but Rosey neglected to answer it. Asked as to his opinion of the squawks along this line, the Administrator answered: "Nevertheless the hearing will be held in Washington."

Writing Squawks
Agent and talent peeve is that by holding the hearing in the east, those most vitally interested will be obstructed from saying their piece. Meanwhile the Code Authority office has sent out blanks to all those interested asking them to file their squawks on the proposed code in writing, for consideration at this Washington hearing.

The agents, through Attorney (Continued on page 70)

Cohen and Paramount

In 1932 Paramount lost nearly \$12,000,000 on theatre operation. Combined with production the drop approximated \$18,000,000. Adolph Zukor had a problem.

Zukor had a tough nut to crack, and that nut was the production end where morale had gone to pieces and disloyalty against executives had been manifested aplenty.

To try and remedy the situation Zukor brought Emanuel Cohen back from Europe. Cohen was organizing a European news weekly for Par at the time. Upon arriving in New York Cohen didn't know what was the matter except that it was trouble. Zukor told Cohen he wanted him to assume the studio problem. Cohen declined but Zukor finally prevailed upon him to check up on the Hollywood plant and try to devise a plan for reorganization.

Cohen went to the studio. No one knew what he was there for. He made his analysis of studio conditions, personalities, operation costs, etc. A tedious four months' job. Cohen return to New York with a plan and presented it to Zukor. The plan was not a selfish one as when Zukor, after digesting it, told Cohen he was the one man capable of putting it into effect. Cohen begged off. He said he wanted to complete his job on the newsreel end. Zukor had a different argument, and there were talks.

While Cohen was researching on the Coast there were those underground whisperers by the politically inclined which brought about a bad situation at the studio. Nobody felt they were safe. Cohen knew all this but after some weeks of pros and cons with Zukor he agreed to return to Hollywood and launch his plan.

But before Cohen consented to the mission he informed his boss that it would be impossible to get the plan into operation short of 12 or 18 months. He pointed out there would be such an upheaval at the studio that it would take that length of time to build a new organization that would stick to the company, as well as himself, and carry out his ideas in the endeavor to turn red into black.

Cohen's first salvo in the campaign was to clean out the deadwood at the studio. He felt that high-priced people whose value no longer existed were an encumbrance and must go. Cohen thereby incurred the ill will of those who suffered through the cleanup measures, as well as that of their friends who still remained with the organization and who felt they would probably be next. But the productive man power remained and Cohen put together an organization which is turning out the present crop of pictures.

Cohen was at the studio helm during a time when the company faced problems that had never been experienced before in the history of the industry. From the start of his regime there was the bankruptcy of Paramount, with the production company having hardly sufficient money on hand for more than one week's overhead at a time. Cohen tackled the problem, managed to finance production himself and cut the cost of production \$5,000,000 in a year. Nor was he compelled to borrow any money for picture making after the bankruptcy petition. Since that time, it is understood, that considerable cash reserve has been built up by the production end so that the studio can carry on without requiring outside capital at interest rates.

This brought the company into an era of sunshine from the cloudy days of 1932 and early part of 1933. According to reports of the bondholders' and stockholders' committees Paramount, exclusive of theatre operation, has made almost \$6,000,000 derived purely from sales of productions made at the Hollywood plant. The number of theatres controlled by Paramount is much less than before the bankruptcy.

Another handicap was overcoming and reviving the morale of the studio as well as the quality of production, despite the fact that when the company went into bankruptcy all contracts were subject to cancellation. No doubt that Cohen's job of instilling confidence and to keep the personnel he wanted was tough. And tougher was the task to gradually build up the organization and increase its production assets. This particular task took over a year to complete, and in the second year Cohen's plans were to reach fulfillment. Pictures now being released had their conception approximately a year ago, or just 12 months after the commencement of the studio reorganization by Cohen.

Usually most easterners inflict irretrievable damage through ignorance in the matter of trying to run a creative industry without being cognizant of its elements and conditions, the picture business being peculiar unto itself. But Zukor brought Cohen into the production end and results are results. At present the setup is on the black side of the ledger and Cohen, if nothing else, has brought order out of chaos and put dollars into the company's treasury. The outlook was a bit different the first time Zukor sent him west.

Al Fiegel Bankrupt; \$178,224 Liabilities

Alfred E. Fiegel (Outdoor Advertising Service) has filed a voluntary petition in bankruptcy in New York, scheduling liabilities as \$178,224. States that the assets could not be immediately determined, described as composed of insurance and unliquidated claims which have been assigned.

Among the creditors listed are the Criterion Advertising Co., \$110,517; Hanover-Capital Trust Co., Trenton, N. J., \$15,880, secured by assignments of claims against Fox Metropolitan Playhouses, Inc., and RKO Corp., and Saul E. Rogers, \$7,000.

KOBER JOINS FOX

Hollywood, Oct. 8.

Arthur Kober joins the Fox writing staff to prepare the screen play of "Wanted—A Cisco Kid."

Picture is slated as a musical to be produced by Eric Pommer, and Warner Bros. is expected to make the lead spot.

FIRST MPLS. CINEMA LOSES BLUE EAGLE

Minneapolis, Oct. 8.

For the first time since the NRA came into being a Minneapolis theatre has been deprived of its Blue Eagle by the NRA board at Washington. House is the Wonderland, independent subsequent-run theatre in the Gateway district, playing double features at 10c. admission.

Action was taken on recommendation of Mrs. Anna Dickie Olsen, state NRA compliance director, who charged that the code's hour and wage provisions were being violated by the theatre.

AUSTIN PARKER'S CHORE

Hollywood, Oct. 8.

Austin Parker is working on an original untitled tale as Helen Morgan's second picture under her contract with Warners.

Miss Morgan arrives tomorrow (Tuesday) to step into "Sweet Music" with Rudy Vallee as her first.

SEE NO NAT'L ZONING IN '34

Wall Street's Reported \$6,500,000 Offer Now Crops Up in Par Reorg

Downtown talk has Hayden, Stone & Co., or Atlas Investment Trust, offering an alternative plan to the plan hitherto agreed upon among creditor groups for reorganization of Paramount-Public. The new offer seems to be predicated on the investment firms' possible purchase of a 50% equity in P-P for \$6,500,000. Duncan Holmes, chairman of the stockholders' protective committee, is handed as interested in the new move. Another who may be associated with the move is Attorney Saul Rogers. H-S denies any such bid.

This may muddle the Paramount bankruptcy situation more than ever. This H-S move, if maneuvered via Holmes and Rogers, would mean that there is conflict among the downtown parties to the Paramount situation, a conflict that has resulted through the inordinate delays surrounding the entire Paramount picture up to now. Lawyers have been principally the cause for the fact that Paramount is not reorganized already. Another possible reason seems to lie with the P-P trustees.

The stockholders' protective committee, hitherto handed as working harmoniously with creditor groups, appears on a tack of its own, as per the new money offer.

Saul Rogers' activity in the Paramount picture has been one of mystery mostly, so far as the identity of his clients are concerned. He may be representing indie bondholders and stockholders, and not Hayden, Stone, but publicly no identification of his clients has been made known.

Par's cash position is more than \$12,000,000, as revealed officially not so long ago. In the face of such figures Paramount stands unique among industrial firms of the country, as Par is still in bankruptcy, seemingly unable to head for reorganization despite strong creditor efforts.

BROMFIELD'S PLAY FINANCED BY 20TH

United Artists-20th Century coin is behind the stage production of 'De Luxe,' from the pen of Louis Bromfield, which is being directed by Chester Erskin. Erskin also is slated to direct the screen adaptation later for Century.

The piece originally appeared in a magazine.

KATZ'S PRO TEM

Metro Studio Bath to Determine If He Likes It

Louis B. Mayer got in from Europe Wednesday (3) and left the following day for Hollywood, taking Sam Katz along with him.

Understanding is that Katz goes out to see how he will fit into the new duties Metro has in mind for him. Inference is that he will not be tied up and can call it quits if wanting to later on. Katz has been interested in trying his hand at production following the six months spent as studio chief for Paramount when Jesse Lasky left Par.

Katz is taking no one with him from New York, this including Roy Furman, his confidential secretary-assistant. Furman stays east.

Hollywood, Oct. 8. Louis B. Mayer and Sam Katz got in Sunday (7). Mayer opening Frank Merriam should be elected governor over Upton Sinclair.

Mrs. Mayer left the train at Pasadena where she was met by her daughter.

WB-Fox Met Again

Unofficial accounts has Warners once again angling for a buy-in on the Fox Metropolitan group. There are also other possible buyers mentioned in current talk.

Few theatre situations have been so financially mixed up as Fox Met.

The proposed offers laid to Warners and also other buyers hover around the \$4,500,000 mark. Today's hearing on Fox Theatres, parent firm of Fox Met, may see interesting discussions unless it's adjourned.

L. A. Starts Church Drive; at First Opposed the Idea

Los Angeles, Oct. 8. Los Angeles Catholic churches Sunday for first time distributed Legion of Decency pledges. Heretofore Bishop Cantwell and Archbishop Hanna have been reticent on doing so.

Several weeks ago Hanna made the statement he didn't believe in censorship, pointing out he had found persons in the theatrical world who had nearly always followed his suggestions on pictures and shows. He said he believed it a much better way than what many general boycotting.

REICHMAN PROBABLY SUCCEEDS BO DOWLING

E. D. Reichman will probably be appointed head of European sales for Radio Pictures, replacing Ambrose S. (Bo) Dowling, resigned. Reichman has been on a roving assignment for Radio around the world for the past year and is now in London sitting in temporarily until Phil Reisman, Radio chief, makes up his mind. Dowling was head of Radio's foreign distribution for a number of years.

Radio last week appointed a new representative in Italy and the Near East, Joseph Dionio, who takes over territorial distribution. Territory was previously handled out of Paris.

Carewe's Int'l Plans

Paris, Sept. 30. Plans to found an independent Anglo-American studio in England making, superfeatures were announced by Edwin Carewe during a stopover here on the way to London, accompanied by Fairbanks Smith.

Smith has three 'Epic' pictures already lined up and eight other stories by eminent authors. First to be made will cost \$600,000, he says, and similar product would cost \$2,000,000 in Hollywood. Paramount will release it in America, he says.

Carewe's 'Are We Civilized' is now being shown to French distributors.

FETING MANNIE COHEN

Hollywood, Oct. 8. Emanuel Cohen will be honored at a testimonial dinner at the Hotel Ambassador Oct. 12 in celebration of his three years as v-p in charge of Paramount production.

KOHN BACK AND O.K.

Fully recovered from a recent illness, Ralph A. Kohn returned to his office in the Paramount building, N. Y., yesterday (Monday).

SQUAWKS OVER L.A.-N.Y. DELAYS

Heavy Expense, Too, in Long-Distance Travel—Zoning Dragging Along Since January, 1934

STALLING

Trade figures that film code machinery works unevenly when such squawking as was occasioned on the Los Angeles zoning and clearance schedule can compel a hearing in New York, 3,000 miles away from the base of action. Expense, as must have been borne by the independent parties in the a.c. matter, is also a factor. The big companies have their reps on the ground but otherwise the ratio of comparative cost works less harshly on the bigger fellows than the little ones.

For the dozen or more indie theatre and studio people who attended the appeal, the aggregate cost is estimated to have amounted to around \$5,000.

The peculiar nature of the matter is that even at this appeal hearing it was brought out that major company reps on the Coast had actually come to agreement on the points in the zoning and clearance setup for Los Angeles. Yet at the hearing most of the squawking came via the majors. Between West Coast theatres, Metro and Warners, the trio had a monopoly on the complaints as were heard at the appeal board hearings.

The indie picture people represented by I. E. Chadwick also had some objections but surprisingly on some occasions these complaints seemed to jibe with those made by major company distributors and the West Coast theatre people. That was a curious tangle.

On the face of things it looked as the hearing opened that the squawks which were to have been made had been cut and dried in advance. The only chance the indies were to have had was to come from just one of those long shot chances that maybe after all the

(Continued on page 79)

U. S. Sup. Court Refuses to Review Tri-Ergon Case, Affirming Fox's Flywheel, Double Print Patents

Twist

Because 'purity seal' may convey the thought of dirt too much, protectors of the film seal are thumbs-downing on the phrase.

Film spokesmen prefer 'certificate of approval'.

Washington, Oct. 8.

Refusing to review proceedings in lower courts, the U. S. Supreme Court today in effect affirmed the validity of two important sound picture patents held by William Fox's American Tri-Ergon Corp. and held Western Electric, Erpi and RCA Photophone guilty of infringement. Those patents are known as the double print and the flywheel.

Without specifying its reasons, the court declined to grant separate writs of certiorari sought separately by Paramount Public, and by Altheona Public theatres and Wilmer & Vincent Corp.

As a result, decisions rendered by the Circuit Courts for the second and third circuits, which upheld the legality of patents issued three Germans for basic sound picture process, stand as final.

Contention was made in RCA Photophone case involving the flywheel that the patent issued to Hans Engel, three Germans whose rights were assigned to Tri-Ergon, was invalid because the gist of the alleged invention was use of a flywheel and that this was not a true invention. Erpi appeal on the double print patent was based on the argument that the idea of recording sound on film was old and idea of simultaneous recording principle was not novel.

LONDON FILMS MAY FINANCE LEGIT PROD.

London, Oct. 8.

London Films is negotiating for Paul Muni to play the title role in 'Nijinsky.' Alexander Korda bought the stage and screen rights on the film. London Films may also finance the West End version, patterned after the Hollywood idea of subsidizing Broadway legit productions.

If getting Muni, Korda wants to put it into production with Charles Laughton opposite as Dagileff.

Play will probably be produced first and film later, in accordance with London's new production set-up. First play to be produced as a legit by the film company was 'Josephine,' by Emyln Williams, which opened at His Majesty's, Sept. 25. Next will be a play called 'Mary Held,' by James Bridie. 'Nijinsky' will follow if cast is set.

Notion is similar to the one being tried now in America by Derryll Zanuck and his Twentieth Century (among others), which, too, sponsors plays prior to filming. Both companies release through United Artists.

G-B Execs Returning to England; Both Sides of Atlantic Deny BIP Merger

John Maxwell or anyone else at this time.

London, Oct. 8. At a dinner given to Lion Feuchtwanger, author of 'Jew Suss,' just prior to opening of the film at the Tivoli Thursday (4) (called 'Power for America') Beverly Baxter, G-B publicity chief, officially denied a Gaumont-British-International amalgamation, adding that the Ostrer holdings are not for sale at any price.

Earlier in the week Isidor Ostrer, head of the G-B board had been in converse with John Maxwell, head of British International Pictures. Both use the same bank, which may have facilitated the conversation.

Understanding is that Maxwell had been offered the Fox 49% holding in G-B, for \$10,000,000. He was ready to buy it, it is understood, if he could also get some portion of the Ostrer holdings. Ostrers also have 49% and the other 2% are owned by Lord Lee who has consistently refused to sell Maxwell, therefore, could not hope to get anywhere by simply buying the Fox holdings.

Understood that Maxwell offered the Ostrer \$5,000,000 for their share and the Ostrers are also understood to have been interested at a 17,500,000 figure.

Halperins Need \$813,750 to B.R. Indie Victory Co.

To secure major financing of \$813,750 for their newly formed Victory Pictures Corp., Edward and Victor Halperin have compiled an extensive prospectus of their proposition. The producers claim a five-year contract with Allied States Theatres whereby Victory gets a minimum of \$40,000 in bookings on each picture, with 1,525 theatres affiliated with Allied States committed with playdates.

Victory figures to produce four specials to be personally supervised by Rex Beach and six specials which will include talker remakes of 'Ramona' and 'The Enchanted Cottage,' besides others.

Prospectus states that a percentage arrangement has been made with Rex Beach whereby Victory acquires the film rights to four stories by the author: 'Wild Pastures,' 'Seven Devils,' 'Night Song,' and one more. Beach will personally supervise production on the four. Company figures production cost to hit around \$60,000 per picture.

Authors, whose works form the basis of the expected Victory production program, include, Rex Beach, Vicki Baum, Edna Ferber, Helen Hunt Jackson, George Eliot, George Manker Watters, Arthur Wing Pinero, Nina Wilcox Putnam, Garnett Weston, Victor Cherbuliez, Jesse Lynch Williams, Richard Carrington, and Hoffman and Stewart Edward White.

In listing the expected stars and featured players available for the prospective Victory program, the prospectus names a total of 39, many of whom are or have been under term's contracts with major companies. Twenty-two directors are also available for handling Victor pictures, seven tied up on major contracts at this time. Of the 22 scenarists expected to be available, 11 have been or are being or have been in demand for handling pictures in the past year.

World Series, Heat as L. A. Blah Biz Alibis, but Poor Pix is the Answer; 'Caravan' Mild \$10,000; Par Ditto

Los Angeles, Oct. 8. World Series, heat, etc. is the wall of the first-run operators. But most of the grief comes from lack of heavy b.o. material. Biz perked up Sunday (7) in most downtowners but too late to help much. State, with big campaign waged for 'Caravan,' seems to mean nothing to the locals. Most surprising is the manner in which 'One Night of Love' has been holding at the Criterion, where it is in its third week, and will come through with profit for the house on this campaign. Running little behind of Hollywood on 'Desirable,' due to fact house is tossing in couple of previews. Paramount yanks 'Lemon Drop Kid' after today (8), putting in 'Wigga of Cabbage Patch' for nine days.

Downtown appears to be having struggle with its double bill policy and set to go single feature again. 'Kansas City Princess' and 'Name the Woman,' current offerings, seem to drag little into the house.

Orpheum started a week with '365 Nights in Hollywood' and the Three Stooges on the stage, with Pantages also improving with its two-a-week preview policy and 'The Girl of Limberlost,' the current feature attraction.

Estimates for This Week
Criterion (Tally) (1,600; 30-40-55)—'One Night of Love' (Col) (3rd week). Best bet house has had since turning to full of women's pix, and this one is suffering from over-dose. Mild \$5,000. Last week \$6,500 for 'British Agent' (FN).

Downtown (WB) (1,500; 25-40)—'Kansas City Princess' (WB) and 'Name the Woman' (Col), split. Policy does not seem to be one to draw with gross headed toward \$4,000, which is nothing. Last week 'House Wife' (WB) and 'Defense Rests' (Col), just could not get going; a bad \$3,300.

Hollywood (WB) (2,750; 25-35-40-55)—'Desirable' (WB). Started off bit better than its predecessor and will tune off with around \$6,000. Last week 'Fountain' (Radio), big disappointment at \$4,000.

Los Angeles (Wm. Fox) (2,800; 15-25)—'Fifteen Wives' (Chest) and 'Million Dollar Ransom' (U), split. Holding to regular pace and will wind up with close to \$4,000. Last week 'Marriage on Approval' (Mayfair) and 'Human Side' (U), oke at \$3,500.

Orpheum (Bdwy) (2,270; 15-25-35)—'365 Nights in Hollywood' (Fox) and vaudeville. With heavy plug on for Three Stooges doing a personal, trade lifted bit and will hit easy \$6,000. Last week 'House Wife' (WB) and 'Defense Rests' (Col), single feature here. Last week 'Dude Rancher' (Fox) and 'Circus Clown' (FN), pretty good at \$5,800.

Pantages (Pan) (2,700; 25-40)—'The Girl of Limberlost' (Mono), first campaign back of it and couple previews, house is set for a nice \$5,000; big for house. Last week 'Chorus in London' (Fox) and 'The Head' (Mono), pretty tough going at \$3,300.

Paramount (Partmar) (3,595; 30-40-55)—'Lemon Drop Kid' (Par) and stage show. Off to mild start and will be lucky to hit \$10,000 on five days. 'Wigga' (Par) opening tomorrow (9) for nine days. Last week second and final Belle of the Nineties' (Par), faded out to \$13,200.

RKO (2,950; 25-35-40)—'Desirable' (WB). Off to fair start and with couple previews for \$4,000, will finish with around \$5,000. Last week 'Fountain' (Radio), not getting that excited about at \$5,600.

State (Loew-Fox) (2,624; 30-40-55)—'Caravan' (Fox). They just would not go for the high powered publicity used on this opus, so it will blow out with around \$10,000. Last week 'Judge Priest' (FN), hit couple hundred over calculation with \$12,300.

FLOCK OF FEMME FLIX BEST AT BALTO'S B.O.'S

Baltimore, Oct. 8. All's well on the Baltimore end. Rainy week-end, which postponed the big civic pageant in the stadium, kept the film houses, which would have suffered at night, showing. If weather had been conducive to travel.

The Century is commanding the crest again. It's top on stage, noted with 'Outcast Lady' and criticism over booking the magician with Bennett's pic, but the youngsters came as did the matrons for Bennett. A clench for a glowing \$12,000.

The Hipp started strongly, with well-liked vaude layout and 'Age of

Innocence.' Fighting it out with the Century for the flapper and mummy trade, and house will snag a smart \$16,000.

Estimates for This Week.
Century (Loew-FA) (2,600; 15-25-35-40-55-66)—'Outcast Lady' (MG) and Thureston. Counting to a corking \$20,500. Last week 'Barretts' (MG) and strong stage show, smacked, \$22,500.

Hippodrome (Happaport) (2,200; 15-25-35-44-66)—'Age of Innocence' (Radio) and five acts. Press praised, which will insure legit-going and book-reading trade, while enough of the 'femmes who go in big way for Eoles and also Dunne will swell it to balloon biz to \$16,000. Last week 'Richest Girl' (Radio) and stage show, good \$13,000.

Keith's (Schanerper) (2,500; 15-25-35-40)—'Belle of the Nineties' (2nd week). Biz dwindled rapidly last two days of first week and the fall-away has increased during second session. Not more than a good \$5,500 currently, which is disappointing. Around \$13,000, biggest figure house has had in years, first week.

New Mechanic (1,800; 15-25-35-40-50)—'Caravan' (Fox). Film needs names to seriously buck the product on view at rival spots this week, fair \$4,000, if that. Last week, second of 'Judge Priest' (FN) good \$4,800. Fortnite total, stunning \$12,600.

Stanley (WB) (3,560; 15-25-35-40-55)—'Last Lady' (WB). Town too full of women's pix, and this one is suffering from over-dose. Mild \$5,000. Last week \$6,500 for 'British Agent' (FN).

Irish Players (Legit) Hurt Providence Biz; 'Outcast Lady' \$7,000

Providence, Oct. 8. Looks like a tepid week for most stands. Compared with the grosses the various spots along the main stem have been dragging in lately, this week's takings will be almost negligible.

Business pretty evenly distributed. Central theatres appear to have a slight advantage, but edge is not as great as it has been in the last few weeks.

Irish Players in town for four night engagement. Even indication that engagement will cut into film grosses along with the burlesque attraction 'Naughty Night' with Ann Corio.

Estimates for This Week
Fay's (2,000; 15-25-40)—'Last Lady' (WB) and 'Shuffle Along' on stage. Colored revue here last spring, and complete flop. Things not much better here. The engagement is that house will gross poorer week since opening two months ago unless things change radically. Not much more than \$6,500. Last week 'Million Dollar Ransom' (U) and 'Parisian Folies' got \$7,800.

Loew's State (3,200; 15-25-40)—'Outcast Lady' (UA) and 'That's the Best of Us' (Mono). Effort sincere or otherwise, but for the moment, management to hide fact that 'Outcast Lady' is adaptation of 'Green Hat' put for naught. The hardboiled cliché stirred up the stew, and put everyone wise. In fact, Disney cartoon, 'Big Bad Wolf,' got the better breaks in the notices. Lucky if gross will top \$7,000 this week.

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Majestic (Fay) (2,200; 15-25-40)—'Desirable' (WB) and 'Case of the Howling Dog' (WB). About the best bet in town for the moment, and money; gross of \$7,500 slightly less than previous grosses, but oke at that. Last week 'Judge Priest' (FN) and 'There's Always Tomorrow' (U) were well at \$8,900.

RKO Albee (2,500; 15-25-40)—'Once to Every Bachelor' (Radio) and 'Aristocrat Revue' on stage. Possibly \$8,000 if present pace continues. Last week, 'Wake Up and Dream' (U) was so-so at \$7,100.

RKO Victory (1,600; 10-15-25)—'Down to Their Last Yacht' (Radio) and 'Cheaters' (Radio). Looks like \$1,200 on split week. Last week, 'Hollywood Mystery' and 'Trail Beyond' on split week, too, was oke at \$1,050.

Strand (Indie) (2,200; 15-25-40)—'The Girl of Limberlost' (Mono) and 'Young and Beautiful' (Mascot). 'Young and Beautiful'; present outlook indicates not much more than \$6,000. Last week, 'Belle of the Nineties' (Par) and 'The Girl of Limberlost' (Mono) were excellent at \$12,000, overshadowing everything else in town.

Lancaster Books Band To Buck Mae West's Biz And More Than Clicks

Lancaster, Pa., Oct. 8. Eighth successive rainy week-end here added nothing to the generally disappointing business of the week. Mae West picture heavily counted on took a header.

Estimates for This Week
Grand (1,000; 25-40)—'Belle of the Nineties' (Par). Disappointing. Opened day ahead of schedule as 'British Agent' folded. Was set for an eight day run, but according to present business will not hold the time. Will do well to reach \$3,800. Last week 'British Agent' (WB) out after five days to make way for 'Wester'; closed to a week \$2,700.

Colonial (1,250; 25-40)—'Servants' (Radio) (Fox). May get about \$3,000, so-so. McKinney's 'Cotton Pickers' on stage as opposition to Mae West and did the business of the town Friday and Saturday. 'Wagon Wheel' (Par), last half, should do \$3,200. Scale tilted from 35 to 40c.

Capitol (1,300; 25-40-55)—'Last Lady' (Radio) and 'Desirable' (WB) with stage show Saturday. Promises a profitable week of \$2,600. Last week 'One More River' (U) and 'Dragon Murder' (WB) not so good with \$2,500.

'Belle,' \$11,000, Leads Omaha; 'Priest' \$9,000

Omaha, Oct. 8. It's back to normal on theatre road with full opening of the first-run house, three of them double-features. This is the situation as it was last season with identical prices and policies.

Local grosses are up some over last year, which may be due to several causes—better pictures probably being the main one. Again, may be that the trend of biz which is reported up in other lines, 15% in show biz as reported by Evert Cummings of the Blank diving office. Add to this some good exploitation and theatre-going weather.

For its reopening week Paramount had high of proud, and opening current bids to pass that. Mae West has a near house record at the Par, and she is very likely to come close again this week. She has topped \$12,000 and may reach that this week, though \$11,000 seems more near it. Midnight show on this film last week helping slightly.

Crichton-Baskett football game Saturday night is only sizable outside competition of the week.

Estimates for This Week
Paramount (Blank) (2,765; 25-40)—'Belle of the Nineties' (Par). Single attraction and most probably will become the belle of \$11,000, but has some reach to do this, but she has done it before. Last week house reopened after a month of darkness. 'Barretts of Wimpole Street' (MG) was choice opening fodder, and box office hit rang in over \$10,000 very good.

Orpheum (Blank) (2,976; 25-40)—'Judge Priest' (Fox) double-billed with 'There's Always Tomorrow' (U). Rogers will be the reason for the gross here, and he should be good for \$9,000. Last week 'Count of Monte Cristo' (Reliance-UA) with motorized 'Phileas Fogg' (FN) were good for average, and solid enough, though not quite expectations, \$8,250.

Brands (Singer) (1,200; 20-25-35)—'A Lost Lady' (FN) teamed

with 'Among the Missing' (Col). A better than average bill and will do just that, though some under the past few weeks. \$4,500, still good. Last week 'Age of Innocence' (Radio) and 'Young and Beautiful' (Mascot) a dual bill that still topped average, though it fell off some from the string of five grand weeks, which preceded. \$1,500, strong.

Wake Up and Dream (U), double-featured with 'Million Dollar Ransom' (U). A couple of pictures that should do well and will end up likewise. \$3,800, maybe a little more. Last week 'Death on the Diamond' (MG) was doubled with 'Love Time' (Fox). Baseball yarn profited some from the seasonal interest and good enough at \$4,100.

Collegiate Lincoln (1,900; 15-25-35-40)—'Treasure Island' (MG) and 'Cleopatra' (Par). This bill should do well, second of 'Shirley Love' of \$3,000 unless the length of the show (205 mins) should hold grosses down. Last week 'Young and Beautiful' (Mascot) and 'Slide Streets' (FN) on six days at \$3,300. Gave to Thursday opening.

Little (Franklin) (2,398; 35-50)—'Melodie der Liebe' (Reichhals). Tauber used to draw here and hoped now to pull \$4,000. House closed Saturday opening again. Last week Irish bill at double prices 'Here's Ireland' (Moore) and 'That Old Irish Mother of Mine' (Fox) had at \$500. Last week 'That Girl' (WB) and 'Affairs of Cellini' (UA) and vaude. Not so hot but nice notices. Maybe \$13,000. Last week 'Building Drummond' (U) mild at \$12,000.

Paramount-Newark (Adams-Par)—'You Belong to Me' (Par) and vaude. Vaude bill interesting but gross not likely to exceed \$11,000. Last week 'The Girl of Limberlost' (Mono) and 'The Girl of Limberlost' (Mono) 'Par' nice at nearly \$11,000.

Proctor's (RKO) (2,300; 15-55)—'Richest Girl' (Radio) and 'Seven Eyes' (Chesterfield). Ought to be all right with \$9,000. Last week 'Servants' Entrance' (Fox) and 'Their Big Moment' (Radio) fell down a bit to a good nearly \$10,000.

Terminal (Skouras) (1,900; 15-25-40)—'Dude Rancher' (WB) and 'Fountain' (Radio) with 'Among the Missing' (Col) and 'Along Came Sally' (BG) split. Opening nicely and might get to \$4,000. Last week 'Kiva' (LTC) (500; 10-15-25)—'Happened One Night' (Col). In this house for second time and in town the fourth inaugurates a change of policy and drop in price, \$700 all right. Last week 'King Kelly, U. S. A.' and 'Yodelling Cowboys' on stage had the miseries and piddled \$650.

Lincoln (LTC) (1,600; 10-15-25)—'Hilcoat' (MG). Is in for a great \$2,500. Last week 'Count of Monte Cristo' (UA) was a pie everyone liked and consequently took the town by storm; excellent \$2,600.

Orpheum (LTC) (1,200; 10-15-25)—'Love Captive' (U) and four acts of vaude and 'Friends of Mr. Sweeney' (WB) split. Looks like \$2,000, very nice. Last week 'Housewife' (WB) and 'Darktown Scandals' stage show and 'Born to Be Bad' (UA) split, good for a sweet \$2,700. Last week 'The Stuart' (LTC) (1,900; 10-15-40)—'Last Gentleman' (UA). Catching the fancy and appears likely to exceed the usual in Arliss b.o. appeal here. Gather will be near \$2,900, which is good enough. Last week 'Dames' (WB) slid off on the final tally after a strong beginning; final compilation yielded about \$5,000, oke, too.

'Cellini' and Vaudeville, \$13,000, Leads Newark; 'Richest Girl' Gets \$9,000

Newark, Oct. 8. No records will be broken this week but each house with a new film will apparently just about get by. As next week brings in Mae West and the Barretts it looks now like a calm before the storm.

Wee and Leventhal after announcing the closing week at the Broad dropped the house due to difficulty in making a financial deal for legit and it has been taken over by David Chickstock and associates who run the Rialto. After remodeling they will open it early in November with older films at low prices, as at the Rialto. She transit legit.

Estimates for This Week.
Brantford (WB) (2,966; 15-65)—'One Night of Love' (Col) (2nd week). Should be about \$11,000. Last week \$18,700.

Capitol (WB) (1,200; 15-25-35-40)—'Treasure Island' (MG) and 'Cleopatra' (Par). This bill should do well, second of 'Shirley Love' of \$3,000 unless the length of the show (205 mins) should hold grosses down. Last week 'Young and Beautiful' (Mascot) and 'Slide Streets' (FN) on six days at \$3,300. Gave to Thursday opening.

Little (Franklin) (2,398; 35-50)—'Melodie der Liebe' (Reichhals). Tauber used to draw here and hoped now to pull \$4,000. House closed Saturday opening again. Last week Irish bill at double prices 'Here's Ireland' (Moore) and 'That Old Irish Mother of Mine' (Fox) had at \$500. Last week 'That Girl' (WB) and 'Affairs of Cellini' (UA) and vaude. Not so hot but nice notices. Maybe \$13,000. Last week 'Building Drummond' (U) mild at \$12,000.

Paramount-Newark (Adams-Par)—'You Belong to Me' (Par) and vaude. Vaude bill interesting but gross not likely to exceed \$11,000. Last week 'The Girl of Limberlost' (Mono) and 'The Girl of Limberlost' (Mono) 'Par' nice at nearly \$11,000.

Proctor's (RKO) (2,300; 15-55)—'Richest Girl' (Radio) and 'Seven Eyes' (Chesterfield). Ought to be all right with \$9,000. Last week 'Servants' Entrance' (Fox) and 'Their Big Moment' (Radio) fell down a bit to a good nearly \$10,000.

Terminal (Skouras) (1,900; 15-25-40)—'Dude Rancher' (WB) and 'Fountain' (Radio) with 'Among the Missing' (Col) and 'Along Came Sally' (BG) split. Opening nicely and might get to \$4,000. Last week 'Kiva' (LTC) (500; 10-15-25)—'Happened One Night' (Col). In this house for second time and in town the fourth inaugurates a change of policy and drop in price, \$700 all right. Last week 'King Kelly, U. S. A.' and 'Yodelling Cowboys' on stage had the miseries and piddled \$650.

Lincoln (LTC) (1,600; 10-15-25)—'Hilcoat' (MG). Is in for a great \$2,500. Last week 'Count of Monte Cristo' (UA) was a pie everyone liked and consequently took the town by storm; excellent \$2,600.

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Orpheum (LTC) (1,200; 10-15-25)—'Love Captive' (U) and four acts of vaude and 'Friends of Mr. Sweeney' (WB) split. Looks like \$2,000, very nice. Last week 'Housewife' (WB) and 'Darktown Scandals' stage show and 'Born to Be Bad' (UA) split, good for a sweet \$2,700. Last week 'The Stuart' (LTC) (1,900; 10-15-40)—'Last Gentleman' (UA). Catching the fancy and appears likely to exceed the usual in Arliss b.o. appeal here. Gather will be near \$2,900, which is good enough. Last week 'Dames' (WB) slid off on the final tally after a strong beginning; final compilation yielded about \$5,000, oke, too.

Collegiate Lincoln (1,900; 15-25-35-40)—'Treasure Island' (MG) and 'Cleopatra' (Par). This bill should do well, second of 'Shirley Love' of \$3,000 unless the length of the show (205 mins) should hold grosses down. Last week 'Young and Beautiful' (Mascot) and 'Slide Streets' (FN) on six days at \$3,300. Gave to Thursday opening.

Little (Franklin) (2,398; 35-50)—'Melodie der Liebe' (Reichhals). Tauber used to draw here and hoped now to pull \$4,000. House closed Saturday opening again. Last week Irish bill at double prices 'Here's Ireland' (Moore) and 'That Old Irish Mother of Mine' (Fox) had at \$500. Last week 'That Girl' (WB) and 'Affairs of Cellini' (UA) and vaude. Not so hot but nice notices. Maybe \$13,000. Last week 'Building Drummond' (U) mild at \$12,000.

Paramount-Newark (Adams-Par)—'You Belong to Me' (Par) and vaude. Vaude bill interesting but gross not likely to exceed \$11,000.

'Missouri' \$36,000, 'Fountain' \$24,000 Lead Loop Parade of Pix Grosses: State-Lake, Oriental Even at 16G

Chicago, Oct. 2.
First quarter of the new season continues at a lively pace, with the theatres all heading for consistently profitable grosses. Much better feeling around town and more money flowing into the loop than any time since the 1929 era.

Remarkable for consistent winning marks at present is the Palace, which has been running profits for the past seven weeks. Pictures coming through have been drawing fine comment from the public and press, and the box-office response has been plenty pleasant. This week house runs into another high figure at \$24,000 for 'Fountain.'

Garrick goes first run again this week with 'Death on the Diamond.' House has been given a very flexible policy, depending on whatever product happens to be available. Apollo, next door, originally slated by B&K as a long-range spot to replace the McVickers, has also been shifted around a good deal, now going hold-over for 'Belle of Nineties.'

Oriental and State-Lake are running first week and week as two family time vaudeville houses of the loop. They have both developed a clientele and have learned how to keep their overheads down. Where there a normal grind will mean a profit.

Meanwhile the McVickers remains dark, with its final disposition to remain in proboscis until Nov. 1, when B&K must decide whether to continue to pay rent or let the house revert to Jones, Linick & Shaefer.

Estimates for This Week

Apollo (B&K) (1,200; 35-55-65)—'Belle of Nineties' (Par). Holding over from the Chicago for its fourth Loop week. Took fine \$14,500 last week and will hold above \$9,000 for this session.

Chicago (B&K) (3,940; 35-55-75)—'Girl from Missouri' (MG) and stage show. Guy Kibbee headlining. House is going along nicely at present and currently will work it for \$36,000 easily. Last week Rudy Vallee and band on the stage pumped plenty of coin into the register. Last week's receipts: Entrance (Fox) for \$51,600.

Garrick (B&K) (900; 25-35-50)—'Death on the Diamond' (MG). First run for this picture, and on the World's Series build-up, it is working better than ordinary for a program picture at \$5,000. 'Dames' (WB) caught on last week and tossed off a profitable \$15,000.

Oriental (B&K) (3,200; 25-35-40)—'Ladies Should Listen' (Par) and vaude. Alice Faye moves over from the Chicago, it doesn't mean much. Around \$15,000 this week was not as good as previous sessions. Last week 'Drummond' (UA) hit a good \$17,200.

Palace (RKO) (2,500; 25-35-55)—'Fountain' (Radio) and vaude. Remarkable pace at this house lately. And this picture continues that pace on general Harding popularity are for fine \$24,000, this week was an even winner at \$22,800 for 'Age of Innocence' (Radio).

Roosevelt (B&K) (1,500; 35-55-65)—'Chained' (MG) (2d week). Gable-Crawford still a money combination. On their initial grind hit a ringing \$23,300 and currently are riding for a sixth \$14,000.

State-Lake (Columbia) (2,700; 20-25-35)—'Call It Luck' (Fox) and vaude. Steady grosser these days, and currently to \$16,000, good. Last week 'Romance in the Rain' (U) fine \$17,200.

United Artists (B&K-UA) (1,700; 35-55-65)—'Last Gentleman' (UA) (2d week). Stumping now after good \$16,200 on the first week to \$10,000 currently. 'Barretts' (MG) next.

2 CIRCUSES IN B'HAM DON'T HELP PIC HOUSES

Birmingham, Oct. 2.
A circus battle features this week's business. Russell Bros. and Hagenbeck-Wallace hit town on consecutive days.

Estimates for This Week

Alabama (Wilby) (2,800; 30-35-40)—'Belle of Nineties' (Par). Up \$7,800. Last week 'Baby Take a Bow' (Fox) \$6,500, okay.

GOOD FARE IN B'KLYN AND ALL FARE WELL

Brooklyn, Oct. 2.
Flock of good pictures on the downtown screens. Also plenty of rain and umbrellas in view.

Paramount is doing splendidly with 'Belle of the Nineties' and Fox holding over 'One Night of Love.' Estimates for This Week

Paramount (4,000; 25-35-60-65)—'Belle of the Nineties' (Par). Plenty of exploitation on this flicker with excellent attendance. Around \$23,000, peachy. Looks like a holdover. Joe Lee says Phil Spitalny and his female muskies will occupy the pit at the house starting Oct. 19, first of a series of name bands to play the house. Last week 'British Agent' (WB) \$19,000, okay.

Fox (4,000; 25-35-50)—'One Night of Love' (Col.) (2d week), and stage show featuring 'Poet Prince.' Second week for attraction with about \$22,000 expected. Last week \$29,000, big; third week \$29,000, big.

Albee (3,500; 25-35-50)—'Caravan' (Fox) and vaude. Looks like a mild \$14,000. Last week 'Richest Girl' (Radio) \$15,000.

Street (2,000; 25-35-50)—'Scarlet Empress' (Par). Sorta weak at \$6,000. Last week 'You Belong to Me' (Par) and 'Young and Beautiful' (Xmas) \$14,000.

Loew's Metropolitan (3,000; 25-35-50)—'Barretts' (MG) and vaude. Looks \$21,000, good. Last week 'Death on the Diamond' (MG) \$14,000, so-so.

Operatic 'Night' And Fokine Draw Cap Motor Trade

Washington, Oct. 2.
Two vaudeville spots rating more carriage trade this week than a season of opera. Both houses went heavy on arty angle and the concert crowd is paying off nicely.

Chief interest is Fokine ballet, taking hold of the entire stage show at Fox. Fokine refused to allow any cutting or tampering with the numbers and they are put on straight.

'One Night of Love,' other classic angle, is wowing 'em. Bunch who used to sneer at mention of grand opera are cheering Grace Moore. Value of adapting finer arts to film mind is thus shown in fact that Earle should gross a beautiful total.

Estimates for This Week
Keith's (RKO) (1,830; 25-35-60)—'Richest Girl' (Radio). Critics hailing it and boys and girls getting kick out of it. Should build to nice \$8,000. Last week 'Monte Cristo' (UA) took over \$7,000 for third week.

Palace (Loew) (2,363; 25-35-60)—'Cleopatra' (1st). Opposition is tough, so will not be sensational. Headed for big \$18,000. Last week 'Barretts' (MG) held up to unexpected \$12,500 for holdover.

Earle (WB) (2,424; 25-35-40-60)—'One Night of Love' (Col) and Don Bestor on stage. Grace Moore looks like well \$20,000. Last week 'Belle of Nineties' (Par) held up to sock \$21,500.

Fox (Loew) (3,434; 25-35-60)—'Outcast Lady' (MG) and vaude. Good after big week for holdover. Last week 'Den Bernie' personal shot 'Charlie Chan in London' (Fox) to big \$23,000.

Rialto (U) (1,583; 25-40-50)—'Wake Up and Dream' (U). Reviews kind and curiosity over Russ Columbo's post-mortem appearance sufficient. Should get o.k. \$3,500. Last week 'Human Side' (U) pulled satisfactory \$4,000.

1st Runs on Broadway (Subject to Change)

Week of Oct. 12
Paramount—'Now and Forever' (Par).
Capitol—'Barretts of Wimpole St.' (MG) (3rd wk).
Music Hall—'Judge Priest' (Fox) (11).
Strand—'Happiness Ahead' (WB) (10).

Roxby—'Peck's Bad Boy' (Fox) (2d wk).
Rivoli—'Count of Monte Cristo' (UA) (3d wk).
Rialto—'Our Daily Bread' (UA) (3d wk).

Week of Oct. 19
Paramount—'Mrs. Wiggs of Cabbage Patch' (Par).
Capitol—'Outcast Lady' (MG).
Music Hall—'Age of Innocence' (Radio) (18).
Strand—'Happiness Ahead' (WB) (2d wk).

Roxby—'Little Friend' (G-B).
Rivoli—'Last Gentleman' (UA) (17).
Rialto—'Case of Howling Dog' (WB) (16).

Last Gent' Fine \$16,000, 'Barretts' \$8,000, Buff Nice

Buffalo, Oct. 2.
Box offices appear to be doing steady business recently after the fine period last week. She's a Buffalo is holding up well with the Hipp and the Great Lakes running neck and neck.

Last week's figures were marked by exceptional rise in business for 'Monte Cristo,' more than doubling early estimates and by strong showing of a double feature program at the Hipp.

Estimates for This Week
Buffalo (Shea) (3,600; 30-40-65)—'Last Gentleman' (UA) and stage show. Arliss always good for nice business here and pace looks like at least \$16,000. Last week, 'Dr. Monica' (WB) and 'Bowery Music Hall Follies' stage show got most of the credit for the nice gross of nearly \$17,000.

Hipp (Shea) (2,400; 25-40)—'Barretts' (MG). Strictly on the class level but should go to around \$8,000. Last week, 'Monte Cristo' (UA), sensational skyrocketing of this one due strictly to merit and word of mouth advertising, jumped from anticipated \$5,000 to a fine figure of \$13,300.

Great Lakes (Shea) (3,400; 25-40)—'Servant's Entrance' (Fox). About \$7,000 figure, fair. Last week, 'Belle of Nineties' (Par), second week, dropped to \$6,500, but okay.

Century (Shea) (3,400; 25)—'Born to Be Bad' (UA) and 'Hat Coat and Glove' (Radio). Looks like a steady entertainment with 'Hat' taking the stellar position; seems set for over \$6,000. Last week, 'This Man' (1st) and 'Ternamental Kid' (WB) picked up strong program well liked and grossed \$7,100.

Lafayette (Ind) (3,400; 25)—'One More River' (U) and Affairs of Gentlemen (Radio). River's second-classy for this house, indicates \$6,500. Last week, 'One Night of Love' (Col), final (third) week was still good with Sunday the poorest day of the run. Held up for over \$7,000, making better than \$25,000 for the three weeks' run.

Estimates for This Week
'LAST YACHT' \$1,800
Tacoma Okay—'Last Gent', \$4,000 at Music Box.

Tacoma, Oct. 2.
Top attractions again this week at the two top houses. 'Last Gent' holds prices to two-bits after having held to 35 cents all summer, but does so figuring it's an o.k. fee for the conditions in Tacoma. Roxby getting a good bit of nice business 'Treasure Island' (MG) this week while 'The Last Gentleman' (UA) is the big opposit at M.B.

Estimates for This Week
Music Box (Hamrick) (1,400; 15-25)—'Last Gentleman' (UA). With billing also for Silly Symphony, 'Baccarat' (Pondina). Looks like \$1,800, good. Last week 'Belle of the Nineties' (Par) \$1,900, great.

Roxby (J-V-H) (1,390; 25-35)—'Treasure Island' (MG). Indicated to touch \$1,500, nice. Last week 'The Last Gentleman' (UA) \$1,600.

Blue Mouse (Hamrick) (670; 15-25)—'Down to Their Last Yacht' (Radio) and 'Charters' (Rly) dual. Expected to land around \$1,700. Last week 'Case of Howling Dog' (WB) and 'One More River' (U) dual, steady at \$1,400.

B'way Holding Up; 'Peck's Bad Boy' At \$32,000 Into a 2d Week; 'Power' Nice \$75,000; 'Bread' 18G and H.O.

Those 2 Kiddies, Will And Geo., Get 'Em in N.O.

New Orleans, Oct. 2.
Few heavy criers are apparent currently. 'Last Gentleman' at Loew's State, and 'Judge Priest' at Saenger, will each grab about \$9,000 and call it a good week. Warner's beautiful production of 'Du Barry' (WB) attracts particularly for females, is not attracting hot polloi and Orpheum may not even reach \$5,000.

Tudor and St. Charles are just striking an average.
Estimates for This Week
Saenger (3,568; 40)—'Judge Priest' (Fox). Coming so soon after 'Handy Andy' may have militated, but this Will Rogers effort will only get nice \$3,000. Last week 'First Agent' (WB) did fair \$3,000.

Loew's State (3,218; 40)—'Last Gentleman' (UA). Arliss has his following here and house will do near \$9,000. Last week 'Barretts' (MG) went to \$14,000, top-hole.

Orpheum (2,400; 35)—'Du Barry' (WB). Strictly big-town class picture will only anaemic \$5,000. Last week 'Case of Howling Dog' (WB) did \$6,400, with manager claiming nice profit at the house.

St. Charles (2,200; 25)—'Through the Centuries'. Not so good, \$1,400 will be all. Last week 'Our Daily Bread' (UA) did \$1,500, but last few days, with \$1,800 gratefully received.

Tudor (700; 25)—'Charlie Chan in London' (Fox). Should get good \$2,000, with no opposit to defect. Last week 'Belle of Nineties' (Par) got fair \$1,500.

DuBarry-Lewis Ok 28G, Wake Up' 18G, Hub Bubbles

Poston, Oct. 2.
Surprise of the week here in otherwise average biz is 'Monte Cristo' polling handsome coin in its fourth week at the Memorial. Last week it got a hair more than \$13,000, very nice, and started off on the fourth week with a bigger Saturday than any preceding except the opening. Thursday the take will be combined with a public night-before-the-holiday preview of the 'Day Divorcee' which should push the total up to a fine \$15,000.

Originally planned to bring 'Richest Girl' into the house on Friday, but pic was shelved to make way for well-plugged first showing of 'Divorcee.'

The Met has 'Madame DuBarry' and Ted Lewis and band on stage, and looks like \$2,000, not bad.

The State's new dual policy started off slick, with \$15,000 in sight for 'Outcast Lady' and 'Have a Heart'. Last week \$15,000, but a fine \$12,500 in its second week, having set a house record of \$21,500 in its first week.

The Paramount looks set for \$8,000, playing 'Belle of the Nineties' a week after its own week at the Met, split with 'Big Hearted Hero'. Last week, \$6,200 for 'Now and Forever' and 'Case of the Howling Dog', o.k.

'Belle' is also feature pic at the Seclay, which opened last week after summer closing with vaudeville.

Estimates for This Week
Keith's (RKO) (2,900; 25-40-55)—'Count of Monte Cristo' (UA) (4th week). Lots of vitality still. Last week it took \$13,000, and looks for \$15,000 on the final week. Headed by a Columbus Day eve showing of 'The Day Divorcee' (Radio).

Boston (RKO) (3,200; 25-40-40)—'Wake Up and Dream' (U) and vaude. 'Charlie Chan in London' (Fox), last week \$23,000, big.

Orpheum (Loew) (3,000; 30-40-55)—'Death on the Diamond' (MG) and vaude. Only a fair \$12,500 looked for here, females leaving it alone. Last week, 'One Night of Love' (Col) and vaude fetched a fine \$15,000.

Out of the crop of new pictures on Broadway there are no sensations, but on the whole they represent fairly sturdy trade getters, led by 'Peck's Bad Boy' at the Roxby.

Jackie Cooper picture should have no difficulty hitting \$32,000 or over and will hold. Getting the kids and with day business heavy, the house played to 20,000 people—an awful lot of admissions—on Sunday from opening to 8 p.m. Saturday was off even where, due to rainy weather and football opposition.

Sunday business was good all over, the Music Hall getting a healthy pickup in trade on 'Power,' for what now looks like a chance to get over \$75,000, under average, but okay. Rialto is in the hold-over column with \$18,000 on first week of 'Our Daily Bread,' while Strand looks to \$20,000 on 'Lost Lady,' but won't hold, due to pictures awaiting release. 'Happiness Ahead' looks like tomorrow night (Wednesday).

'Wagon Wheels,' a western, proving good box office at the Mayfair and State, opening strong with Wednesday at \$11,000 unless the stenching which the house got Sunday night (7) hurts more than expected.

Second week of 'Barretts' at the Cap will be around \$40,000, fine, while third week of 'Belle of Nineties' will bring the Par \$24,000 or more. Fourth week of 'Barretts' remains a third week.

'Monte Cristo' continues stoutly at the Riv, probably \$30,000 this week. State, opening strong with 'Chloe Lee' second run, looks to be in neighborhood of \$20,000.

Astor remazdas Thursday night (11) with 'Merry Widow' on a two-a-day.

Estimates for This Week
Capitol (5,400; 35-75-55-110)—'Barretts' (MG) (2d week) and stage show. Of strong draught, with indications second week pointing to \$40,000, over, and sell stay (Wed.). First seven days was reported at \$22,000, very big.

Mayfair (2,200; 35-55-65)—'Wagon Wheels' (Par) and stage show. Pulling nicely \$11,000 on week ending tomorrow (Wednesday). 'Servants' Entrance' (Fox), in ahead, got \$14,000 on nine days.

No picture above the week end, (Wed.), 'Wake Up and Dream' (U). 'Palace' (1,700; 35-50-60)—'Richest Girl' (Radio) and vaude. About average in view, \$10,000, but 'Chloe Lee' (2d week) (Par), \$10,500.

Paramount (3,564; 35-55-75)—'Belle of Nineties' (Par) (3d week). No whirlwind but at \$23,000 or somewhat above the week end and a three weeks' run high in the profit column. Last week was \$34,000, total of 21 days pointing to approximately \$200,000. 'Forever' (Par) comes in Friday (12).

Radio City Music Hall (5,945; 40-60-55-95-110)—'Power' (G-B-Fox) and stage show. Opened sluggish but picked up the week end for chance to top \$75,000, okay. Last week 'Caravan' (Fox) fell off to just under \$80,000.

Rivoli (2,200; 40-65)—'Our Daily Bread' (UA). Got good notices and business responded for a first week ending today (Tuesday) of \$18,000 and holds. 'Gift of Gab' (U), in ahead, got \$12,000 on an eight days' run.

Rivoli (2,200; 40-65-75-55-99)—'Monte Cristo' (UA) (2nd week). Holding up well for a second week of around \$30,000. First seven days was \$39,500, excellent. Stays three weeks, 'Last Gentleman' (UA) opening Oct. 17.

Roxby (6,200; 25-35-55-65)—'Peck's Bad Boy' (Fox) and stage show. So! Lesser picture starring Jackie Cooper dragging in \$15,000 for a first week of \$32,000 or more. Stays a second. Last week, second of 'Chu Chin Chow' (Glt-Fox), \$23,000, o.k.

Strand (2,900; 35-55-65-75-95-110)—'Lost Lady' (WB). Will get \$20,000 or close to it but won't hold over, 'Happiness Ahead' (WB) opening tomorrow night (Wednesday). British gross (WB), on its second week, was \$21,200.

State (2,300; 35-55-75)—'Chained' (MG) and vaude. Gable-Crawford names bait here for what looks like \$20,000 week end. 'Bulldog Drummond' (UA) managed around \$17,000 in ahead.

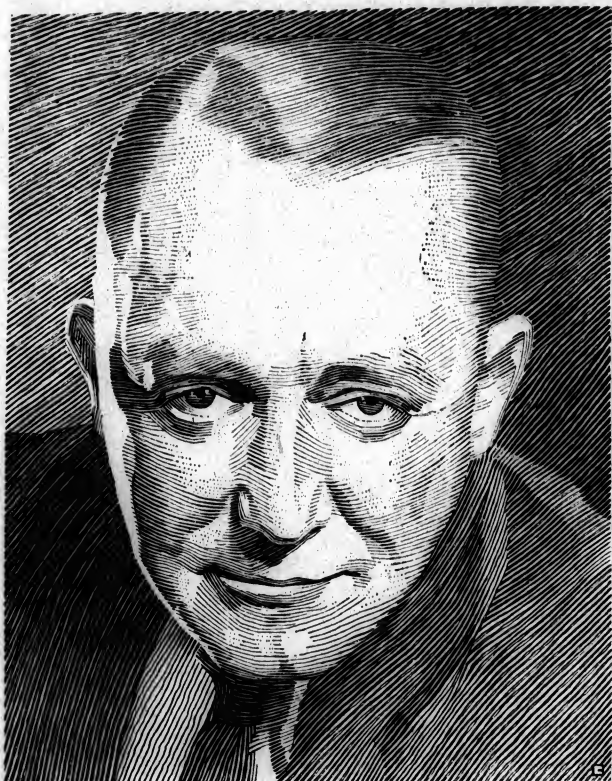
\$25,000 looked for by this deluxer. Last week 'Cleopatra' (1st) and Ben Blue on stage didn't meet estimates, totaling \$27,000, still no quarrel.

FOX FILM
PRESENTS

AMERICA'S FIRST ACTOR
IN A
SHOWMAN'S SPECIAL

PRODUCED BY
SHOWMEN
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GEORGE M. COHAN

The Man Who Knows What The Public Wants

George M. Cohan is America's first actor. And its most successful showman. Because he knows what the public wants.

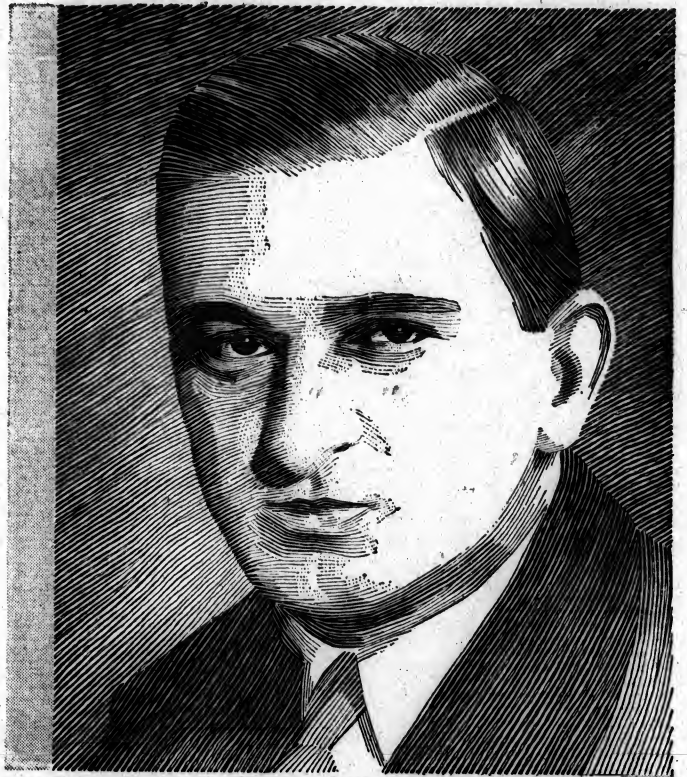
The public has paid exactly \$93,824,762.75 to see his shows and whistle his songs; a staggering tribute to the genius of George M. Cohan, producer, playwright, song writer, director, actor, dancer, showman. But above all, in tribute to the Cohan personality.

Last season he starred for the Theatre Guild. In Eugene O'Neill's "Ah! Wilderness." For 36 consecutive weeks. The big outstanding success of New York. And for good measure. Every Sunday night on the radio. Coast to coast.

This season he goes on the road. With "Ah! Wilderness." And also returns to the radio.

He will also be seen in one big picture for Harold B. Franklin. "Gambling." Based on his great stage success. He will be seen as the public wants to see him. As himself.

FOX



HAROLD B. FRANKLIN

The Man Who Knows What The Exhibitor Wants

The exhibitor knows what the exhibitor wants. Nobody better. And Harold B. Franklin is an exhibitor. He has operated more theatres than any man living. Paramount Circuit. Fox West Coast Circuit. R. K. O. Circuit. Coast to coast. Shooting-galleries to Radio City.

Franklin has also gone into production. Plays. Pictures. On the stage he will present—in association with Arch Selwyn, Charles B. Cochran and Arthur Hopkins—these international stars: Elizabeth Bergner, Yvonne Printemps, Lucienne Boyer, Frances Starr, Eva La Gallienne.

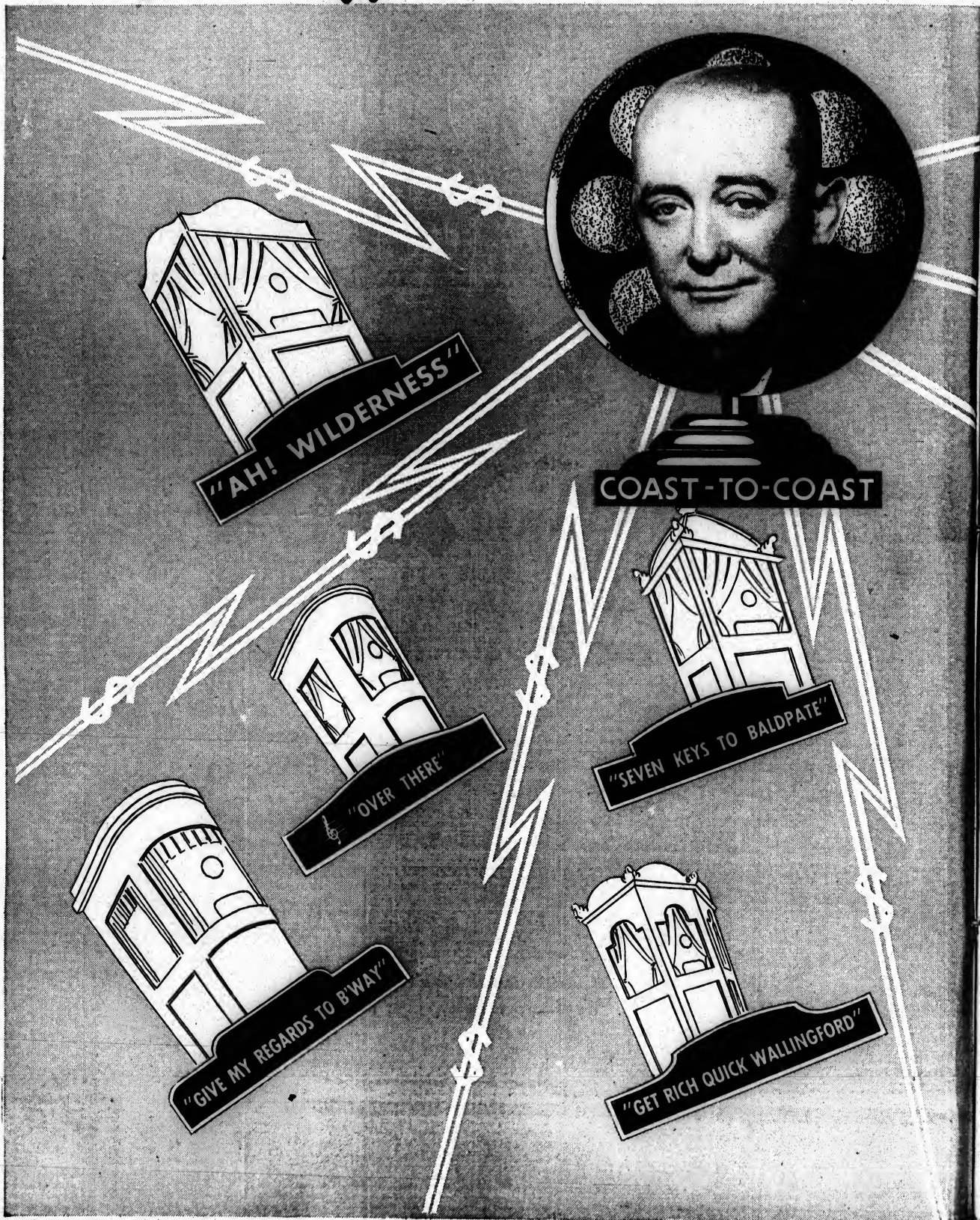
On the screen, his first production through Fox Films, will be George M. Cohan in one of his greatest stage successes, "Gambling."

Cohan on the air, in drama, musical comedy, vaudeville, owes his success mainly to the Cohan personality. It's that personality, pure and unadulterated, that Franklin will present.

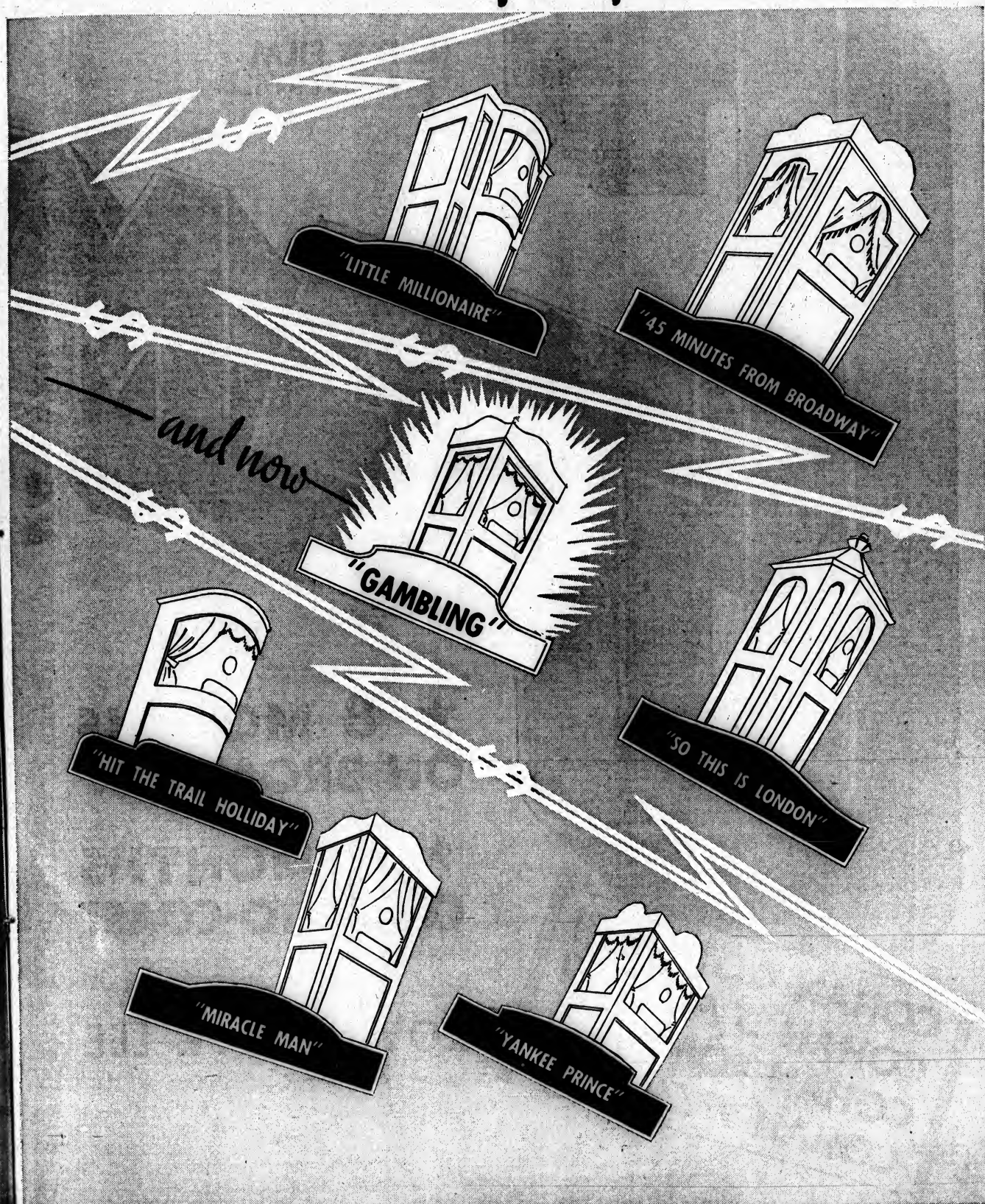
Cohan is a showman. Franklin is a showman. They're combining their showmanship to make a showmen's production. For showmen.



Any Box Office in America is Home



Sweet Home to George M. Cohan





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**COHAN COMEDY!
COHAN *SPEED*!
COHAN ROMANCE!
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MILE-A-MINUTE MYSTERY MELODRAMA!

BLING

AMERICA'S FIRST ACTOR

GEORGE M.
COHAN

WITH

WYNNE GIBSON
DOROTHY BURGESS
AND A SUPERB SUPPORTING CAST



A HAROLD B. FRANKLIN *Production*



TO MY FELLOW EXHIBITORS

A lifetime of effort in the operation of theatres has gone into the presentation of George M. Cohan in "Gambling."

It's my belief that exhibitors know plenty about pictures — and I've tried to translate that belief into action.

George M. Cohan in "Gambling" is the result. Mr. Cohan is a showman. We've tried to make a showmen's picture for showmen. For you.

It was made to measure up to Sidney Kent's most exacting standards.

We have made it for the box-office. Because any box-office in America is home sweet home to George M. Cohan.

Yours for the box-office

Harve Francis

Natan Likes Americans, but Not Their Business Methods, He Says

By BOB STERN

Paris, Sept. 30.

Some sort of scheme for the making of French and English versions simultaneously — he doesn't yet know just how or under what circumstances—is being cooked in the mind of Bernard Natan, French film mogul, as a device for co-operative exploitation between French and Americans of the film markets of the two countries.

Natan hasn't got the idea yet. It's only a germ. But he says there's got to be some way by which the two industries can get together to enlarge both their markets and make more money, and he hopes to find a formula.

He explained this and a lot of other ideas on France and America to the VARIETY correspondent in the first interview the usually secretive man who dominates the French film trade has ever accorded an American tradespaperman.

Natan is going to America again this winter, probably about the first of the year. As on his previous trip, he will be accompanied by Henri Diamant-Berger.

U. S. Offices

Pathe office in Radio City, he said, is intended merely as a contact with America. It will not try to sell films.

"Wouldn't it be foolish to try to put over my French productions in America when you've already got too many of your own films over there, made specially for your market?" he asked.

His representatives in New York will act as scouts, among other things. He will expect them to let him know of any outstanding success that might interest him, so that he can be posted before he reads about it in the newspapers.

Also he wants to have a headquarters when he visits New York, so he can receive people properly.

Big Deals

Pathe reps in New York also will be useful in aiding a couple of big deals Natan says he is now negotiating with America, including one with Technicolor for the use of its process in France.

Natan was much annoyed by stories of his press conference recently, reporting on his American trip, in which he said things as claims were misrepresented. He wouldn't take the liberty of alarming a country in which he was treated as well as he was in America, he says. He admits having said most of the essential things on which he was quoted—overproduction in America and excessive cheapness of admissions, for instance—but contends he was merely quoting trade leaders he talked to while he was in the United States. No idea of criticism or knocking, he insists.

"I don't try to suppress things I feel," exclaimed Natan. "In instance, I am for quota restrictions on American films coming to France, and I never tried to conceal that opinion."

Co-operation

Asked if he thought this point of view was conducive to the Franco- (Continued on page 66)

Par's Nazi Qualms Over Dietrich Awry, 'Empress' Opens Big

Berlin, Oct. 8. Marlene Dietrich in 'Scarlet Empress' (Par) opened in Berlin and 34 other German cities simultaneously and to the biggest box reception any Dietrich film has received in Germany thus far.

Paramount had feared that there was ill-feeling in Germany against Marlene Dietrich for her continued residence in Hollywood, since her previous film, 'Song of Songs,' was banned.

All-Star Support

London, Sept. 30. Toepfitz Productions has engaged practically an all-star cast to support Clive Brook and Madeleine Carroll in 'The Dictator'.

Includes Isabel Jeans, Helen Hays, Frank Cellier, Nicholas Hannen, Emily Williams, Alfred Drayton and Ruby Miller.

Sues Martha Eggerth In Vienna for Commish

Vienna, Sept. 27.

Fritz Coloredoro-Westzifried is suing Martha Eggerth, film actress, demanding sworn declarations of her income. He holds a contract to get 10% to 15% of all the star's income from stage, film and gramophone contracts.

Coloredoro-Westzifried was first to have brought Miss Eggerth to Richard Eichberg, in Berlin, who started her film career. She was signed by Universal for America recently.

G-T Buys Another Theatre; Tightens Hold on Australia

Sydney, Sept. 30.

General Theatres has bought outright the Empire theatre. Price paid figures around \$700,000. Empire has been leased to G.T. for some time for second releases.

Empire was formerly controlled by a company of local business men headed by Rufe Naylor and used for musicals. A pie awing-over came in when legit took a decided slump.

Attempts were made some time ago to run an indie pic policy in opposition to the combine during the film war, but G.T. finally got control and ousted any further chance of opposition. Said that second-release policy will continue, but reports have it that Charles Munro may introduce legit following his return from abroad. It is known that Munro is keen to try legit in some theatres in Melbourne and Sydney providing he can get the sanction of his associates.

With the Empire buy, G.T. definitely will not allow opposition to stand in its way, proving that its policy is to secure, as far as possible, a complete monopoly of the amusement trade all over Australia. With all of the distributors except MGM now supplying pics the combine stands in a position unequalled in any other part of the world.

'Empress' Weak

Sydney, Sept. 30.

No great raves here for the Von Sternberg spectacle, 'Scarlet Empress' (Par). Pic started well but dropped after word-of-mouth got around 'Murder at the Vanities' (Par) replaced it.

'Catherine the Great' (UA) opens at the Embassy next week for an extended season try. It was withheld until 'Scarlet Empress' finished its run. 'Evergreen' (G-B) will close a two-months' season at this house when 'Catherine' moves in.

8th Wk. for 'Night'

Sydney, Sept. 19.

'It Happened One Night' (Col) goes into its 8th week, giving the Plaza, Sydney, a record run. Pic will continue until gross slips.

Booking was arranged by John McCurdy.

Madison Opp Velez

London, Oct. 8.

Gaumont-British has handed Noel Madison the lead opposite Lupe Velez in 'The Morals of Marcus'.

Actor recently arrived here from Hollywood.

PAR, FOX, ANZAC CONFABS

Sydney, Sept. 19.

Paramount and Fox are holding their annual conventions here, with roadmen in from all over Australia. John Kennebeck is in charge of the Fox chatter session, with Stanley Crick doing duty for Fox.

With the film war now a thing of the past, all major distributors are opening up their vaults and taking pics off the ice, therefore the pow-wow.

ABC Quits CEA

London, Sept. 27.

Associated British Cinemas, theatre section of British International, has resigned from the Cinematograph Exhibitors Association.

This will come up officially at the next meeting of the C. E. A. and will be acted upon then.

CZECH NUDIST FILM FOR U. S.

Jack Koerpel and Sam Cummings have closed for American distribution rights of 'Extase,' Czechoslovakian film which has raised a rumpus in Europe for the past two years.

Picture stars Eddy Kiesler, a Czech actress who has retired from the screen since making it. When released it was acclaimed artistically but trouble was raised by a number of European censors because of the star's going through a portion of the picture in the nude. About a year ago she married a Czech millionaire munitions manufacturer and he withdrew the film from the world market. Several American distributors tried to buy it, notably John Krimsky, but Miss Kiesler's husband met all bids and kept the film on the shelf.

Several months ago film distributors convinced him that he ought to allow the film to be shown around as an artistic subject and he capitulated. It was shown at the Venice film exposition last month and was greeted with considerable appreciation by the audience, although the Vatican issued a statement decrying the exposition management for allowing it to be screened.

PERTH EXHIBS FIGHT FOR LOWER ADMISSION

Perth, Aust., Sept. 26.

Local exhibitors say they will fight for admission reduction despite opposition from the major distributors. Believed this government will assist the exhibitors in fight to have the 25-cent minimum erased from contracts.

Exhibitors say they should be permitted to charge what admission scale they choose without the threat of having pic supplies stopped.

Those exhibitors operating in industrial centers have a yen to run cheap nights at around 12c in an attempt to build up their gross.

Exhibitor-distributor battles are getting to be quite a local custom nowadays.

U. S. Director, Scripter and Maybe Talent for New Anzac Producer

Sydney, Sept. 19.

Dan Carroll, m.d. of the Prince Edward, Sydney, will enter into pic production following his return from America.

Limited company is being formed here now so that work will be ready to start within a short time. Associated with Carroll will be Harry G. Musgrove, formerly m.d. here of First National, and Mel Lawton, Carroll's Sydney aide. Stated that backing will come from newspaper and radio personalities.

A. Leslie Pearce has been engaged in Hollywood to direct for the new group. First pic to get underway will be an adaptation of F. E. Baume's 'Burnt Sugar,' a tale dealing with the Queensland cannibals. Baume is the editor of the Sydney Sunday Sun.

An option is held on Norman Lindsay's 'Redheap,' published in America in Cosmopolitan Magazine as 'Every Mother's Son.' 'Redheap' was banned in Australia by the book censors. Lawton explained that when adapted for pic purposes story will be handled so as not to offend the local censor.

Understood that scenario for 'Burnt Sugar' will be done in Hollywood by an American.

Arrangements may be made with either Cinesound or Eftico for studio on first pic, but most of it will be shot in Queensland.

Carroll has been in picture work

Budapest Exhibs Want Censor To Ban Films on Quality Base

Dual 'Power' Premiere

London, Oct. 8.

'Jew Suss' (G-B) was acclaimed when it opened at the Tivoli here Thursday (4). Film opened simultaneously in New York at the Radio City Music Hall under the title 'Power'.

Papers were highly enthusiastic but frankly critical of the film's general box office appeal although the picture got approximately \$13,000 on the weekend, considerably above par.

Film is reviewed elsewhere in this issue on its Radio City premiere.

On its R. C. Music Hall showing a special trailer was shown during the last show wherein Prince George is depicted, in a telephoto shot, attending the Tivoli premiere that same night.

It was an exploitation stunt put over by G-B's American publicist A. P. Waxman.

ARTISTS' LEGAL TEST OVER NAZI BAN

Prague, Sept. 28.

Curious law suit has been started here which may have an effect and repercussions around the world. It's an attempt to cash in on Nazi banning.

Max Neufeld, Viennese film manager, and Madama Constantin Herzig, actress, filed the suit against 14 Czech picture houses, enjoining them from showing 'A Woman Who Knows What She Wants,' German film starring Lil Dagover.

Plaintiffs charge that they were originally engaged to produce and act in the film. Then along came Hitler, the anti-Jew rules and their contracts were arbitrarily broken. They can't collect in Germany but they figure they can either collect here or stop the film here. If successful they'll try it in other countries, too.

U. S. Director, Scripter and Maybe Talent for New Anzac Producer

before, cleaning up nicely with a silent version of 'The Sentimental Bloke' some years ago. Believed that local artists will be used, although Pearce may decide to bring a lead from America.

HERRON CALLS ON MEX PREZ IN TAX BATTLE

Mexico City, Oct. 5.

Hope that President Rodriguez will act favorably on the petition they presented asking that the film industry be excluded from the new 10% rental tax is expressed by distributors here. With aid of Major F. L. Herron, Hays office foreign chief, who came here with Joseph M. Schenck and Douglas Fairbanks and is remaining to help them, distributors waited upon the President.

Film row considers it unlikely that the tax matter will force withdrawal of all foreign producers represented here. Finance ministry experts are still viewing the rental tax to see how it can be kept from the pic industry. Understood the President assured distributors he will help them all he can. He is expected to do something definite in this regard about the middle of the month.

Budapest, Sept. 27. Hungarian exhibitors propose that the censor henceforward should pay attention not merely to the political, moral, religious, etc., angle of films, but should prohibit pictures which remain below a certain standard of all-around excellence. In other words, they wish to bar pictures that are trashy or technically weak on the plea that they spoil the taste of the public.

Real motive at the back of the proposition is that exhibitors, who in many cases are also distributing concerns here, want to get out of paying for films which they have contacted for unseen or during production, and which turn out to be not worth the money. If censors prohibit the showing of a picture, the distributor who has bought it gets his coin back. They are trying to turn this to their profit in the case of pictures that looked good in the preliminary ads, but prove weak when ready, without falling under censorship bans for moral or other reasons.

Proposal will not likely be accepted.

Since distributing firms are mainly financing the independent production of newly-rising Hungarian picture field, the situation is still further complicated. Film Fund levies on them the import tax paid for foreign films, which they get back later in the shape of government subvention given to producers of all-Hungarian pictures. There is now some talk of raising this contingent from \$300 to \$750 per imported foreign picture, with the motivation that it is necessary to give more support to home-made pictures than they have received to date.

Distributors retort that this is unjust, favoring those among them who are producers at the same time to the disadvantage of others.

Production costs of an all-Hungarian picture average from \$30,000 to \$35,000. It has been found impossible to get more out of a picture dubbed in Hungarian only than \$25,000. Producers, therefore, are applying to government with the request that exhibitors should not be required to pay amusement tax on home-made pictures.

They are also asking for considerable reduction of the price of electricity and demanding that under every all-Hungarian picture produced the producer should get contingent tickets for the import of ten foreign films gratis.

Even with these propositions pending, Hunnia Studio is booked for four months ahead, so the production of Hungarian pictures does not seem to be such a hopeless proposition after all, although the low price of production in Hungary is mainly prevalent in the case of foreign language versions by comparison to higher cost in other countries.

CANTY TALKING CZECH ACCORD

Prague, Sept. 27.

George Canty, American film commissioner from Boston, is again in Prague to resume negotiations with Czechoslovak officials for readmission of leading American film companies.

American companies walked out about two years ago when a stiff quota law was enacted and have stuck away. They are now being courted back for the umpteenth time, but Canty's presence in the city makes it likely something will develop.

Title Suit vs. Metro

Budapest, Sept. 27.

Vikszinhaz Theatre is suing Metro for \$3,999 damages for authorship rights of the Hungarian title they are using for 'Men in White'.

Play, presented by Vikszinhaz last year, was called in Hungarian 'The Doctor' and Metro is presenting the picture here under the same title. Vikszinhaz claims it has rights to this original title.

GET THIS

Ike Libson in Cincinnati
Bill Keyes in Dayton
Jules Curley in Newark
Bill Hollander in Chicago
Frank Starz in Dallas
Harry Browning in Boston
Will Singer in Omaha
Charles Taylor in Buffalo
Bill Tubbert in Syracuse
Frank LaFalce in Washington
Howard Waugh in Memphis
Ed Fay in Providence
Kenneth Grimes in Morgantown
Fuzzy Knight in Fairmont
Don Nichols in Charlotte
Gene Curtis in Toronto
Ed Hart in Plainfield
Frank Moneyhun in Indianapolis
Earl Hudson in Detroit

**AND OTHER REAL SHOWMEN
EVERYWHERE**

It's

YOUR

kind of an idea

STAGE A "HAPPINESS WEEK"

The Time is ripe—the Title's right—the Stars are right—the Story's perfect—for a big city-wide celebration of **HAPPINESS WEEK** tied in with your run of "**HAPPINESS AHEAD.**"

Only an idea as big as this can bring you maximum returns from the picture that's been hailed as "excellent—delightful—grand"!

You won't have to force it. We provide you with convincing arguments and special inducements that will line up the whole town behind you without a struggle!

*This tells
you why*

This prepared proclamation to be issued by the Mayor explains why a Happiness Week will be a timely and beneficial event.

A PROCLAMATION

To the Citizens of the City of (.....)
Greetings:

The year 1934, now nearing its close, has been fraught with many momentous changes for this community, in common with every other community in the United States.

A new feeling of hopefulness is everywhere evident, following four years of uncertainty, apathy and fear.

While poverty still exists in our city and there is still far too much economic distress, the hungry are being fed and the homeless sheltered.

The business life of the city has been revived; there is less unemployment, less crime, less suffering among our residents.

Signs of business revival are present everywhere; confidence in our national leadership and our financial institutions has been restored; industrial strife is yielding to arbitration in a spirit of co-operation. Our schools are open, our teachers and our municipal employees are being paid.

To borrow a phrase from a current motion picture, there is "Happiness Ahead."

Consequently I, as Mayor of the City of (name of City) designate the week beginning (date here), as "Happiness Week," and I ask the citizens of this community to join in a movement that has for its purpose their own happiness and that of their neighbors.

Merchants, professional men, amusement houses and every line of industry will offer unprecedented values to shoppers during that time. Let it be a week of reconciliation among the unfriendly — of reunion among friends.

There IS **HAPPINESS AHEAD**. Let (name of City) lead the way along the road to Happiness — let us consecrate a week to cheerfulness, to mutual understanding and to burying deep the memories of the bitterness, the strife, the discouragement that have so long cast a shadow over all our homes.

In seeking happiness we realize that it lies within ourselves. Let us look forward to Happiness Ahead.

Given under my hand and seal this _____ day of _____, 1934

John Optimist
Mayor

FOR "HAPPINESS AHEAD"



WARNING! — See this picture yourself before you decide how strong you want to go on the campaign. We know it's the kind of show that will make you want to go out and ring doorbells, wave flags, and post 24-sheets on City Hall And you'll find it doubly interesting as a sample of the great attractions that are coming in

WARNER BROS.' HAPPINESS YEAR

EMBASSY, N.Y.

For the rest there's not much to report. Topliner is Irving Kaufman from radio. Also Delmar Twins and Nina, Kavanaugh, Gaudsmiths and the Gae Foster girls. Latter still having trouble getting off the stage gracefully due to the way the Roxy shows run and the habit

PALACE, CHICAGO

Full house for the first show Friday. Flicker, 'The Fountain' (Radio). *Loop.*

Program leads off with biggest news of the moment, the World's Series, capably covered by Pathe with two games in detail on screen here Saturday (6). Launching of Queen Mary, biggest English ship, credited to Pathe; Par's good work on the national A. F. of L. convention; landing of shipwreck survivors off Massachusetts coast (U); Gloria Vanderbilt custody scrap, and glimpse of Robert Edwards in 'American Tragedy' trial in Penns.

PARAMOUNT. L. A.

Band numbers were mostly well selected, with Wolf doing several cornet solos, and joining in much of the clowning. Miss Lowe's two Blues numbers were put over nicely, and the Midshipmen registered, although primarily a radio act and requiring a mike in which to chant.

Screen feature, 'Lemon Drop Kid' (Par). Also Par News, Sportlight and Popeye cartoon. Biz just fair at opening stanza.

Edw.

CHICAGO

Other act on the show was the Adamses, a pair of ballroom dancers, so-called, who belong strictly in the cheaper niteries, but certainly not in a class house such as the Chicago. Their suggestive postures, gestures and motions chilled

(Continued on page 69)

PARAMOUNT 1934-35

**MAE
WEST**

in
**"Belle
of the
Nineties"**

DIRECTED BY
LEO M'CAREY
a Paramount Picture

**CECIL B.
De MILLE'S**

"CLEOPATRA"

with
**CLAUDETTE COLBERT
WARREN WILLIAM
HENRY WILCOXON**



GARY COOPER

CAROLE LOMBARD

SHIRLEY TEMPLE

in

**"Now and
Forever"**

DIRECTED BY
HENRY HATHAWAY
a Paramount Picture

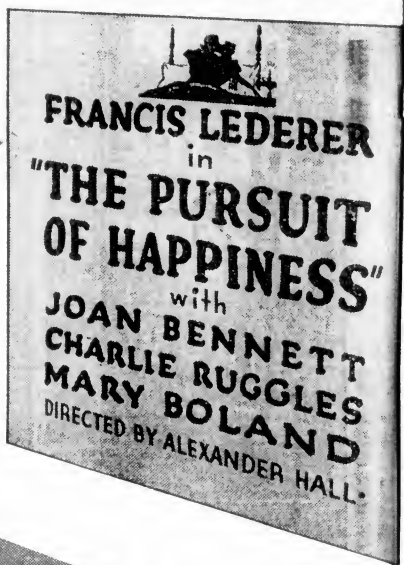
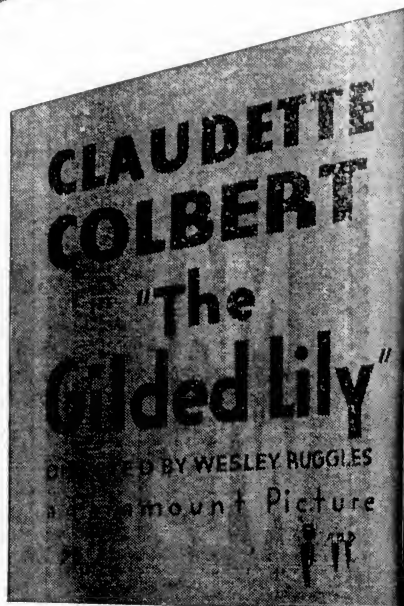
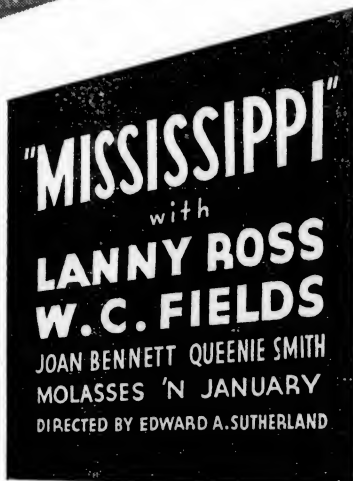
Five smash
hits from
PARAMOUNT
in 8 weeks.

GREAT

-Keep it up!

Keep it up?
You bet
PARAMOUNT'S
keeping it up
...turn to
the next page
and SEE.





That "Coming American Boom"
is here . . . eight more big
pictures from **PARAMOUNT**
in the next few weeks.

"College Rhythm"

with
JOE PENNER
LANNY ROSS
JACK OAKIE
HELEN MACK

DIRECTED BY NORMAN TAUROG
a Paramount Picture

"HERE IS MY HEART"

with
BING CROSBY
KITTY CARLISLE

DIRECTED BY FRANK TUTTLE
a Paramount Picture

"Mrs. WIGGS of the CABBAGE PATCH"

with
PAULINE LORD
W. C. FIELDS
ZASU PITTS

DIRECTED BY NORMAN TAUROG
a Paramount Picture.

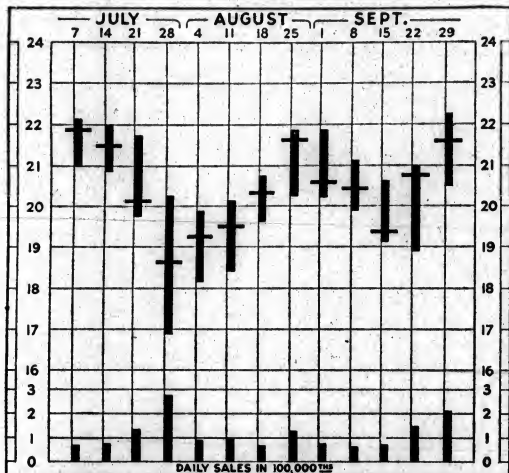
"LIVES OF A BENGAL LANCER"

WITH
GARY COOPER
FRANCHOT TONE
RICHARD CROMWELL
SIR GUY STANDING

DIRECTED BY HENRY HATHAWAY
a Paramount Picture

Amusement Group Averages

(3d Quarter, '34)



The weekly high and low average of prices for 12 representative amusement stocks listed on the N. Y. Stock and Curb exchange is indicated by the vertical bars in the upper part of the above chart.

The closing prices each week are shown by means of short cross-bars. Lower part of chart shows volume of group each week.

High for this three month period was 22 1/4, reached during week ending Sept. 29. Low was 16 1/2, week ending July 28. These were the two biggest weeks in point of volume, 230,200 shares changing hands in Sept. 29, 28,000 week and 206,500 shares being exchanged during week of Sept. 29 for this group.

Amusement Issues Acting Well In Otherwise Seesawing Market

Market went through another dull, listless session yesterday (Oct. 8), with close irregular, but firm. Amusements did better than many groups, Radio Preferred A establishing a new 1934 at 48 and closing at 47, up 2 1/2. Radio Preferred B rose to 30 1/2, highest point in months on heavy volume.

Market sold off after President Roosevelt's speech made on radio last Sunday, but it came back towards close of week on favorable news on NRA realignment. As a consequence Dow-Jones Industrial averages actually gained 0.22 points at close despite listless tone to Saturday's market. Averages wound up at 92.55, compared with 92.43 of previous Saturday. Market went up on greatest volume in several weeks on Friday, Industrial averages getting above 92 mark.

Amusement group of 12 representative issues also gained fractionally to close at slightly better than 21 1/2. Group never fell below low of preceding week at 20 1/2, but at same time failed to show strong notable in previous week. High for group was 21 1/2. Volume was about half as much as previous week, total being 128,500 shares for this group of stocks. Radio pfd. B was one of best acting stocks, going ahead to 29 on excellent buying Saturday, where it closed for a gain of 1 1/2 points. This is the third successive week that this issue has closed higher. Previous resistance level is just above 29, but manner in which this stock was carried forward near finish of week indicates that this critical level may be penetrated in near future. Radio pfd. A, generally extremely inactive, showed signs of life during week, and finally topped its previous 1934 high and made a new one at 44 1/2 on the small turnover of 500 shares.

Loew's also showed up in good shape, never dipping below 27 1/2, low point of preceding week, and getting up to 29 1/2. It finished at 29, off a quarter of a point. Tendency to take profits probably held this stock back and prevented it from showing a net gain. The preferred of the same company gained 1 1/2 points to close at 91 1/2, reflecting declaration of usual dividend during week. Loew's preferred pays 2 1/2% annually.

Warner Bros. common appeared to be resting after its vigorous upturn of previous week, but managed to hold close to 5-point level, and never slipping past 4 1/2, which low was ahead of that of week before. It was off an eighth net to close at 5. Fox A appeared to be somewhat in same category, and

looked like it was reinforcing its position for another climb on the upside. It, too, was off at close, the final quotation being 12 1/2, off a quarter.

Paramount certificates showed marked strength at close of week, winding up at 4 1/2 for a net gain of 1/2. It never fell below 4 1/2, and strength on upside would indicate that it might be pushed up further.

Other amusement stocks to show gains included Columbia Pictures certificates, up 1/2 at 36 1/2; Eastman Kodak, up 3/4 of a point at 100 1/2, near its year's high; Technicolor, up 1/4 at 12 1/2; Keith-Albee pfd., up 1/2 at 35 1/2, and Universal pfd., up 1 point at 28 1/2.

Amusement issues were inclined to be reactionary, two Paramount issues and Pathé 7s being an exception. Paramount-Broadway 5 1/2 advanced 1 1/2 points to close at 42 1/2, and Paramount-Famous-Lasky 6s gained half a point to close at 60 1/2. These last-named bonds went to 61 1/2 before meeting resistance. Pathé 7s went up a quarter of a point to close at 98 1/2. Loew 6s,

Summary for Week Ending Saturday, Oct. 6:

STOCK EXCHANGE							
High	Low	Sales	Issue and rate	High	Low	Last	Net
37 1/2	35 1/2	1,000	Consol. Film.....	3 1/2	3 1/2	3 1/2	0
37 1/2	35 1/2	1,000	Columbia P. 8 1/2.....	3 1/2	3 1/2	3 1/2	0
17 1/2	16 1/2	1,700	Consol. Film pfd. 10 1/2.....	14	13 1/2	14	0
10 1/2	10	2,000	Eastman Kodak (D).....	100 1/2	99	100 1/2	0
17 1/2	16 1/2	4,000	Fox Class A.....	12 1/2	12 1/2	12 1/2	0
37 1/2	35 1/2	20,700	Gen. Elec. 400.....	18 1/2	17 1/2	18 1/2	0
37 1/2	35 1/2	100	Keith pfd.....	35 1/2	35 1/2	35 1/2	0
37 1/2	35 1/2	33,200	Loew (D).....	20 1/2	20 1/2	20 1/2	0
10 1/2	10	200	Lo. pfd. 10 1/2.....	9 1/2	9 1/2	9 1/2	0
37 1/2	35 1/2	1,000	Met. G. 30 pfd. 10 1/2.....	10 1/2	10 1/2	10 1/2	0
37 1/2	35 1/2	37,100	Paramount 4 1/2.....	4 1/2	4 1/2	4 1/2	0
37 1/2	35 1/2	2,500	Pathé Class A.....	12 1/2	12 1/2	12 1/2	0
37 1/2	35 1/2	35,000	Radio Corp.....	6	5 1/2	5 1/2	0
37 1/2	35 1/2	12,100	RKO.....	13 1/2	13 1/2	13 1/2	0
37 1/2	35 1/2	15,200	Radio pfd. B.....	20	20 1/2	20 1/2	0
37 1/2	35 1/2	140	Universal pfd.....	28 1/2	28 1/2	28 1/2	0
37 1/2	35 1/2	10,000	Warner Bros.....	5 1/2	5 1/2	5 1/2	0
37 1/2	35 1/2	21,800	Westinghouse.....	32 1/2	30 1/2	32 1/2	0

* Plus stock extras. † Paid this year on account of accumulations. (Ten shares trading stock.)

CURB							
High	Low	Sales	Issue and rate	High	Low	Last	Net
14 1/2	13 1/2	5,200	Technicolor.....	12 1/2	11 1/2	12 1/2	0
3 1/2	3 1/2	100	Trans Lux 6 1/2.....	2	1 1/2	1 1/2	0

BONDS							
High	Low	Sales	Issue and rate	High	Low	Last	Net
72	71	85,000	Gen. Elec. 400.....	7	6 1/2	6 1/2	0
72	71	10,000	Keith 6 1/2.....	62 1/2	62 1/2	62 1/2	0
102 1/2	101 1/2	21,000	Loew 6 1/2.....	102 1/2	102 1/2	102 1/2	0
102 1/2	101 1/2	10,000	Pathé 7 1/2.....	102 1/2	102 1/2	102 1/2	0
102 1/2	101 1/2	90,000	Par-Film 6 1/2.....	61 1/2	60 1/2	60 1/2	0
102 1/2	101 1/2	10,000	Par-Film 5 1/2.....	61 1/2	60 1/2	60 1/2	0
102 1/2	101 1/2	5,000	RKO 4 1/2.....	31 1/2	31 1/2	31 1/2	0
102 1/2	101 1/2	50,000	Warner 4 1/2.....	61 1/2	60 1/2	60 1/2	0
102 1/2	101 1/2	10,000	Par-Film 5 1/2.....	61 1/2	60 1/2	60 1/2	0
102 1/2	101 1/2	50,000	Par-Film 5 1/2.....	61 1/2	60 1/2	60 1/2	0
102 1/2	101 1/2	10,000	Par-Film 5 1/2.....	61 1/2	60 1/2	60 1/2	0

OVER THE COUNTER, N. Y.

Boxing, Club A.....

Produce Exchange, N. Y.

Produce Exchange, N. Y.

Produce Exchange, N. Y.

Produce Exchange, N. Y.

Yesterday's Prices

Sales	Col. Pict.	High	Low	Last	Net
200	Col. Pict.	30 1/2	30 1/2	30 1/2	0
200	Col. Pict.	14 1/2	14 1/2	14 1/2	0
100	East. K.	100 1/2	100 1/2	100 1/2	0
200	Gen. Elec.	18 1/2	18 1/2	18 1/2	0
3,500	Gen. Elec.	18 1/2	18 1/2	18 1/2	0
1,200	Par. pfd.	20 1/2	20 1/2	20 1/2	0
1,200	Par. pfd.	4 1/2	4 1/2	4 1/2	0
500	Pathé A.	13 1/2	13 1/2	13 1/2	0
30,100	RCA	25 1/2	25 1/2	25 1/2	0
1,200	RKO	10 1/2	10 1/2	10 1/2	0
2,500	W. B.	4 1/2	4 1/2	4 1/2	0
1,400	Tech.	12 1/2	12 1/2	12 1/2	0
13,000	Gen. Elec.	6 1/2	6 1/2	6 1/2	0
13,000	Par-Film	60 1/2	60 1/2	60 1/2	0
5,000	Par-Film	60 1/2	60 1/2	60 1/2	0
13,000	Par-Film	60 1/2	60 1/2	60 1/2	0
1,000	Par-Film	60 1/2	60 1/2	60 1/2	0
2,000	W. B.	60 1/2	60 1/2	60 1/2	0

Keith 6s and General Theatre Equipment bonds closed unchanged. Other losses were of minor character, excepting Paramount-Public 5 1/2s certificates, which were off 1 1/2 points at 59 1/2. RKO debentures, down a point, at 31, and Warner Bros. 6s, off 1/4 at 60 1/2.

Market had to contend with heavy liquidation in wheat and other grains in middle of week. Then on Thursday there was considerable selling of California issues on reports that capital was leaving that state because of fear of Sinclair's success in his race for governor. With wheat and other grains coming in back Thursday and Friday, and drive against California issues out of way, market staged a strong comeback Friday. Many amusement issues joined in this reversal of trend, and strength in these stocks continued even in the small Saturday trading.

Report that negotiations are nearing completion for purchase of Fox Film Corporation's 49% interest in Gaumont-British by J. H. Maxwell, chairman of British International and of Associated British Cinemas, attracted considerable interest among amusement stock traders. This report, however, was not reflected noticeably marketwide, although Fox A stock did recover from its low point to close at 12 1/2 for a net loss of a quarter of a point.

The report that major picture companies in California had made plan to expend \$110,000,000 for its 1934-35 picture production program also was an item that drew interest to those traders dabbling in amusement.

It was pointed out here last week that until the 95-mark in Dow-Jones Industrial averages is penetrated, shrewd traders did not anticipate any pronounced continuance of the advance of last week. Action of market in past week gave appearance that it might be setting set to go through this level and into the critical 95-100 region. Certainly the manner in which stocks met the grain decline and other unfavorable news, either imaginary or real, and then came back, indicates that the market may be headed for higher ground.

Way in which amusements have been performing is proving a source of real confidence to those who have been looking for better days for this group. With the market acting better, this group may be given an opportunity to really demonstrate its strength.

Par Bway Corp.'s Reorg by Oct. 22 Hoped For; Trying to Smooth the Way

Ford Vice Butterfield

George Ford, contract and promotion man of the Chicago Tribune on Universal News, succeeds Allyn Butterfield as editor of the U news-reel in New York.

Butterfield has switched to Hearst Metroline.

BARGAIN MATS MIXED IN CHI

Chicago, Oct. 8.

After years of hollering the film boys locally finally got together last week and decided to kill off the 'early bird' bargain matinee admissions on Sunday and holidays. Exchanges last week voted to put a clause in all contracts on new product stating that the full evening price must rule on Sundays and legal holidays. Proposition was put up to the exhibitors at several get-togethers, with the theatremen agreeing to the contract clause.

New ruling will go into effect with the week of Nov. 4. From that day on it will be contract-breaking to sell admissions in the holiday afternoons, to two or three or four o'clock, as theatres have been doing, at bargain rates.

To showmen locally it points clearly to the growing trend of keeping the same admission price all day, whether Sunday, holiday or weekday. They feel that different tariff scales for the time of day is an out-of-date policy and only means the taxation of that part of the public which cannot come at certain times. They feel that a show is worth so much whether it goes on at night or day, and that the only thing that should govern the admission price is the type and quality of the show, not the o'clock.

INCORPORATIONS

NEW YORK

Calling All Stars, Inc.; pictures, vaudeville, etc.; capital stock, 10 shares, no par value. Harry Churnes, Grand Theatre building; Jacob Wiley, 321 West 44th street, and Lew Brown, 451 Fifth avenue, all of New York.

Jayway Pictures Corp.; picture business; capital stock, 100 shares, no par value. Betty Black, Florence Levy and Jane K. Rothman, all of 1470 Broadway, all of New York.

Studio Enterprises, Inc.; motion picture machines; capital stock, 100 shares, no par value. Frederick Rosenberg, 5510 12th avenue, Brooklyn; Solomon Rein, 75 Green avenue, Brooklyn; and A. A. Rubin, 251 Fifth avenue, all of New York.

Jewish Music Bureau, Inc.; pictures; 10 shares, no par value. Solomon Rothfeld, Eleanor Lanzer and Rachel Vixman, all of 25 West 43d street, New York.

Hillside Sportland Corp.; automobile amusement device; capital stock, 250 shares, no par value. Lilliane B. Israel, Jeannette Wine and Corinne M. Tangway, all of 285 Madison avenue, New York.

Sandbag Amusement Co., Inc.; operate amusement parks, etc.; capital stock, \$5,000. Jack Rosenbaum and Anna Stark, of 2404 Avenue O, Brooklyn, and Jeannette Siegel, 2002 Pacific street, Brooklyn.

Roxanna Wells, Inc.; general bookkeeping business; capital stock, 100 shares, no par value. E. J. Wells, 740 West 11th avenue, New York; L. Werner, 611 Argyre road, Brooklyn, and B. R. Jullien, 1628 17th street, Brooklyn.

Gramophone Instruments, Inc.; motion picture stock; capital stock, \$100,000. 150 shares preferred, \$100, and 500 common, \$50. George Greiner, Anita Stenford and Helen Stenford, all of 570 Madison avenue, New York.

Traveler Radio & Television Corp. of New York; picture business; capital stock, 100 shares, no par value. 801 Broadway, New York.

Boxhead Corp.; pictures; capital stock, 100 shares, no par value. Teresa A. Boxhead, 100 Broadway, New York; L. J. M. Jane Wright, 301 East 42d street, New York, and Jane M. Franklin, 131 Church street, New York.

Cartoon Exhibitors, Inc.; pictures; 100 shares, no par value. Robert Schirmer, 141 Mercer street, Princeton, N. J.; Clinton S. Cook, 100 Broadway, New York; and Carl Ephraim, 150 East 79th street, New York.

Aera Murray, Inc.; stage plays; vaudeville, etc.; capital stock, 100 shares, no par value. Nathan Lazarus, 525 1st Avenue, New York; and Josephine Lazarus, all of 511 Fifth avenue, New York.

Vander Films, Inc.; pictures; capital stock, 500 shares, 100 preferred, \$100, and 400 common, no par value. 211th Street, New York.

Pioneer Motion Pictures, Inc.; pictures

(Continued on page 32)

Every effort will be made between now and Oct. 22, to iron out the differences standing in the way of adoption on that day of the reorganization plan of the Paramount Broadway against which strong objections have been raised by Par Public bondholders. Sources in Paramount's trust quarters express confidence as to the outcome, at the same time not underestimating the seriousness of the Par-Broadway situation, but indications from the other side of the fence with compelling bondholders point to some doubt as to whether a settlement may be reached.

No conferences with a view to compromising phases of the Par-Broadway reorganization plan have been held between Par trustees or counsel and bondholders who stymied the P-B setup when it was to come up after Special Master Joyce for approval a couple months ago. Nor is there any assurance that the militant bondholder group, objecting in behalf of all Par-Pub debenture owners, will be willing to sit down with all parties having had a hand in framing the Par-Broadway plan to try to gain changes desired in the plan.

Attitude which reportedly may be taken is that any changes in the plan, unless the entire plan is to be killed, should come through open court hearings on objections raised. Date set for that hearing, after a couple postponements, is now Oct. 22.

A legal and somewhat technical angle has to do with whether the Par trustees should change the plan except on order of the courts following hearings. This point is raised because as officers of the court under 77-B, the Par trustees approved the Par-Broadway plan and must follow through on it. If the plan is changed without orders to do that from the court, the position of the trustees, according to the impression that might be created, would be that of admitting they erred in their judgment in originally approving the plan. If forced to change, modify or rewrite the plan, that's a different matter, since the

(Continued on page 29)

C.A. WOULD CUT SERVICE TO VIOLATORS

Cracking down on distributors and exhibitors alike who knowingly or in concert permit violations of the minimum admission scale specified in contracts, the C. A. A. authority threatens to order distributors to discontinue film service to accounts not maintaining scales agreed upon with owners of pictures.

In numerous complaints to the C. A. A. from exhibitors, it is declared that theatres on notice of a complaint filed against them, have obtained from distributors authorization to reduce admission prices subsequent to the filing of the complaint or subsequent to the order issued by the local grievance board.

C. A. A. ruling on the matter is that any competing exhibitor who lowers admission prices below the figure set in the film contract and does so in violation of the code and local grievance board, shall be subject to the provisions of the code dealing with lowering of scales through rebates, prizes, reduced ticket books, two-for-one, etc., and chance of Prices as set down in contracts with certain exceptions.

Any agreement between an exhibitor and a distributor subsequent to the filing of a complaint or to a decision which would legalize the situation, would be considered a distinct unfair trade practice by the C. A. A.

C. A. A. rules to all distributors points out that its attention has been directed to the admission violation practice on the part of certain film exchanges which have participated in the violation.

"WATCH MARIE GALANTE"



Secret councils of great nations dispatched this grim command . . . and hidden "eyes" saw danger in every move of this lonely girl . . . too innocent to know her own allure.

"WATCH KETTI GALLIAN"

Industry insiders privileged to witness the completely fascinating performance of this magnetic personality have tipped the word to fellow showmen. Soon the word will spread to all the world!



**Marie
Galante**

**SPENCER TRACY
KETTI GALLIAN**

**NED SPARKS • HELEN MORGAN
SIEGFRIED RUMANN
LESLIE FENTON • ARTHUR BYRON
JAY C. FLIPPEN & STEPIN FETCHIT**

Produced by Winfield Sheehan. Directed by Henry King. Screen play by Reginald Berkeley. Based on a novel by Jacques Deval



EXPLOITATION

By Epes W. Sargent

Worked Once

Getting one of the big pictures, an exhibitor tried a stunt which used to be worked in England; perhaps still is, known as the "early door." It worked so well that he thinks of trying it again.

Stunt is to use a separate entrance which opens a quarter hour before the front doors. An additional entrance fee is charged on the proposition that the early door permits the preferred patrons a wider choice of seats. English fair was worked for the "pit" patrons not minding the long wait, but over here it was merely a 15-minute headway over the main doors for a dime extra.

Fire exit was used, with a special ticket office and specially printed tickets to provide for the additional ticket tax. Ticket box was at the head of the alley and the sale stopped when and if 200 ducats were disposed of. Then the regular doors were opened.

Can be worked only where the house is clear at the time of the sale, or reasonably so. Some kicks on the night show, the sale running from 7 to 7:15, during which time no tickets were sold at the main window, but some beat the flag by coming 6:45.

Can be recommended in spots where cash is tight, as it may be regarded as a graft to get the extra coin, but it has interesting possibilities in some sections if used on pictures for which there is certain to be a heavy demand.

Carom Shot

Recent indirect advertisement was based on the familiar fact that few persons can resist peanuts once they have had a taste. He contacted a fruit store, explained the idea, and on a certain evening each departing patron was given just one peanut, fresh from the roaster, as he left the theatre.

Nuts were munched before the curtain was reached and there was a large supply of peanuts for a nickel a bag. Store owner sold more than 300 bags between the two shows. And each bag contained a throwaway stating, "You enjoy peanuts and you'll enjoy... with sales talk for the coming feature. Peanuts tried to figure out the connection between peanuts and the advertised picture. The more they thought, the better sold they were on the idea of going. Just sneaked up on them.

Pretty much the same thing was done in another stand. A candy store advertised molasses kisses for 3 instead of 5 cents. Each bag was printed up, "These kisses are sweet, but not half as interesting as... followed by advertising for a kiss ticket.

Some copy in the newspaper or an ordinary throwaway could not have sold half as well.

Boosted and Won

Portland, Ore. Figuring that "Count of Monte Cristo" (UA) was difficult to sell on the star-name basis, the exhibitor pulled a public bid for J. J. Parker's United Artists. Gamble exploited the "Cristo" pic as showing at raised admission, boosting the nite and from 4 to 6. The result was to indicate that there was a pic with quality worth the admission at any price, just to see Donat play the famed Monte Cristo role.

Gag undoubtedly helped to sell the Donat name, hitherto cold in these parts. Results hard to determine, but probably attracted more customers than the raised admission secured away. That would leave the house winners on the extra 15 cents.

Jumbo Ticket

Over-size tickets have turned up again, this time in Mason City, Mich. In the exploitation of "Treasure Island," Method of handling gave additional billboard help for the 22 cards of admission to a special show at the Tivoli. It was worked up in conjunction with the J. C. Penny chain stores.

Some 1,500 tickets (the house capacity), were handed out. Stipulated the ducat would not be honored at the door if folded or creased, so the kids had to be careful. Kids were shown a western, two cartoons and a comedy short, and not the play being advertised. Only five tickets failed to show at the door.

Following the morning show, the tickets were good for the amusement park for a two-cent admission and most of the tickets dropped their price to that sum, but with the proviso that the ticket, still unfolded, be presented. Each ride was decorated for the coming feature, and both the park and the J. C. Penny people took newspaper space for the stunt.

Other stunts were used, but this was the outstanding and 1,500-percentage dividend paid the title over in a big way.

New Haven Gags

Polli tied up a group of merchants for a full page on "Monte Cristo" by working a gutter ticket gag. Merchants' advs. covered most of page, with some theatre copy and a circle in center. Reader was advised to hold the light and a star showed in circle it meant an Oakley. Space taken on following page backed up the circle, with a limited number of stars in the edition. "Cristo" troupe was worked in by heading the page "A treasure page announcing the motion picture treasure of 1934."

Ben Cohn gave an even break on an attempt to swing a street banner for an attraction at the College. After going to the expense of making the banner, police taboored it on grounds of a city ordinance. But Cohn cashed in on the publicity when the rumpus with the cops landed in the news columns, together with a photo of the banner and theatre.

Mostly by Mail

Lancaster, Pa. Ray O'Connell, of the Capitol is making heavy use of the mails. Letters, chain and otherwise, formed the key stunts in the exploitation of both the "Dracula Murder Case" and "One More River."

An effective gag for the murder mystery was a chain letter signed by "Stemm" one of the characters in Dracula and sent to 500 people. It told them that this was an effort to get a message to Philo Vance, the great detective, without making the danger of almost surely failing to attempt to communicate with him direct. A murderer was at large, the letter said, and Vance, who accomplished such magnificent work in the Dracula Murder Case now showing at the Capitol is the only man who can catch him. Readers are requested to send it to a friend. Letters were sent to lawyers, judges and members of the powerful court room scene in "One More River" and its English law angle, stressing "Here is English law in its full flower. The 20th Century using the atmosphere of the 16th."

Similar letters to club women stressed the warm humanity of Galworthy, the galaxy of characters and the grand manner of the production.

Both ideas proved splendid business getters from classes hard to reach with exploitation ideas.

Lobby Chat

Nabe house has been using a Lobby Oracle for several months and plans to keep it for a lot of months, since it seems to have a beneficial effect on the house. The oracle is a small box containing a mike and a loudspeaker, fronted with gauze, a fine mesh fly screen, since the original version did not work. This carries a small frame for a card on the current picture. Wires run to a room off the lobby, where a hole cut through the interior permit the operator to see who is speaking. Gauze also covers this, and the room is kept dark.

Ever since coming from 7 until 10 anyone can ask the Oracle about pictures and obtain an intelligent reply. "It's worked by a young chap who is in the lobby. He not only keeps wised up about the coming pictures, but he reads widely, and a retentive memory gives him a large fund of general information. He answers him to answer questions of general interest. He does not, however, reveal studio tricks. His standard party is "Why bother about that? If it looks real, it is real, isn't it?"

Not only sells the current picture, but makes for no little interest in pictures in general. Information taken in return for the service has been given more than perfunctory replies. The brighter the oracle, the better the gag.

Run of Paper

Mason City, Ia. May be good luckless psychology oke and more of a chance that ad will be read, is what may be said of a policy adopted by the Strand in featuring certain pics that have an appeal to all classes of readers. While the main theater ad is cut on the pic page, single column, mostly mat stuff, is used for ads on other pages of the paper featuring the main attraction and playing up, or down, riders to the main film, depending on the section where the ad is spotted.

Appeal to readers glance through the paper, skip over ads and constant repetition is bound to elicit minds of the reader if shown mind. While this policy results in a slight booster ad cost, it is not without merit in case of certain pictures that need exploitation.

Type of copy is the main worry and should be in keeping with character of matter used on page where remodeling and redecorating of

International

Opening day and date with the London premier of "Power." Radio City Music Hall showed at the evening performance a slide of the "Prince of Wales entering the theatre for the London showing. Picture was wired over. Difference in time gave the Hall a three-hour edge. Establishes a new 'first.'

Not on the Books

Headacher of a small house on a big chain was discussing things the other day. He had been a traveling exploitation man when practically all of the producers had men on the road to help the independent owners make more money through extra advances to do anything, since he was dropped, he felt he was fortunate in landing a manager's job, though he was assigned to an unimportant house.

He has been apparently doing good work, but complains that he is not given enough leeway to put over many ideas. He has to plan in advance to do anything, since he must obtain from the home office the okay on any expenditure beyond the usual house budget.

For this reason he is not able to take advantage of the occasional special chance. There was a big fire in his town. Everyone who could walk without crutches went down to see the ruins. He contacted the owner of the burned property for permission to place signs for his next feature. It was such an excellent chance that he spent nearly \$10 for banners. The home office disallowed the sum because it had not been approved. But it took the \$50 excess profit, no part of which could definitely be ascribed to the extra advertising.

Next time the opposition will get the opportunity and the extra cash. That's the moral for the home office to mull over.

Special Ads

MGM did something unusual in taking space in one or two baseball publications, including the "Sporting News," of St. Louis, so-called official paper of Organized Baseball, to advertise "Death on the Diamond."

Picture was given advance publicity in diamond rag last summer when some of the scenes were shot at Sportmen's Park in St. Louis. The St. Louis Cardinals and rival National League clubs providing the background action.

BEHIND the KEYS

M. E. Berkheimer of Las Vegas, N. M., replaces Dave Davis as manager of the Paramount. Vern Austin of Trinidad, Colo., and formerly of North Platte replaces Eddie Stone as assistant manager. Eddie Stone's company, Davis to Rex, Rapid City, S. Dak., as assistant manager and organizer.

Portland, Ore. Music Box theatre originally the Heilig, was taken over on a new lease for joint operation by the J. J. Parker and Evergreen interests. The new operation will start Nov. 1. John Hamrich is the present lessee of the Heilig property.

American theatre dark for several months will be reopened next week with an entirely new type of show. Sam Goldberger and Harry Woodworth, who will operate the revived playhouse, intend to run a girl show with feature pictures. New scenery and new lighting equipment are being installed.

Meriden, Mass. A. H. Yeomans has taken over the Alberta and will install new sound equipment.

New York. Ravitz and Weinberg are remodeling their recently acquired Laxor, at Bleecker St. Nathan Ravitz will manage.

Atlanta, Ga. George Campbell, former operator of the Princess, at Jackson, has taken over the Grant Park here and will reopen the house Nov. 1st.

Portland, Ore. Allan Cushman, who has been connected with various Portland theatres for several years, as a publicity of manager, will take over operations of the Aladdin theatre, nabe. Cushman has acquired lease formerly held by L. Geier. Latter will now devote his full time to his Walnut Park theatre.

Remodeling and redecorating of

Winning with West

Exhibits are going to get less than they could get on "Hells of the Nineties" if they let the fact that the picture was cleaned up give the impression that it was turned into a Rollo book. It was tamed down, but it's never over. Unfortunately that it had to happen just when the papers were at the top on the crusade, but no reason why it cannot be talked back.

One first-run house saved the day with "Shown exactly as produced," but one of the hustlers out in the sticks has a better line in "Don't think Mac's lost her pop just because they washed her face." That ought to get the idea over that there's still plenty.

Other lines the same effect will probably suggest themselves, but in any event the campaign should be waged to indicate that the picture still has the Western smartness even if the star did have to get married. Not going to be possible to get top receipts by merely ignoring the college team's playing situation and tell with emphasis that this is still Mae West in a Mae West story.

One manager intends to make capital by offering prizes for the best 10 lines of dialog for any situation in the picture, to be in the best of the college team's playing situation and tell with emphasis that this is still Mae West in a Mae West story.

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Football Gag

Baltimore. Operator of a north-side nabe that is situated near two colleges has evolved a plan whereby he can post football scores in lobby of house on Saturday afternoons when the college teams are playing. Out-of-town games and studies are just roaming around looking for spot of amusement. He has arranged with newspaper in which he advertises to get scores by quarters for leading grid games over country; these he posts on small board in lounge of theatre, and also in lobby.

He has circulated heralds in both colleges advising scholars of his Sat. aft. service extended them.

Local Org Gang

Oklahoma City, Oct. 3. Standard Theatres in collaboration with Oklahoma and Tivoli, have formed a new general manager Standard Theatres, filmed a two-reel "Our Gang" comedy picture with all-Oklahoma City talent last week. The picture was shown at Tivoli building and offered for National release.

Shenandoah, Ia. Mayfair reopened with "Toby Stewart as manager, completely remodeled. Birmingham. Several changes in the management of local Wilby houses. Tom McConnell, of the Strand, has been sent to the Ritz and Olan Fikes made manager of the Strand. Nelson Hampton, Ritz manager, has been made manager of the four second runs the Lyric, Rialto, Ensley and Triunfo. Hampton has moved his office to the Lyric building and officially is head of the Rialto Theatres, Inc.

Pittsburgh. Dr. Herman, of Carnegie, out as M.P.T.O.A. president here, with Bill Davis, of Liberty theatre, nabe house in East Liberty, succeeding him. Election his last week out.

Galveston, Texas. destroyed by fire. Loss \$4,000. Fox West Coast now operating the Rosemary, Ocean Park, on a twice-a-week winter schedule, calling for performances Saturdays and Sundays only.

Baltimore. Louis and Abe Cohen have opened a new 600-seat split-week nabe house, New Essex, over on extreme left side of town. It has been built to accommodate vaude, if and when, Mike Leventhal is managing.

Trick Stuff

Not liking the paper on a picture, and wanting to open sports pages, exhibitor plastered his lobby with "For Rent" signs, with "at the box office" following the printed "Apply at the bottom of the signs."

Appreciation of the information that the house was not for rent but the seats were, with prices quoted and feature named. In a neighborhood section it drew people down to the house to confirm the reports, and rolled in quite a lot of business.

Another man wanted to get a porcupine for "Here Comes the Navy," but had used a boat on a float too recently to be able to repeat it. A baby carriage around down with a pretty girl to push and a two-year-old boy in a sailor suit in the pram. Kid got the women and the girl attracted the men, so everybody saw.

For shover-off on "The Big Moment" exhibitor took a store window for the opening day, a Saturday. Small boys were seated at a table loaded down with pies and cakes. Kids were told to waste in and help themselves, and they had a number of big moments. Average was about two pies and a loaf of cake each, but it looked a lot more.

Just a matter of being a little different and making people talk, but sometimes a freak will draw more money than straight stunts possibly could.

Broke Sports Pages

Working on the campaign two weeks in advance, a sportsman, in charge of publicity and advertising on Loew's Jersey houses, focused attention of sports writers on Diamond City. The result was a series of pictures Friday (5) just as World's Series had started.

He maneuvered pictures and other copy onto sports pages and also on these pages carried an ad designed to appeal to baseball fans warmed up over the series.

Sing, the Cardinals are back-grounded into "Death on Diamond," the campaign fitted in perfectly for added fan interest and notice.

Thinking Backward

Larry Cowen, admitting that "One Night of Love" is one of the 10 best pictures of all time, is working a contest with the Brooklyn Eagle to decide the other nine. Plenty of prizes. The contest is open to the "Big Parade." All Quiet type and the women go for "Broken Blossoms," "Calvacade" and the like. And each side is sure the other is wrong.

He also has an artist who took a scholarship in Pratt institute, doing a picture of the star in the lobby. He was told to be tough to make it last out the run.

Par Reorg.

(Continued from page 26) court over the trustees is the final authority.

There has been a lot of discussion and speculation in and around the city over the Paramount-Broadway plan covering the Par building and the Par theatre. The matter, in work for the better part of a year, has become one of the major problems confronting a final reorganization plan for Paramount Publicity Inc.

P under the Par-Broadway reorganization assumes a new lease on the Paramount theatre together with space in the building at terms which objectors claim is excessive in view of the allegedly declining value of Times Square real estate. Bondholders also claim that the plan involves a sacrifice of a prior lien or encumbrance upon the assets and earnings of Paramount Publicity. Moreover, objections are raised to terms of the plan which forces the solvent subsidiaries of Par such as Par Distributing, Par Productions and Par International to guarantee the agreement.

In a nutshell the argument of bondholders is that under the plan the bondholders and the worth of debentures of Par are endangered so that the bondholders of Par-Broadway may be protected. Also, that it might be cheaper for Paramount to give up the Par theatre and move its offices elsewhere, letting Par-Broadway fight its claim through as a creditor the same as other creditors.

The Par-Broadway claim, filed at \$178,000,000, and including everything, may not be worth as much in the final analysis. It is also speculative.

Group of bondholders which filed specifications of objections to the Par-Broadway plan, represented by Maholm Sumner, were the first of creditors to file for reorganization of P-B under 77B.

MELODY..GAIETY..BEAU

most sumptuous rhythmic hit of



THE STAGE HIT OF TWO
CONTINENTS..TEN TIMES
AS GORGEOUS ON THE
SCREEN . . .

FRED ASTAIRE GINGER ROGERS

THE KING AND QUEEN
OF "CARIOCA"...

STARS OF "FLYING DOWN
TO RIO"... IN

"THE GAY

with ALICE
BRADY

EDWARD EVERETT HORTON
...and half the beauties
of Hollywood...

Directed by
Mark Sandrich
Pandro S. Berman
Production

TY... in the
all seasons!

RKO-RADIO
PICTURE



INTRODUCING "THE CONTINENTAL"... the new dance craze
that will sweep the land into a new "Carioca" frenzy

CHALLENGE OF CURRENT RELEASES

Harold Auten

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

Blau von Himmel, Dos (Ger). Musical romance. Martha Eggerst. Dir. Victor Janson. 70 mins. Rel. Sept. 1.

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. 8.

Poll de Carotte (Red Head) (French). A story of adolescence. Robert Lynen. Dir. Julien Duvivier. 96 mins. Rel. Sept. 1. Rev. Dec. 20.

Chesterfield

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

Curtain Falls. The. Old actress impersonates aunt of a wealthy family to make old age secure. Proves a good genius. Henrietta Crossman. Dir. Chas. Lamont. 67 mins. Rel. Oct. 1.

Green Eyes. Mystery. Charles Starrett, Shirley Grey, Wm. Bakewell. 72 mins. June 15.

Fugitive Road. An Austrian-Italian border story. Eric von Stroheim. Wera Engels. Leslie Fenton. Dir. Frank Strayer. Rel. July 1.

One in a Million. Department store background for a love story. Chas. Starrett, Dorothy Wilson. Dir. Frank Strayer. 62 mins. Rel. Sept. 15.

Port of Lost Dreams. Tragically along the waterfront and on the tuna fisheries. Wm. Boyd, Lola Lane. Dir. Frank Strayer. Rel. Oct. 15.

Twin Husbands. "Cheating Cheaters" type of story. John Millan, Shirley Grey. Dir. Frank Strayer. 63 mins. Rel. July. Rev. July 17.

Studio: Gower at Sunset, Hollywood, Cal.

Columbia

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

Among the Missing. Wealthy old lady does a Haroun al Raschid and enjoys herself hugely in the underworld before she returns to her family. Richard Cromwell, Henrietta Crossman, Bill Seward. Dir. Al. Rogell. 71 mins. Rel. Aug. 15.

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.

Captain Hates the Sea. The. Rhotous nautical comedy of a mixed passenger boat. Victor Janson, Charles Clary, Alison Skipworth, John Gilbert. Dir. Lewis Milestone. Rel. Oct. 22.

Defense Rests. Story of a lawyer who defended gangsters. Jack Holt, Jean Arthur. Dir. Lambert Hillier. 61 mins. Rel. July 15. Rev. Aug. 21.

Fighting Ranger. The. Round-up of killers by a temporarily 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.

Girl in Danger. "Inspector Trent" story of a lost emerald. Ralph Bellamy, Shirley Grey. Dir. Ed. Lewis. 61 mins. Rel. Aug. 29.

Hell Cat. The. Newspaper man takes a socialite, with an underworld angle. Robert Armstrong, Ann Sothern. Dir. Al. Rogell. Rel. June 16. Rev. July 10.

It's a Hoot. Political fixer discovers he can't fix love. Jack Holt, Mona Barrie, Winnie Lightner. Dir. Roy W. Neill. 69 mins. Rel. Oct. 13.

Lady by Choice. Fan dancer adopts a mother, who brings her happiness. Carole Lombard, May Robson, Roger Pryor. Dir. David Burton. 71 mins. Rel. Oct. 13.

Lady is Willing. Investment victim kidnaps banker's wife. She falls in love with her captor. Leslie Howard, Binnie Barnes. Dir. Gilbert Miller. 66 mins. Rel. July 30. Rev. Aug. 14.

Man's Game. A. Tim McCoy as a fireman. Dir. D. Ross Lederman. Rel. June 16.

Name the Woman. Politics and a girl reporter. Arline Judge, Richard Cromwell. Dir. Al. Rogell. 63 mins. Rel. Aug. 1.

One Night of Love. Romance of an opera star. Grace Moore, Tullin Crandall, Lyle Talbot. Dir. Victor Schnitzinger. 84 mins. Rel. Sept. 1. Rev. Sept. 11.

Whom the Gods Destroy. A man's cowardice exiles him from society. Wallace Ford, Charles Clary, Doris Kenyon. Dir. Walter Lang. 70 mins. Rel. June 25. Rev. July 14.

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 narrated by Hans H. Krieger. 71 mins. Rel. March 1.

Bride of Samoa. South Sea featurette. Dir. Phil. Brown. 30 mins. Rel. March 1.

Dawn to Dawn. Artistic rural story. Julie Hayden. Dir. Cameron McPherson. 35 mins. Rel. Jan. 1. Rev. Jan. 8.

Girl in the Car. Comedy in Continental manner. Jimmy Savo, Eddie Lambert, Dorothy Darling. Dir. Eugene Frenke. 60 mins. Rel. Oct. 1.

Hollywood, City of Dreams (Sp). Jose Bohr. Spaniard's impression of cinematoman. 68 mins. Rel. March 30.

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 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 15. Rev. June 19.

First Division

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

Releases Also Allied, Chesterfield and Monogram

Fifteen Wives. Three of a man's first wives are suspected of his murder. Conway Tearle, Raymond Hutton, Natalie Moorhead, Noel Francis. Dir. Frank Strayer. 67 mins. Rel. July 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 20.

Grey Eve. Screen adaptation of the Charlotte Bronte classic. Colin Clive, Virginia Bruce, Allen Pringle. Dir. Christy Cabanne. Rel. Oct. 1.

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 society. Dixie Lee, Robert Armstrong. Dir. Leonard Fields. Rel. May 30. Rev. Sept. 3.

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

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

First National

Office: 821 W. 44th St., New York, N. Y.

British Agent. Adapted from the novel about international spies. Leslie Howard, Kay Francis. Dir. Michael Curtiz. 75 mins. Rel. Sept. 15. Rev. Sept. 25.

Circus Clown. The. Hearing comedy under the big tent with a winsome romance wound into hilarious situations. Joe E. Brown, Patricia Ellis. Gordon Westcott, Tom Dugan. Dir. Ray Enright. Rel. 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.

Fig Over Frisco. Mystery melodrama set in San Francisco. Edmund Woods, Katie Davis, Lyle Talbot, Margaret Lindsay. Dir. William Dieterle. Rel. June 2. Rev. June 12.

Man with Two Faces. The. From the stage play. "York Tower." Edw. G. Robinson, Mary Astor. Dir. Archie Mayo. 73 mins. Rel. Aug. 1. Rev. July 17.

Merry Frinks. The. Comedy-drama of the typical family struggling all over Ma until she turns and leaves them on their own. Aline MacMahon, Guy Kibbee, Allen Jenkins, Hugh Herbert. Dir. Al. Green. Rel. Aug. 20. Rev. Aug. 26.

Midnight Alibi. Heart interest melodrama from Tamen Bayne's "Old Bell's House." Richard Barthelmess, Ann Dyer, Helen Lowell, Helen Chandler. Dir. Alan Crosland. 69 mins. Rel. July 21. Rev. July 10.

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 Streets. Love drama set on an island story by Ann Garlick and Edith Hill. John McMillen, Paul Kelly, Vera Evancie, Patricia Ellis. Dir. Alfred E. Green. 63 mins. Rel. June 26. Rev. Aug. 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.

Incorporations

(Continued from page 26)

capital stock, 200 shares, no par value; Roland Tardiff, 43-34 49th street; Robert O. Smith, 45-24 49th street, and Constantine Tardiff, 43-34 49th street, all of Sunnyside, L. I.

Radioscript Mart, Inc.; printing and publishing; capital stock, 100 shares, no par value; Edwin E. East and Norman Winter, both of 89 East 64th street, New York, and Lillian Koschick, 857 45th street, Brooklyn.

Kanoo Pictures Corp.; pictures; capital stock, 200 shares, no par value. Ben Cooperman, 921 E. 45th street, Freda Freeman, 1429 Carroll street, and Harold H. Brown, 683 West Seventh street, all of Brooklyn.

Elmop Agency, Inc.; motion picture apparatus; capital stock, 100 shares, no par value. Alfred L. Schein, 4237 Union avenue, Flushing; Stanley K. Friedman, 33-46 Northern Boulevard, Flushing; and Stanley B. Schein, 20 Featherbed lane, Bayside.

Fernison Radio Corp.; general radio business; capital stock, \$20,000. Charles Fernison, 82 E. 58th street, 40 West 6th street, Brooklyn; Jack Edelstein, 1155 College avenue, Bronx; and Minnie Eckhaus, 1721 Eastern Parkway, Brooklyn.

Maple Theatre Corp.; pictures, vaudeville, etc.; capital stock, 200 shares, no par value. William B. Lee, 1612 Holland avenue, and all of J. J. Oster, 2626 Sunset avenue, all of U. S.

Dissolutions

L. N. Conroy Radio Company, Inc.; filed by Jos. J. Damico, 645 East Tremont avenue, Bronx.

Twinsley Amusement Corp.; filed by Leopold Friedman, 1540 Broadway, New York.

Nar Company, New York; filed by Kosta, Kirchway and Engel, 7 West 44th street, New York.

Washington Times Company; filed by above.

She Loves Me Not Corp.; filed by Chas. Cole, Wm. A. Wharton, 61 Broadway, New York.

Statement and Designation

American Newspapers, Inc.; 7 West 11th street, Wilmington, Del.; newspaper publishing; New York office, 825 Eighth avenue; Raymond F. McCauley, vice-president, 1910 Broadway, New York. Preferred at \$100, and 10,000 common, no par value; filed by Mannheim Rosenzweig, 3 Columbus circle, New York.

Star Company to merge New York American, Inc.; filed by Kosta, Kirchway and Engel, 7 East 44th street, New York.

Cosmopolitan Opera Association of New York, Inc.; changed to Association for the Advancement of Opera, Inc.; filed by George L. Schein, 444 Madison avenue, New York.

CALIFORNIA

Argosy Pictures Corp. County of Los Angeles. Directors: L. Hyman, Barnett Shapiro, Irving Cohen, all of Los Angeles. Capital stock, 500 shares, subscribed at \$100 each, 24 shares.

Permits to Sell. Star Company to merge New York American, Inc.; filed by Kosta, Kirchway and Engel, 7 East 44th street, New York.

Change of Name. Cosmopolitan Opera Association of New York, Inc.; changed to Association for the Advancement of Opera, Inc.; filed by George L. Schein, 444 Madison avenue, New York.

OKLAHOMA

Kiwanas Club of Ponca City, Ponca City, Okla. Capital stock, none. Incorporators: A. N. Brown, 825 Eighth avenue; Raymond F. McCauley, vice-president, 1910 Broadway, New York. Preferred at \$100, and 10,000 common, no par value; filed by Mannheim Rosenzweig, 3 Columbus circle, New York.

Armstrong Amateur Athletic Assn. Ardmore, Okla. Capital stock, none. Incorporators: J. H. Brown, 825 Eighth avenue; Raymond F. McCauley, vice-president, 1910 Broadway, New York. Preferred at \$100, and 10,000 common, no par value; filed by Mannheim Rosenzweig, 3 Columbus circle, New York.

Broadway Club, Okla. Capital stock, \$100. Incorporators: J. A. Lee, 100 E. Lea and Frederick Lee, all of Ardmore.

Studio: Fox Hills, Hollywood, Cal.

Fox

Office: 444 West 56th St., New York, N. Y.

Baby Take a Bow. The Fox child star comes through again. Shirley Temple. 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, Joan Taylor, Louise Fazenda. Dir. Erik Charell. 102 mins. Rel. Sept. 25. Rev. Oct. 15.

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. 27.

Charlie Chan in London. Another detective yarn. Warner Oland, Frank Leyton, Mona Barrie. Dir. Eugene Forde. 78 mins. Rel. Sept. 14. Rev. Sept. 18.

Charlie Chan's Courage. Another episode in the life of the Chinese sleuth. Warner Oland, Irene LeVaux. Dir. Geo. Hadden. Rel. June 25.

Dude Ranger. The. Geo. O'Brien, Irene Hervey. Dir. Middle China. 64 mins. Rel. Sept. 21.

Elmer. Norton. Claire Trevor, Hugh Williams. Dir. Hamilton MacFadden. Rel. Nov. 9.

Gambling. From the George M. Cohan play. Geo. M. Cohan, Wynne Gibson. Dir. Rowland V. Lee. Rel. Nov. 2.

Grand Canary. Warner Baxter, Madge Evans. Dir. Irving Cummings. 78 mins. Rel. July 13. Rev. July 24.

Handy Andy. Will Rogers, Peggy Wood. Dir. David Butler. 81 mins. Rel. July 27. Rev. Aug. 7.

Hell in the Heavens. Air story. Warner Baxter, Conchita Montenegro. Dir. John Hyston. Rel. Nov. 16.

Judge Priest. Based on the Irvin Cobb stories of down-south. H. B. Walthall, Tom Brown, Anita Louise. Dir. John Ford. Rel. Oct. 5.

Lottery Lover. Pat Patterson, Lew Ayres. Dir. Wm. Thiele. Rel. Nov. 30.

Loveime. Musical romantic story. Pat Patterson, Nils Asher, Herbert Mundin, Harry Green. Dir. Jas. Tinlin. Rel. Sept. 21.

Marie Galante. Based on the novel of the same name. Spencer Tracy, Nell Gail, Helen Morgan. Dir. Henry King. Rel. Oct. 26.

Music in the Air. Gloria Swanson, John Boles. Dir. Joe May. Rel. Nov. 2.

Peck's Bad Boy. Story of an adopted son and an understanding man. Jackie Cooper, Thomas Meighan, Jackie Searle. Dir. Eddie Cline. 69 mins. Rel. Oct. 10.

Pursued. Romantic drama. Original. Rosemary Ames, Victor Jory, Bert Kelton. Dir. Louis King. Rel. Aug. 24.

Servants' Entrance. Janet Gaynor and Lew Ayres decide to spend their honeymoon earning their own living. Both engage in domestic service. All works to happy ending. Dir. Frank Lloyd. 90 mins. Rel. Sept. 7. Rev. Oct. 2.

She Learned About Sailors. "Navy romance in Shanghai and Los Angeles." Ray Milland and Durnan. Dir. Geo. Marshall. 82 mins. Rel. July 6. Rev. July 31.

She Was a Lady. Helen Twelvetrees, Robert Young. Dir. John Hyston. 68 mins. Rel. July 20. Rev. Aug. 28.

365 Nights in Hollywood. James H. Dunn, Alice Faye, Mitchell and Durnan. Dir. Geo. Marshall. Oct. 12.

Twenty-Four Hours a Day. Claire Trevor, Gilbert Roland. Dir. Hamilton MacFadden. Rel. Nov. 23.

Wild Gold. John Boles, Claire Trevor, Harry Green. Dir. Geo. Marshall. 77 mins. Rel. July 8. Rev. Aug. 18.

World Moves On. The. A love story which covers a century. Madeline Carroll, Franchot Tone. Dir. John Ford. 104 mins. Rel. Aug. 24. Rev. July 2.

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 18.

Channel Crossing. Drama. Matheson Lang, Constance Cummings. Dir. Milton Rossmore. 65 mins. Rel. May 15. Rev. June 5.

Friday the 13th. Bus crash and what led up to it. Jessie Matthews, Frank Leighton, Sonnie Hale. Dir. Victor Saville. 70 mins. Rel. May 15. Rev. May 22.

Ghoul, The Thriller. Boris Karloff. Dir. T. H. Hunter. 73 mins. Rel. Jan. 1. Rev. Jan. 30.

It's a Boy. Comedy. E. E. Horton, Leslie Henson. Dir. Tim Whelan. 75 mins. Rel. June 1. Rev. June 12.

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

Orders is Orders. American making film in British army. James Gleason, Charlotte Greenwood. Dir. Walter Forde. 70 mins. Rel. May 1. Rev. May 15.

Prince of Wales. Newsreel compilation of British heir's life. 60 mins. Rel. April 15. Rev. April 24.

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

Majestic

Office: RKO Bldg., Radio City, New York City

Night Alarm. The. Newspaper story with a reporter winning the city boy's daughter. Bruce Cabot, Judith Allen, H. B. Warner. Dir. Spencer Bennett. 63 mins. Rel. Sept. 22. Rev. Oct. 2.

Scarlet Letter. The. Hawthorne's dramatic classic. First sound filming. Coleen Moore and Alice Albright. Dir. Robert Vignola. 70 mins. Rel. Sept. 22. Rev. Oct. 2.

She Had to Chase. Texas girl goes to Hollywood and back again. Not a studio story. Sally Anne, Larry Crabbe. Dir. Ralph Cline. 62 mins. Rel. Oct. 1. Rev. Sept. 22.

Studio: Culver City, Calif.

Metro

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

Barrette of Wimpole Street. Based on the play by Rudolf Besier. Norma Shearer, Fred March, Charles Laughton. Dir. Sidney Franklin. Rel. Sept. 21. Rev. Oct. 2.

Biography of a Bachelor Girl. Based on S. N. Berthman's successful play. "Biography of a Bachelor." Ann Harding, Robert Montgomery. Dir. E. H. Griffith. Rel. Oct. 26.

Chained. Joan Crawford in love with two men. Clark Gable, Stuart Erwin. Dir. Clarence H. Brown. 73 mins. Rel. Aug. 31. Rev. Sept. 3.

Death on the Diamond. Murder in the big leagues. Based on the novel by Corliss Fitzgerald. Robert Young, Ted Healy, Madge Evans. Dir. Edward Sedgwick. 69 mins. Rel. Sept. 14. Rev. Sept. 22.

Girl from Missouri. The small town girl lands her millionaire. Jean Harlow, Franchot Tone, Donald Barrymore. Dir. Jack Conway. 69 mins. Rel. Aug. 2. Rev. Aug. 7.

Have a Heart. Jean Parker as a crippled tick-maker. Spencer Tracy. Dir. David Butler. Rel. Sept. 7.

Hide Out. The gangster goes rural and reforms. Relat. Montgomery, Maureen O'Sullivan, John Wayne. 69 mins. Rel. Aug. 24. Rev. Aug. 28.

Hollywood Party. All star musical film. 63 mins. Rel. June 11. Rev. May 22.

Merry Widow. Based on the world-famous operetta by Franz Lehár. Maurice Chevalier, Jeanette MacDonald. Dir. Ernst Lubitsch. Rel. not set.

Murder in the Private Car. Mystery thriller with most of the action on a train. John Barrymore, Una Merkel. Dir. Harry Beaumont. 60 mins. Rel. June 29. Rev. July 10.

Operator 13. Based on the last novel of the late Robert W. Chambers. Robert Reeves, Gary Cooper. Dir. Richard Boleslawsky. 85 mins. Rel. June 8. Rev. June 26.

Outcast Lady. Based on a novel by Michael Arlen. Constance Bennett. Herbert Marshall. Dir. Robert Z. Leonard. Rel. Sept. 28.

Painted Veil. Based on the novel by Somerset Maugham. Grete Garbo. Herbert Marshall. Dir. Richard Boleslawsky. Rel. not set.

Paris Interlude. Based on the play "All Good Americans," by S. J. and Laura Perlmutter. Otto Kruger, Madge Evans. Dir. Robert Young. 100 mins. L. B. 23 mins. Rel. July 27.

Standout Guy. 50's story. Myrna Loy, Geo. Brent. Dir. Sam Wood. 85 mins. Rel. July 15. Rev. July 17.

Straight is the Way. Released convict story. Franchot Tone. May Leeson, Karen Morley. Dir. Paul Sloane. 60 mins. Rel. Aug. 10. Rev. Sept. 3.

Student Turf. Musical comedy about college life on a Princeton-type campus. Entertained by Jimmy Durante, Maxine Doyle. Dir. Charles Brabin. Rel. Oct. 12.

Treasure Island. The Stevenson story. Wallace Beery, Jacka Cooper. Relat. 100 mins. Rel. Aug. 24. Rev. Aug. 28.

What Every Woman Knows. Based on the play by S. J. and Laura Perlmutter. Helen Hayes, Brian Aherne. Dir. Gregory La Cava. Rel. Oct. 2.

Monogram

Office: R. K. O. Bldg., Radio City, New York City

Girl of the Desert. A. C. C. Stratten-Torrey story. Marian Marsh, Ralph Morgan, Louise Lerner. Dir. Clotary Calamita.

Happy Landing Story of the U. S. air border patrol. Ray Walker, Jacqueline Wells. 63 mins. Rel. Sept. 1. Rev. Aug. 28.

Heiler, The From novel by Robert Herrick. Dir. Reginald Barker. Jan. Eysa, Charlotte. Sound classic. Colin Clive, Virginia Bruce. Dir. Christy. 65 mins. Rel. Aug. 15.

King Kelly of U. S. A. Guy Robertson, Irene Ware. 65 mins. Rel. Sept. 15.

Loudspeaker, The Radio comedy. Ray Walker, Jacqueline Wells. 67 mins. Rel. June 11.

Moontone, The Whistle Call story of disappearance of famous gang. David Manners, Phyllis Barry. Dir. Reginald Barker. 60 mins. Rel. Aug. 20. Sept. 18.

Money Means Nothing. Wallace Ford, Gloria Shea. 70 mins. Rel. June 15. Rev. July 7.

Randy Rides Alone. (Lone Star.) John Wayne, Albert Vaughn. Dir. R. N. Bradbury. 64 mins. Rel. June 15.

Stack. Ralph Forbes, Gwendolyn Gill, Munroe Owsley. Shell-shock victim returns from World War with the wife he had married long before going to front, and hates his unknown rival till his identity is re-established. Dir. Roy Tomeroy. 66 mins. Rel. Aug. 1.

Star Packer, The. (Lone Star.) John Wayne, Verna Hillie. Dir. R. N. Bradbury. 64 mins. Rel. July 20.

Trail Beyond, The. John Wayne, Verna Hillie. 65 mins. Rel. Oct. 22.

Studios: 5861 Marathon St., Hollywood, Calif. Paramount Offices: 1501 Broadway, New York, N. Y.

E's of the '90's Backstage in burlesque. Mae West. Dir. Leo McCarey. 72 mins. Rel. Sept. 23.

Cleopatra. Egyptian spectacle with modern dialog. Claudette Colbert, Warren William, Henry Wilcoxon. Dir. Cecil De Mille. 102 mins. Rel. Aug. 18. Rev. Sept. 17.

Crime Without Passion. Lawyer trapped by a needless case alibi. Claud Rains, Margo. Dir. Ben Hecht, Chas. MacArthur. 70 mins. Rel. Aug. 17. Rev. Sept. 3.

Elmer and Elsie. Truck driver and the president of a piano concern both proclaim the man his 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 Flirtation, The. Stage story by Gregory Ratoff in which an egotistical millionaire hero sacrifices his career to promote that of his wife. Elissa Landi, Adolphe Menjou. Dir. Ralph Murphy. 71 mins. Rel. June 15. Rev. June 28.

Here Comes the Groom. Escaping burglar is forced to impersonate the groom of a deserted bride. Jack Haley, Patricia Ellis. Dir. Raoul Pagnol. Rel. June 15. Rev. July 15.

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 22.

Kiss and Make Up. Beauty doctor marries his model. Grant Gray, Genevieve Tobin, Helen Mack and the Wampas Baby Stars. Dir. Harlan Thompson, Juan Noguez. Rel. July 13. Rev. July 2.

Ladies Should Listen. Parbalian telephone girl helps a South American millionaire. Carl Frank, Frances Drake, Everett Horton. Dir. Frank Tuttle. 61 mins. Rel. Aug. 3. Rev. July 31.

Little Miss Marker. Damon Runyon story of a child who was pledged with a hookman. Adolphe Menjou, Dorothy Dell, Chas. Bickford, Shirley Temple. Dir. Roy Del. Rel. May 19. Rev. May 19.

Many Happy Returns. Burns and Allen at their dixieist. With Guy Lombardo, Joan Marsh. Dir. Norman MacLeod. 68 mins. Rel. June 3. Rev. June 12.

Notorious. Sophie Lang. Story of international jewel thieves. Gertrude Michael, Paul Cavanaugh. Dir. Ralph Murphy. 60 mins. Rel. July 20. Rev. July 24.

Old Fashioned Way, The. W. C. Fields, Joe Morrison, in a road show in the '30s. Jack Ruby, Judith Allen. Dir. Wm. Beaudine. 69 mins. Rel. July 6. Rev. July 17.

Scarlet Empress, The. Story of Catherine of Russia. Marlene Dietrich, John Lodge. Dir. Jos. von Sternberg. 104 mins. Rel. Sept. 1. Rev. Sept. 18.

She Loves Me. Comedy in college dormitory masquerades as a boy. Miriam Hopkins, Bing Crosby. Dir. Elliot Nugent. 85 mins. Rel. Aug. 10. Rev. Sept. 11.

Shoot the Works. A denatured 'The Great Gatsby'. Jack Oakie, Ben Bernie, Dorothy Foy. Rel. July 27. Rev. July 27.

You Belong to Me. State story with Helen Mack. Lee Tracy. Dir. A. L. Walker. 67 mins. Rel. July 27. Rev. Sept. 18.

Principal Office: 1270 Sixth Ave., New York, N. Y.

Little Damsel, The. Anna Neagle and James Rennie. The story of a 'night club queen' in a ritzy London 'hot spot'. 65 mins. Rel. June.

Return of Chandu, The. Mystery story. Bela Lugosi, Clara Kimball Young, Joan Benton, Thyl Ludwig. Seven-reel feature, followed by eight two-reel serial episodes.

Studios: Hollywood, Calif. R.K.O. Radio Office: R.K.O. Bldg., Radio City, N.Y.C.

Adventure Girl. John 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. John Lowell, Capt. Wagner, Bill Sawyer, Otto Slesiger, Capt. Jack the mascot. 76 mins. Rel. Aug. 17. Rev. Aug. 14.

Age of Innocence. Comedy of the 1880's. A man and woman sacrifice their love on the altar of duty. Irene Dunne, John Barrymore, Helen Westley, Julia Haydon. Dir. Philip Moeller. 83 1/2 mins. Rel. Sept. 7.

Anne of Green Gables. The story involves the adoption, life and development of Anne, an orphan, in a village on Prince Edward Island. Anne Shirley, Tom Brown, Helen Westley, O. P. Heggie, Sara Haden. Dir. George Nichols. Jr. Rel. Oct. 28.

Bachelor Ball. The story of a matrimonial agency run by a timid young man and the hilarious results of the chaos it runs into a racket. Stuart Erwin, Pert Kelton, Skeets Gallagher, Rochelle Hudson. Dir. George Stevens. Rel. July 27.

Cockeyed Cavaliers. A costume study with Bert Wheeler and Robert Woolsey. Thelma Todd, Richard Lee, Noah Beery. Dir. Mark Sandrich. 72 mins. Rel. June 29. Rev. July 31.

Dangerous Corner. A year after he commits suicide a dead man is exonerated of theft by his brother, who demands that the group of friends and relatives involved tell him the whole truth instead of trying to conceal certain facts. Virginia Bruce, Erin O'Brien-Moore, Conrad Nagel, Melvyn Douglas, Ian Keith, Betty Furness, Henry Wadsworth, Doris Lloyd. Dir. John Koenig. 66 mins. Rel. Oct. 2.

Down to Their Last Vacht. Impoverished millionaires take a party of paying guests for a cruise. Sidney Fox, Mary Boland, Sidney Blackmer, Polly Moran, Ned Sparks. Dir. Paul Sloane. Rel. Aug. 3. Rev. Sept. 25.

Fountain, The. From the Chas. Morgan novel. Ann Harding, Brian Aherne, Paul Lukas. Dir. John Cromwell. 85 mins. Rel. Aug. 31. Rev. Sept. 3.

Gay Divorce, The. When Mimi tries to hire a gigolo she mistakes Guy Holden for the applicant and although they fall in love with each other she will not consider him until the confusion is cleared up. Ginger Rogers, Fred Astaire, Edward Everett Horton, Erik Rhodes, Eric Flore. Dir. Mark Sandrich. 107 mins. Rel. Oct. 12.

Gridiron Flash. An habitual criminal becomes a football hero at a large university as he proves that the essential fundamentals of good are basic to all present in everyday life. Eddie Quillan, Betty Furness, Grant Mitchell, Edgar Kennedy. Dir. Glenn Tytler. Rel. Oct. 19.

Hot Coal and Glove. A murder story of a husband who has to defend his wife's love against an inept detective. Ricardo Cortez, John John, Beat, Barbara Robbins. Dir. Worthington Miner. 64 mins. Rel. Aug. 21. Rev. July 31.

His Greatest Gamble. A father, in prison for murder, escapes in order to save his daughter from her dominating mother. Richard Dix, 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. Olive Brook, Dick Wylie, Irene Hervey, Helen Vinson. Dir. Worthington Miner. 67 mins. Rel. July 6. Rev. June 26.

Life of Vergie Winters, The. A woman's devotion for a man which causes her to live in the back street of his life so that he may become a great statesman. Ann Harding, John Boles. Dir. Alfred Santell. 83 mins. Rel. June 22. Rev. June 19.

Murder on the Blackboard. A school teacher helps unravel a murder which takes place in a classroom. Edna May Oliver, James Gleason. Dir. George Archainault. 72 mins. Rel. June 26.

Of Human Bondage. A poignant story of a man who faces life as a partial cripple. Leslie Howard, Betty Davis, Reginald Denny, Reginald Sheffield, Alan Hale. Dir. John Cromwell. 83 mins. Rel. July 20. Rev. July 2.

Rich Girl in the World. Wealthy girl seeks non-mercenary suitor. Miriam Hopkins, Joel McCrea, Fay Wray. Dir. Wm. A. Seiter. 80 mins. Rel. Sept. 21. Rev. Sept. 21.

The Big Moment. A comedy drama with a supernatural twist and murder mystery. Greta Garbo, John Gilbert, Charles Cabot, Ralph Morgan. Dir. James Cruze. Rel. Aug. 10. Rev. Sept. 11.

We're Rich Again. How a woman gets her man by helping her family out of financial difficulties. Edna May Oliver, Billie Burke, Marion Nixon. Dir. William A. Seiter. Rel. July 13. Rev. Sept. 2.

United Artists Offices: 729 Seventh Ave., New York, N. Y.

Affairs of Cellini, The. The love life of Benvenuto Cellini. Fredric March, Constance Bennett, Frank Morgan, Fay Wray. Dir. Gregory La Cava. Rel. Aug. 21. Rev. Sept. 11.

Bulldog Drummond Strikes Back. Further adventures in crime solution. Ronald Colman, Loretta Young, Warner Oland, Charles Butterworth, Una Merkel. Dir. Roy Del Ruth. 80 mins. Rel. July 20. Rev. Aug. 21.

Count of Monte Cristo, The. The famous Thomas' 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. Rev. Oct. 2.

Last Gentleman, The. Shrewd and elderly millionaire cleverly fills the plans of a son to chase his money away. George Arliss, Eddi May Oliver, Janet Beecher and Ralph Morgan. Dir. Sidney Lanfield. Rel. Sept. 21.

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. 23.

Transatlantic Merry-Go-Round. Mystery rides the waves. Music in one room, murder in the next. A gambler, an heiress, a comedian and a detective accused of a crime that rocked the whole ocean. Jack Benny, Gene Raymond, Nancy Carroll, Sidney Blackmer. Dir. Benjamin Stoloff. Rel. Nov. 2.

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, Benita Hume. Dir. Alex. Korda. Oct. 19.

Queen's Affairs, The. A merry melange of revolution and romance. Anne Nangle and Ferdinand Gray. Dir. Herbert Brenson. Rel. Nov. 9.

We Live Again. A vivid new version of Tolstoy's 'Immortal Resurrection'. Anna Sten, Frederic March, Jane Baxter, C. Aubrey Smith. Dir. Rouben Mamoulian.

Universal Offices: 30 Rockefeller Center, New York, N. Y.

Affairs of a Gentleman. Drama. Paul Lukas, Lella Hyams, Patricia Ellis. Osmow Stevens, Lilian Bond. Dir. Edwin L. Marlow. 70 mins. Rel. May 14. Rev. June 26.

Embarrassing Moments. Comedy-drama. Chester Morris, Marlon Nixon. Dir. Leo McCarey. Rel. July 9.

Gift of Gab. Comedy-drama-musical. Edmund Lowe, G. Stuart and big radio and screen cast. Dir. Karl Freund. 70 mins. Rel. Sept. 3. Rev. Oct. 2.

Great Expectations. Drama. Henry Hull, Jane Wyatt. Dir. Stuart Walker. Rel. Oct. 22.

Human Side, The. Drama. Adolphe Menjou, Doris Kenyon. Dir. Eddie Buszelli. 60 mins. Rel. Aug. 27. Rev. Sept. 18.

I'll Tell the World. Comedy. Lee Tracy, Gloria Stuart, Roger Pryor. Dir. Edwin Sedgwick. 75 mins. Rel. April 15. Rev. April 23.

Imitation of Life. Drama. Claudette Colbert, Warren William. Dir. John Stahl. Rel. Oct. 29.

Let's Talk It Over. Comedy-drama. Chester Morris, Mae Clarke, Frank Craven, Andy Divine. Dir. Kurt Neumann. 67 mins. Rel. June 11. Rev. June 19.

Little Man, What Now? Drama. Margaret Sullivan, Douglas Montgomery. Dir. Frank Borzage. 87 mins. Rel. June 4.

Love Captive. Drama. Nils Asther, Gloria Stuart. Dir. Max Marcin. 61 mins. Rel. May 21. Rev. June 19.

Million Dollar Ransom. Comedy-drama. Edward Arnold, Mary Carlisle. Dir. Murray Roth. Rel. Sept. 10.

One Exciting Adventure. Comedy-drama. Binnie Barnes, Neil Hamilton. Dir. El L. Frank. Rel. Oct. 2.

One Night of Sin. Drama. Diana Wynyard, Colin Clive. Dir. James Whale. 88 mins. Rel. Aug. 6. Rev. Aug. 14.

Rocky Rhodes. Western. Buck Jones. Dir. Al Raboch. Rel. Sept. 24.

Romance in the Rain. Comedy-drama of a sium cinderella. Roger Pryor, Victor Moore and Heather Angel. Dir. Stuart Walker. Aug. 13. 75 mins. Rev. Sept. 11.

Smoking Guns. Western. Ken Maynard. Rel. June 11. Rev. Aug. 14.

There's Always Tomorrow. Drama. Frank Morgan, Lois Wilson. Dir. Ed. Sioman. Rel. Sept. 17.

Wake Up and Dream. Musical. Russ Columbo, Roger Pryor, June Knight. Dir. Kurt Neumann. Rel. Oct. 1.

Warner Brothers Offices: 221 W. 4th St., New York, N. Y.

Dames. Musical spectacle. Joan Blondell, Ruby Keeler, Dick Powell, Guy Kibbee. Dir. Ray Enright. 90 mins. Rel. Sept. 1. Rev. Aug. 21.

Desirable. Mother and daughter in a battle for love. Jean Muir, Geo. Brent, Verree Teasdale. Dir. Archie Mayo. 70 mins. Rel. Sept. 8. Rev. Sept. 18.

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. 68 mins. Rel. June 22. Rev. June 28.

Friend of Mr. Sweeney. Comedy-drama of the browbeaten husband who turns the big trick for his newspaper. Charlie Ruggles, Ann Dvorak, Eugene Pallette, Dorothy Tree. Dir. Edward Ludwig. 65 mins. Rel. July 7. Rev. July 31.

Here Comes the Navy. Comedy-drama of a gub that tried to buck the fleet. James Cagney, Pat O'Brien, Gloria Stuart, Dorothy Tree, Frank McHugh. Dir. Lloyd Bacon. 88 mins. Rel. July 24. Rev. July 24.

He Was Her Man. Action melodrama of the gal who double-crossed herself in love. Jean Muir, Verree Teasdale, James Cagney, Joan Blondell, Frank Craven, Harold Huber. 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 comedy twists. Dolores Del Rio, Reginald Owen, Osgood Perkins, Verree Teasdale, Victor Jory, Dorothy Tree, Helen Lowell. Dir. William Dieterle. Rel. July 14.

Personality Kid, The. Fast moving melodrama of the ham and beaner that turns into a real champ thanks to wife. Pat O'Brien, Glenda Farrell, Claire Dodd, Henry O'Neill. Dir. Alan Crosland. 68 mins. Rel. July 7. Rev. Aug. 6.

Miscellaneous Releases

Are We Civilized? (Huspin). Propaganda for peace. Dir. Edwin Carewe. 70 mins. Rel. June. Rev. June 19.

Blue Steel. (Blue Star.) John Wayne Western. Dir. R. N. Bradbury. 64 mins. Rel. July. Rev. July 17.

Cross Streets (Invincible). Story of a down and out surgeon who performs a skilled operation. Frank Craven, Sally Blane. Dir. Wm. Nigh. Rev. July 10.

Dancing Man. Gigolo story. Reginald Denny, Judith Allen. Dir. Al Ray. 64 mins. Rel. July. Rev. July 14.

Drums of Voodoo (International). All-Negro cast in screen version of stage play 'Loulouana'. Dir. Arthur Hoori. 70 mins. Rel. May 7. Rev. May 15.

Fifteen Wives (Invincible). Murder mystery around a bigamist. Conway Tearle, Natalie Moorhead, Hay Hutton. Dir. Frank Strayer. Rel. June 1. Rev. Sept. 25.

Hired Wife. (Pinnacle.) Man hires a bride to get a fortune and falls in love with her. Greta Nisac, Weldon Heyburn. Dir. Geo. Melford. 69 mins. Rel. March.

'I Can't Sings (Syndicate). Ex-convict goes straight. Osmow Stevens, Lila Lee. Dir. Otto Brower. 65 mins. Rel. Sept. 3.

Lost Jungle, The (Masco). Circus-jungle story. Clyde Beatty. Dir. Armand Schaefer. 65 mins. Rel. June. Rev. June 19.

Man from Hell, The (Masco). Western. Bob Russell. Dir. Lew Collins. 60 mins. Rel. Oct. 2.

Marrying Widows (Tower). Young widow gets her wish. Judith Allen, Minna Gombell, John Mack Brown. Dir. Sam Newfield. 67 mins. Rel. Sept. 2.

Take the Stand (Liberty). A columnist murder mystery. Frank La Rue, Thelma Todd. Dir. Phil Rosen. 78 mins. Rel. Sept. 7. Rev. Sept. 11.

White Heat (Seven Seas). Love on an Hawaiian plantation. Virginia Cherrill, Mona Maris, David Newell. Dir. Lois Weber. 69 mins. Rel. June. Rev. June 12.

World in Revolt (Menture). News clips with comment by Graham McNamee. 69 mins. Rel. June. Rev. June 12.

Young and Beautiful (Masco). Studio story with the Wampas' baby stars. Wm. Haines, Judith Allen. Dir. Jos. Santley. 65 mins. Rel. Sept. 2. Rev. Sept. 2.

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.)

Abel mit der Wunderharmonika (Gex) (Ufa) Comedy of young love. Dir. (Continued on page 35)

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A TREMENDOUS SUCCESSOR TO "LADY FOR A DAY"

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and adds

A PICTURE THAT IS JUST PLAIN,
ORDINARY SWELL! GIVE
YOURSELF A TREAT BY PLAY-
ING THIS UP BIG!

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THIS IS MONEY IN THE BANK...
THE PICTURE IS A TRIUMPH
AND COMBINES SOCK DRAMA,
STIRRING COMEDY AND
UNIQUE ROMANCE. ANOTHER
GEM IN COLUMBIA'S DIADEM.
A WORTHY SUCCESSOR TO
"LADY FOR A DAY".

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• • •

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IT LOOKS LIKE A RUNNER-UP
ON "LADY FOR A DAY"...
SHOOTS STRAIGHT AT THE
AUDIENCE HEART WITH EMO-
TIONAL WALLOP. PICTURE
HAS EVERYTHING IT TAKES FOR
POPULAR APPEAL.

—*Variety*



LADY BY CHOICE

Carole
LOMBARD

May
ROBSON

Roger Pryor—Walter Connolly

Story by Dwight Taylor—Screen Play by Jo Swerling

Directed by David Burton

A COLUMBIA PICTURE

CALENDAR OF CURRENT RELEASES

(Continued from page 33)

Erich Waschneck. 60 mins. Rel. Sept. 1.
Adieu Les Beaux Jours (Fr.) (Ufa). Greek romance. Brigitte Helm. Dir. Andre Beucler and Johannes Meyer. 90 mins. Rel. April 15. Rev. May 1.
Airance (Ger) (Capitol). Tent tube babies. Brigitte Helm. Dir. Richard Oswald. 70 mins. Rel. May 1.
Bettelstudent, Der (General.) (Ger.) Operetta. Dir. Viktor Janson. 80 mins. Rel. Oct. 15.
Blonde Christi, Die (Ger) (Bavaria). Musical. Karin Hardt. Dir. Franz Seltz. 75 mins. Rel. Feb. 15.
Buenaventura, La (Sp) (WB). Musical with Victor Herbert score. Enrico Caruso, Jr. Dir. William McGann. 80 mins. Rel. Sept. 15.
Broken Shoes (Ufa) (Capitol). Social reaction to politics. Anti-Hitler. Dir. Margarita Baskaya. 80 mins. Rel. March 15. Rev. April 3.
Chalutzim (Hebrew) (Acme). First talker made in Palestine. Dir. Alexander Ford. 70 mins. Rel. March 15.
Ciudad de Carton, La (Sp) (Fox). Drama of marital relations. Antonio Moreno. Dir. Louis King. 70 mins. Rel. March 1.
Crown of Thorns (Kiematrade) (Ger) (Dubbed Eng.). Biblical drama. Dir. Robert Wiene. 70 mins. Rel. March 15.
Cruz V. La Escoda, La (Sp) (Fox). Historical romance. Jose Mojica. Dir. Frank Strayer. 75 mins. Rel. Feb. 1.
Cuesta Abajo (Sp) (Param). Romance. Carlos Gardel, Mona Maria. Dir. Louis Gasnier. 75 mins. Rel. Aug. 15.
Doux Orpheline, Les (Fr) (Blue Ribbon). Costume melodrama. Yvette Guilbert. Dir. Maurice Tourneur. 90 mins. Rel. Feb. 1. Rev. Feb. 15.
Dos Mujeres y un Don Juan (Sp). Romantic comedy. Dir. Jose Bucha. 80 mins. Rel. Jan. 15.
Dream of My People, The (Jewish) (Palestine). Silent travelogue of Palestine with records by Cantor Rosenblatt. Dir. Joe. Fox. 40 mins. Rel. Feb. 15.
Ein Gewisser Herr Gran (Ger) (Capitol). Spy drama. Hans Albers. Dir. Gerhard Lamprecht. 70 mins. Rel. Feb. 15.
Ein Teller Elster (Ger) (General). Comedy. Willy Fritsch, Dorothea Wieck. Dir. Kurt Gerson. 70 mins. Rel. May 15.
Eine Stadt Steht Kopf (Ger) (Capitol). Farce. Dir. Gustav Gruendgens. 70 mins. Rel. Jan. 15.
Einest Prinzen Jugend Liebe (Ger) (Ufa). Romantic comedy. Willy Fritsch. Dir. Arthur B. Woods. 80 mins. Rel. March 1.
Ein Glas Gutt (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. Berensky. 65 mins. Rel. Jan. 15. Rev. Jan. 15.
Enemigos (Sp) (Inter-Continent). War drama. Dir. Chano Urueta. 70 mins. Rel. Aug. 15.
Escondido, El (Sp) (Inter-Continent). Dramatic romance. Dir. Chano Urueta. 70 mins. Rel. Sept. 15.
Es Wird Schon Wieder Lieder (Ger) (Ufa). Farce. Dolly Haas. Dir. Kurt Gerson. 65 mins. Rel. Oct. 15.
Feldherrnhuegel, Der (Ger) (Bavaria). Military comedy. Betty Bird. Dir. Eugen Thiele. 70 mins. Rel. April 15.
Frau Lehmanns Tochter (Ger) (General). Melodrama. Hansi Niese. Dir. Karl Heinz Wolff. 70 mins. Rel. Oct. 15.
Fraulein-Falsch Verbunden (Ger) (Capitol). Musical comedy. Trude Berliner. Dir. E. W. Emo. 70 mins. Rel. Jan. 15.
Frechdecks, Der (Ger) (Ufa). Romantic comedy. Willy Fritsch, Camilla Horn. Dir. Carl Boese. 75 mins. Rel. Jan. 15.
Freundin eines Grossen Mannes (Ger) (Ufa). Theatrical comedy. Kaethe von Nagy. Dir. Paul Wegener. 80 mins. Rel. Sept. 1.
Galavorstellung, Die (Ger) (General). Mystery comedy with music. Max Adalbert, the Fratellinis. Dir. Friedrich Zelnik. 87 mins. Rel. Dec. 1.
Gehetzte Menschen (Ger) (Filmchole). Drama of father love. Dir. Friedrich Fehr. 70 mins. Rel. June 1.
Gold Regiert die Welt (Ger). Domestic comedy. Gustav Froelich, Camilla Horn. Dir. Max Neufeld. 70 mins. Rel. May 1.
Giris in Uniform (dubbed English) (Ger) (Filmchole). Dorothea Wieck and Hertha Thiele. Dir. Richard Oswald. 80 mins. Rel. Oct. 15.
Glueckszylinder, Der (Ger) (Capitol). Boarding house romance. Felix Bressart, Charlotte Anders. Dir. Rudolf Bernauer. 75 mins. Rel. March 1.
Granderos del Amor (Sp) (Fox). Romantic drama. Conchita Montenegro. Raul Koulins. Dir. John Reinhardt. 70 mins. Rel. Sept. 1.
Heidschmelzmaier (Ufa) (General). (Ufa). Nazi back to the farm propaganda. Dir. Carl Heinz Wolff. 70 mins. Rel. April 15.
Hell on Earth (Ger) (Garrison). (dialog in five languages). Horrors of war. Dir. Victor Trivna. 80 mins. Rel. Jan. 15. Rev. Feb. 6.
Hochtourist, Der (Ufa). Romantic comedy in Alps. Otto Wallburg. Dir. Alfred Zelnik. 70 mins. Rel. Oct. 15.
Ich Glaub Nie Mehr an Eine Frau (Bavaria) (Ger.). Life of a sailor. Richard Tauber. Dir. H. Reichmann. 80 mins. Rel. Oct. 1. Rev. Oct. 24.
Inge und die Millionen (Ger) (Ufa). Romantic crook drama. Brigitte Helm. 65 mins. Rel. Feb. 15. Rev. April 15.
In the Land of the Soviets (Rus) (Amkino). Newsreel compilation of past year. 65 mins. Rel. July 1.
In Wien Ham ich Einmal Ein Maedel Geleibt (Ger). Military musical. Dir. Eri Schoenfelder. 70 mins. Rel. May 15.
Isa Nani (Hung). Produced, written by and starring Sari Fedek. 80 mins. Rel. June 1.
Juarez Y Maximiliano (Sp) (Col). Mexican royalty's fall. Dir. Miguel Torres. 80 mins. Rel. May 1.
July 14 (Prorex) (French). Sentiment to music. Annabella. Dir. Rene Clair. 75 mins. Rel. Oct. 15.
Kara Slakter (Swedish) (Scandinavian). Romantic musical. Dir. Gustaf Molander. 80 mins. Rel. May 1.
Lachende Erben (Ger) (Ufa). Farce. Max Adalbert. Dir. Max Opheue. 77 mins. Rel. Nov. 15.
Laughter Through Tears (Kiddish) 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 Steinhoff. Rel. March 15.
Luegen auf Ruegen (Ger) (General). Farce. Otto Wallburg. Dir. Viktor Janson. 80 mins. Rel. Oct. 15.
Mass Struggle (Sp) (Kiematrade). Russian revolt. Dir. I. Kavalieridze. 70 mins. Rel. Sept. 15.
Meisterdetektive, Der (Ger) (Bavaria). Mystery satire. Weiss Ferdi. Dir. Frank Seltz. 75 mins. Rel. Feb. 1.
Melodia Prohibida (Sp) (Fox). Musical fantasy. Jose Mojica. Dir. Frank Strayer. 70 mins. Rel. March 15.
Melodie der Liebe (Ger). Musical romance. Dir. Georg Jacoby. 70 mins. Rel. Sept. 15.
Mile, Nitouche (French) (Prorex). Charming love story. Raimu. Dir. Chas David. 90 mins. Rel. Nov. 15.
Mej Wujazsek z Ameryki (Polish) (Capitol). Musical comedy. 120 mins. Rel. Oct. 15.
Mother (Rus) (Garrison). Based on a Gorky novel. Dir. V. I. Pudovkin. 70 mins. Rel. June 1. Rev. June 8.
Mutter Der Kompagnie, Die (Ger) (Bavaria). Military farce. Weiss-Ferdi. Betty Bird. 70 mins. Dir. Franz Seltz. Rel. March 1.
My Wife the Miss (Hung). Inter-marital farce. Dir. Steven Szekely. 80 mins. Sept. 1.
Odes der Wanderer (Palestine) (Hebrew). Life in Palestine. Dir. C. Halahmi. 65 mins. Rel. May 15.
Oro y Plata (Sp) (Inter-Continent). Romantic tragedy. Dir. Ramon Peon. 90 mins. Rel. July 15.
Parada Rzeczniow (Polish) (Capitol). Military musical. Dir. Michael Waszynski. 75 mins. Rel. May 1.
Petersburg Nights (Rus) (Amkino). Based on two Dostoevsky stories. Dir. F. M. Dostoevsky. 70 mins.
Petterson & Bendel (Swedish) (Scandinavian). Comedy-drama with music. Dir. Per-Axel Branner. 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. Waszynski. 80 mins. Rel. May 15.
Quick, Konig der Clowns (Ufa) (Ger). Comedy. Lilian 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) (Bavaria). Nazi propaganda. Dir. Frantz Seltz. 85 mins. Rel. May 15.
Saison in Kairo (German) (Ufa). Musical comedy. Renate Mueller, Willy Fritsch. Dir. Reinhold Schunzel. 60 mins. Rel. Dec. 15. Rev. Dec. 25.

Sang d'un Poete (Fr) (Hicet). Jean Cocteau's idea of modern films. 60 mins. Rel. Nov. 1. Rev. Nov. 7.
Schickel der Renate Langen (Ger) (General). Domestic drama. Mady Christians, Franz Lederer. Dir. Felix Guenther. 70 mins. Rel. Oct. 15.
Simple (Ufa) (Amkino). Drama of Jewish life. Silent with sound track. Dir. V. Viner. 70 mins. Rel. Feb. 15.
Sobre Las Olas (Mex) (Lathro). Historical romance. Eir. Ramon Peon. 70 mins. Rel. March 15.
Serment, Le (Fr) (Prorex). Heavy drama of love. Dir. Abel Gance. 90 mins. Rel. March 15.
Sohn Der Weissen Berge (Capitol) (Ger.). Alpine drama. Luis Trenker. Renate Mueller. Dir. Mario Bonnard. 75 mins. Rel. Oct. 15.
Sombra de Pancho Villa (Sp) (Col). Life of the Mexican bandit chief. Dir. M. C. Torres. 70 mins. Rel. March 1.
Soviet Closeups (Rus) (Amkino). Newsreel compilation. 60 mins. Rel. July 15.
Soviets Great New Turkey (Rus) (Amkino). Newsreel compilation. 60 mins. Rel. Sept. 1.
Spy, The (Polish) (Capitol). Drama. 80 mins. Rel. March 1.
Stern von Valencia, Der (Ufa). White slave traffic in Europe. Liane Haid. Dir. Alfred Zelnik. Rel. April 15.
Storch Hat Uns Getraut (Ger) (General). Lil Dagover. Dir. Herman Kosteritz. 80 mins. Rel. Nov. 15.
Tannenberg (Ger) (European). Military drama. Hans Stuwe. Dir. Heinz Paul. 85 mins. Rel. March 15.
Tante Gusti Kommandiert (Ger). Romantic comedy. Hansi Niese, Max Adalbert. Dir. Carl Heinz Wolff. 70 mins. Rel. May 1.
Tausend fur Eine Nacht (Ger) (Capitol). Farce. Trude Berliner. Dir. Max Adalbert. 70 mins. Rel. Feb. 1.
Tochter Des Vaters (Ger) (General). Military musical. Anny Ondra. Dir. Karl Laue. 70 mins. Rel. April 1.
Trenck (Ger) (General). Military drama. Dorothea Wieck. Dir. Hans Paul and Ernst Neubach. 80 mins. Rel. April 1.
Und Alasucht die Puma (Ger) (Ufa). Musical romance. Wolf Albech-Retty. Dir. Heinz Hillig. 80 mins. Rel. Jan. 15.
Unsere Fahne Flattert Uns Voran (Ger) (Ufa). Hitler propaganda. Heinrich Georg. Dir. Hans Steinhoff. 80 mins. Rel. July 1. Rev. July 17.
Verkaufte Braut (Ger) (Kiematrade). Smetana's operetta diluted. Jamis Novotna. Dir. Max Opheue. 80 mins. Rel. April 15. Rev. May 1.
Vi Som Gar Kokavagen (Swedish) (Scandinavian). Musical. Rel. April 15.
Volga Volga (Fr.) (dubbed English) (Kiematrade). Adventure of a Cossack Robin Hood. 70 mins. Rel. Dec. 15. Rev. Dec. 25.
Wandering Jew (Jewish American) (Yiddish). Terror of Hitler regime. Ben Ami. Dir. George Holzer. 70 mins. Rel. Oct. 24.
Wie Mann Maenner Fesselt (Ger). Franziska Gaal. Musical comedy. Dir. Carl Boese. 75 mins. Rel. May 15.
Wie Sag Ich's Meinen Man? (Ger) (Ufa). Farce. Renate Mueller. Dir. Reinhold Schunzel. 70 mins. Rel. Jan. 15.
Wenn Die Letzte Mode Macht (Ufa) (Ger.). Comedy with music. Renate Mueller. Dir. Frank Wenzler. 80 mins. Rel. Nov. 1.

FOX-W.C. \$100,000 RENOVATIONS BUDGET

Los Angeles, Oct. 8.
 Fox-West Coast will spend around \$100,000 remodeling houses in its Coast circuit. Houses slated for renovating, which includes new marquees in most instances, plus new interior furnishings, etc., are the Uptown and Belmont, locally; the Pasadena, in Pasadena, and the Lyric, Huntington Park.
 Several of the houses recently acquired for operation from the West Coast Hollywood circuit are also slated to figure in the improvement expenditures.

Atlantic City Opening Up; Earle to Relight

Atlantic City, Oct. 8.
 The Earle, dark for several years except for a brief summer run by the Chamberlain Brown players this season, is being scrubbed for reopening as a vaudeville house next winter. Warner Bros. control the house, which faces the new parkway entrance to the recently opened Union Depot of the Pennsylvania-Reading Seashore Lines.
 Another new house, the Hollywood, is soon to open. Harry Waxman will add this theatre to his small Astor at the uptown end of the city. It is modern in every detail and is fitted for both stage shows and pictures. Films during the week with an added vaude program over the weekends is expected to be the policy of this house.
 Steel Pier is also returning to its winter schedule of weekend vaude shows with pictures during the week.
 Glube is dark again and the burlesque shows have moved to the Shubert in Philadelphia for the Winter.
 The Auditorium will again house the Sea Gulls hockey team which this year will be sponsored by the Morris Guards, a semi-military organization. Several indoor football games between eastern colleges have also been arranged.

Nix B&K Nabe Lottery

Chicago, Oct. 8.
 B. & K. Belmont was ordered to desist from its policy of lotteries by the local code board.
 Lincoln theatre complained that the circuit house had been giving away furniture, blankets, lamps and other accessories by using the admission tickets for prize numbers.

MAYFAIR ON B'WAY STENCHED AGAIN

Pending trial in Special Sessions of a man, M. Berg, who was arrested in the Mayfair, N. Y., a few weeks ago with stench fluid in his possession, the Mayfair received another attack Sunday night (7) when someone threw a bottle of the stuff on the marquee. This appears to be a new means of stenching film houses, the Mayfair being the only one to have been bombed from the front of the house so far.
 Trial of Berg on possession of stench fluid in violation of Section 727 of the Penal law, comes up Oct. 29 after being remanded to Special Sessions following hearing before Magistrate Brodsky.
 Mayfair has been stenchched several times with traces of the foul smell still in evidence. House is among several using Allied operators which have been attacked. Sunday night's bottle of stench fluid, believed to have been thrown from another building, left some of its contents on a 304 operator picket parading in front of the Mayfair. No arrest made but an investigation is being conducted.

Milwaukee Boothmen Scales Upped 10-14%

Milwaukee, Oct. 8.
 Salary increases ranging from 10-14% granted projectionists here, retroactive to Sept. 1. Projectionists asked a flat 25%.
 The new scale brings the scale in Class 1 houses to \$315 for five men in the booth and \$285 for Class 1A houses. These are the downtown classifications. Outskirt houses were raised in accordance with their locations and seating capacity.

Lone Gunman Daringly Holds Up Lyceum, Duluth

Duluth, Oct. 8.
 A 'lone' bandit, masked and armed, invaded the Lyceum theatre here, intimidated persons in the office on the second floor, took several hundred dollars in cash, jewelry and clothing, and escaped while an audience watched a film on the screen just back of the office.
 The robbery occurred as Allen King, assistant manager, was counting the day's receipts and immediately after Dr. J. R. Manley had been summoned from the auditorium to dress a slight injury on the hand of Esther Sodahl, cashier.
 Noting Miss Sodahl's injured hand, he told her to sit down. Gun in hand he marched Manager George Irwin, Dr. Manley and King into the storeroom, where he bound and gagged them, stripped a diamond ring from Irwin's finger and an overcoat from the doctor. Sweeping the cash from a table the bandit ordered Miss Sodahl and Alvin Berx, another theatre employee, through a door which he presumed entered a closed room. It was the hall and the two immediately fled and called the police.
 The bandit is believed to have secreted himself in the theatre early in the evening.

Barsky, Angels East

Hollywood, Oct. 8.
 Bud Barsky, accompanied by financial backers of his new independent production organization, will spend a week in New York signing franchises, and then hop back to the Coast to start the first group of pictures.
 Before leaving for the east, Barsky took office space at Talsman studios, and has two writers preparing scripts of his initial pictures.



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"FREDRIC MARCH

turns in the best job of
his career!" — VARIETY

"Smash hit! Samuel
Goldwyn is to be con-
gratulated on this
screen achievement!"
— BOX-OFFICE

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se Again

ULIAN PRODUCTION

and then
ARTISTS

MUSIC HALL ON THURSDAY, NOVEMBER 1

Chi Distribs Seek 5c Admish Boost On Specials; Kill 25c Minimum Gate

Chicago, Oct. 8. Threat of the exchanges to demand a minimum of 25c admission right down the line on specials is going by the board. Started by United Artists on six pictures through an agreement with Balaban & Katz, this minimum angle was seized upon by the other exchanges as a means to additional coin on

the top pictures. But they are running into difficulties trying to get the exhibitors to agree to such an arrangement and most of the distribbers have about given up trying. Distribbers are now admitting that they cannot rightfully make an exhibitor in the fourth week of release follow at the same 25c price on pictures which were played in the first

week at two-bills. Same goes for houses in the third and second weeks of release. Distribbers admit that trying to force the same price on all these houses would likely mean the bust-up of the Chicago releasing system which has always been based on admission prices.

In lieu of the minimum admission angle the exchanges are out selling their top product on contracts calling for a boost of 5c in admission for these pictures. In general they are getting far better responses on this policy from the exhibitors and indications point to the adoption of this extra 5c admission policy throughout the territory on the special flickers.

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CAPITOL, NEW YORK

RECENTLY PLAYED A SECOND RETURN ENGAGEMENT WITHIN
6 WEEKS AT THE RADIO CITY MUSIC HALL, NEW YORK

'Abel' in 'Variety',
Aug. 14

"Moore and Revel, camouflaged into one of those two-some combo-a-socked 'em with their knockabout terps, building into a fast finale."

'Abel' in 'Variety',
Oct. 2, Said

"Moore and Revel's knockabout clowning socks 'em for the finale. They do their rostrum chores to excellent purpose."

'Variety', June 19
MUSIC HALL, N. Y.

A mixed comedy dance team from the nightclub field attracted the fancy of Friday night's audience (including the 15c loss customers) as did nothing else on the current bill. Which should be informative enough to the production crew. Production item No. 2, also entitled 'So What' is more in the modern vein. It does include the hit of the bill, Moore and Revel, who open seriously as a ballroom team and then really go into their dance. They attract the strictly up-to-date 'Carica'. They could have taken an encore on applause if the symphony orchestra under Benno Rappe's direction hadn't played so loud.

Hps.

—NOTE—

We take exception to Mr. Green's reviews of August 14 and October 2, terming us as "knockabout terps." In the issue of June 19th Mr. "Bigs" interpreted our offering as "satirical." Our act is more in accordance with Mr. "Bigs's" review. And, to quote Mr. E. H. Gooding, a Buffalo critic: "Their smart satirical dancing developed after considerable experience as straight ballroom dancers. They try to interpret the average person's idea of his own possible experience in attempting an intricate routine."

Studio Placements

Hollywood, Oct. 8.

Lee Tracy, 'Carnival', Col.
Sid Saylor, Edward Earle, Al Bridge, George Chesbro, Hooper Atkey, 'Mysterious Mountain', Mascot.
William Hazeltell Upson, adapting 'Earthworm', WB.
Art Jarrett, 'Repeal', MG.
Lionel Atwill, 'Caprice Espagnole', Par.
Bernard Newman, designing gowns for 'Roberta', Radio.
Dell Henderson, 'It's a Gift', Par.
Helen Vinson, Monroe Owsley, 'Behold My Wife', Par.
Conrad Nagel, Ralph Murphy directs, 'One Hour Late', Par.
Dorothy Christie, Lola Wilson, 'Bright Eyes', David Butler directs, Fox.
Jay Gorney, Don Hartman, collaborating music, 'Lottery Lover', Fox.
Steve Clark, Slim Balch, Frank Cordell, John Kennedy, James Mason, Tom Forman, Slim Elhittacker, 'Burnt Ranch', Col.
Billy West, 'Spring 3100', Col.
Robert Emmett O'Connor, 'White Lies', Col.
Jeanne Lawrence, John A. Morris, 'Stake Out', Col.
Creighton Hale, John St. Polis, 'The President Vanishes', Wanger.
Reginald Barker directs, 'Women Must Dress', Metro.
Merle Oberon, 'Folies Bergere of Paris', 20th Century.
Olin Howland, Roger Imhoff, 'East River', Fox.
Reginald Denny, 'Little Minister', Radio.
Gus Kahn, modernizing music for 'Naughty Marietta', MG.
Gladys Hulette Grace Bradley, 'One Hour Late', Par.
Stuart Palmer, scripting next Wheeler-Woodsey opus, Radio.
Horace Jackson, scripting 'No More Ladies', MG.
Allan Scott, screen play, 'In Person', Radio.
George Waggoner, screen play, 'The Nut Farm', Mono.
Oscar Hammerstein scripting lyrics, Richard Schayer and Clements Ripley, screen play 'Lady Comes to Town' for Jeanette MacDonald, Metro.
Irving Cummings, directs 'Under the Pampas Moon', Fox.
Alan Dinehart, Nick Foran, Eddie Nugent, William Stelling, 'Lottery Lover', Fox.
Gladys Lehman, Sam Hellman, collaborating on 'County Chairman' for Will Rogers at Fox.
Paul Schofield, Henry Johnson scripting 'Ten Dollar Raise', Fox.
Norman Alesky, 'Repeal', Metro.
Sylvia Thaler, adapting 'The Case Against Mrs. Ames', Par.
Geraine Greer, 'Gold Diggers of 1935', WB.
Charles Bickford, Mady Christians, 'Wicked Woman', MG.
Dorothy Park, Alan Campbell collaborating with Frank R. Adams on adaptation, 'Woman Hater', MG.
Judith Allen, Theodore von Eltz, 'Bright Eyes', Fox.
Frankie Darro, Gavin Gordon, Ward Bond, 'Racing Luck', WB.
H. W. Hanneman, scripting 'Three Musketeers', Radio.
Glenn Tryon, scripting 'Roberta', Radio.
William Domarest, 'White Lies', Col.
Lawrence Gray, untitled musical short, Par.
Jameson Thomas, 'Sing Sing Nights', Mono.
Christian Rub, 'The Mighty Barnum', 20th Cent.
Addison Richards, Minna Gombel, 'White Cockatoo', WB.
Berton Churchill, 'Hellsboro', Fox.
Bela Lugosi, lead, 'Mysterious Dr. Wong', Mono.
Thyra Sampter Winslow, writing staff, Col.
Irvin S. Cobb, writing an orig between Roach two-reelers for Metro.
Chandler Sprague, screen play, 'Private Worlds', Wanger.
George Robinson, fotog on 'Strange Wives', U.
Ben Lyon, Esther Ralston, Willard Mack, Charles Sabin, Steffi Duna, Sheila Manners, Richard Carle, William V. Mong, Claude Gillingwater, Hobart Bosworth, Frank Albertson, Noah Beery, Matty Kemp, 'Call to Arms', Col.
Johnny Boyle, 'Sweet Music', Warners.
Harry Friedman, scripting serial, 'Phantom Empire', Mascot.
Arthur Kohl, 'Romance in Manhattan', Radio.
Susan Kellton, Basil Lynn, Cosmo Brown, 'Dorance Wix, Here Is My Heart', Par.
Arthur Hoyt, 'One Hour Late', Par.
Doris May, Harry Clark, screen play, 'Mr. Dynamite', U.
Ellot Gibbons, scripting 'The Black Pearl', U.
Eugene Walter, adaptation and dialog, 'The Magnificent Obsession', U.
Blumer Pearson, writing an orig, U.
Marion Marks, Michael Simmons collaborating on screen play, 'The Raven', U.
Gene Markey, screen play, 'Once a Gentleman', Col.
George Barris, camera, 'Gold-diggers of 1935', WB.
Manny Wolf, asst. to George Oppenheim, story head, Sam Goldwyn.

May Boley, John Hyams, Theresa Maxwell Conover, Brenda Fowler, Ethel Wales, Franklyn Arath, Davidson Clark, George Mac Quarrie, Jolly Ethel, Amber Norman, Syd Marion, Bert Wilson, 'The Mighty Barnum', 20th Cent.
Martha Mayo, 'The President Vanishes', Wanger.
Lynn Starling, dialoging 'Private Worlds', Wanger.
Vernon Sherman, directs 'Becky Sharp', Pioneer-Radio.
Harry Beaumont, directs 'Enchanted April', Radio.
Cary Grant, 'Wings in the Dark', Par.
Lynne Overman, 'Rhumba', Par.
H. B. Warner, Charlotte Granville, 'Behold My Wife', Par.
T. Roy Barnes, 'It's a Gift', Par.
Katherine Alexander, 'Enchanted April', Radio.
Niles Welch, Roger Gray, 'Spring 3100', Col.
Allen Cavan, Ernie Young, 'Fugitive Lady', Col.
Bruce Randall, Harvey Perry, 'Burnt Ranch', Col.
Pat Flaherty, 'Forsaking All Others', MG.
Walter Johnson, 'Bright Eyes', Par.
Herman Bing, 'The Night Is Young', MG.
Addie McPhail, Rosalind Russell, 'Forsaking All Others', MG.
Mary McLaren, Evelyn Prentice, MG.
Lawrence Hazard, screen play, 'Honor of the Family', WB.
Vince Barnett, 'Concealment', WB.
June Clayworth, 'Strange Wives' and 'The Joy of Living', U.
Frank Treganze, directs 'Living on Velvet', WB.
Bessie Borrisdale, Lloyd Hughes, 'Man Who Reclaimed His Head', U.
Gertrude Astor, 'Sweet Adeline', WB.
Jimmy Durante, 'Carnival', Col.
Diana Lewis, 'It's a Gift', Par.
Walter Connolly, 'Father Brown, Detective', Par.
Robert Allen, Kay Elliott, C. L. Sherwood, 'Spring 3100', Col.
Art Mix, Charles Brinley, Gene Altsack, Harrison Greene, Ray Jones, 'Burnt Ranch', Col.
Lee Shumway, 'Stake Out', Col.
Oscar Apfel, 'Romance in Manhattan', Radio.
Rose Franken, writing orig for Shirley Temple, Fox.

WB EMBARGO ON 10c ADMISHERS IN TACOMA


Tacoma, Oct. 8. Local theatres which come under the specification of 10c admission houses have been advised that unless they raise their minimum to 15c no more Warner product will be sold them, according to the manager of the Shell, downtown dual grinder. This order will affect nearly every nabe house in the city, since they are holding to 10c admission each eve until 7 p. m., when they advance to 15c.

Hamrick Loses His Ace Music Box in Portland

Portland, Ore., Oct. 8. Checker playing with local houses got a new move this week when Evergreen and J. J. Parker got together to grab off Music Box from the Hamrick chain. Hamrick, a lessee of Calvin Heilig, was given notice to vacate on Nov. 1. Music Box has been Hamrick's ace house in the burg. Move acquiring the Music Box was Evergreen's comeback after Hamrick clinched a lease on the Orpheum (formerly Pan) for which Evergreen was dickering and had contracted pix. That Hamrick move left the Frank Newman outfit (Evergreen) with one major house, the Paramount, and 148 pix booked for the year. Understanding is that Hamrick had only 87 pix booked for two houses, Orpheum and Music Box. Frank Newman got together with J. J. Parker Theatres to oust Hamrick from the Music Box. Parker had 145 pix booked for his two houses, Broadway and U.A. This house, Broadway, with 40 extra pix and left Parker with 90 odd extra pix. Starting Nov. 1, they will operate the Music Box jointly as outlet for that extra product. Hamrick with his 87 pix makes the Orpheum his ace house. He also has the Oriental (nabe) operating on a mixed first and second run policy. Hamrick's reply to loss of the Music Box was to put in new units at the Orpheum in opposition to Evergreen Paramount's new policy of stage units.

This ad appeared in the trade papers of December 1929!

The SCOOP of SCOOPS!



Universal signs


GRAHAM MCNAMIEE

*Man With Best Known Voice In World
To Announce For Universal Newsreel*

*As the Talking Reporter, the Premiere Broadcaster will
animate the latest news pictures with that life and fire and
pep for which he is famous in all his talks*

His Name Alone Means Money At The Box-Office!

Get in on the Money!



Presented by Carl Laemmle

UNIVERSAL'S TALKING NEWSREEL

**FIVE
YEARS!**

...and they're still trying to imitate

**UNIVERSAL
NEWSREEL**



Chain Income from Time Sales

	1934	1933	1932	1931
January	\$2,373,927	\$1,869,885	\$2,635,447	\$2,026,860
February	2,197,297	1,742,784	2,571,609	1,924,778
March	2,473,100	1,997,462	2,864,783	2,164,434
April	2,368,118	1,690,177	2,649,892	2,195,880
May	2,472,594	1,662,887	2,365,448	2,101,526
June	2,182,742	1,512,139	2,081,466	1,931,165
July	1,864,420	1,370,993	1,825,432	2,027,975
August	1,735,552	1,407,842	1,745,328	1,892,427
September	1,860,166	1,556,806	1,807,795	1,931,828
Total	\$19,528,215	\$14,809,777	\$20,487,211	\$18,216,860

	1934	1933	1932	1931
January	\$1,305,918	\$941,485	\$1,348,812	\$692,114
February	1,357,823	881,977	1,319,414	750,621
March	1,524,004	1,016,102	1,436,050	1,110,526
April	1,371,601	775,189	1,354,592	1,076,103
May	1,255,887	624,256	1,226,944	1,065,352
June	925,939	551,056	915,320	1,057,230
July	620,590	445,411	591,153	877,366
August	605,239	489,638	540,342	774,518
September	700,491	547,202	685,153	947,138
Total	\$9,808,112	\$6,287,600	\$9,518,320	\$8,350,968

Radio Pulse Strong During Sept.; NBC, \$1,860,166, Is 20% Over '33; CBS Ascends 26% Above Year Ago

September-time money for both NBC and Columbia came up to expectations. Difference between that month's gross and the takings for August was about normal in percentage as compared to other years. Last month's tally gave NBC a 20% edge over the September '33 figure. Columbia's margin in contrasting the same two periods amounts to 26%.

NBC the past month did \$1,860,166 and came within 4% of its record September total, \$1,951,826, which dates back to 1931. In 1933 NBC's September income from facility sales was \$1,555,606.

Columbia reported \$700,491 for last month. This does not include the time sales for its Pacific Coast affiliate, the Don Lee Network. The NBC figures carried here does include the business done by its West Coast division. In September '33 CBS garnered \$547,203, while in 1931 the parallel month brought it a gross of \$947,138. Despite this difference Columbia's accumulative total for this year is almost \$300,000 over the tally for the first nine months of 1932 and approximately \$1,500,000 over the same span for '31.

With the current month seeing both national webs well launched on their 1934-35 seasons, the indications are that each will set up a new October record. Figure that NBC has to shoot for is \$2,318,091, gathered in October '31, while Columbia's previous October high is \$1,125,793, established last year.

JOHNSON COSMETIC CO. SAPOLIOS 1935 COPY

Chicago, Oct. 8. Merle Johnson cosmetic company is returning to the ether on Nov. 1 with a number of spot programs. Company has cleaned up its copy considerably, following several tough spots last year. Have submitted their new copy to the postal authorities and received governmental okay.

It remains a mail-pulling stunt, company offering \$4.45 worth of toilet goods for two bucks. Tied in with the bargain stunt is a prize offer of an auto, and cash.

Guy Earl Goes East

Hollywood, Oct. 8. Guy Earl of KNX leaves here Thursday (11) for Washington to testify at the hearing to be conducted by the Federal Communications commission on the plea of educators and religious factions for free use of 25% of radio frequencies for educational purposes.

Earl lines up with other radio operators who are fighting this move.

WCOA, Pensacola, to CBS

Negotiations are on for WCOA, Pensacola, Fla., to come in on the Columbia roster of affiliates.

Outlet operates at 500 watts and unlimited time.

LEGIT MANAGER SNUBS RADIO

If radio wants Jasper Deeter and his Hedgerow Players it will have to wait until they get through with their fall and winter tour of the midwest. Stack-Gobik agency had the Deeter troupe tagged for a drug account when the rural stock impresario decided that he would prefer to go through his scheduled route of one-nighters, and, if after that the commercial was still interested he would take a fling at broadcasting. Deal was to be for 13 weekly full hour dramatic shows. Programs would have originated from the stage of Deeter's theatre, once a water-driven papermill, in Moyland-Rose Valley, Pa.

MARSH \$22,500 DAMAGES

Chicago, Oct. 8. Andrea Marsh, radio warbler, was awarded \$22,500 following an accident in a taxi-bus smash last summer.

Henry Kalchman was the attorney in the case.

Cantor Pooh-Poohs Press Feud

Too Trivial for Metropolitan Dailies, He Thinks—Lets Advertiser Worry Anyhow

Eddie Cantor, commenting on the reported conspiracy amongst the radio editors on the dailies to keep his name out of their columns, says in the first place, he doesn't believe it. It's not good business. "As I judge successful newspapers, there can be no such thing as a boycott. It doesn't sound like newspapers. It's too trivial. Newspapers aren't a lot of small boys banding together to hatch some small boys' plots. Newspapers don't act like that." "However," continues Cantor, "if the radio editors don't print my name, if they list the Chase and Sanborn hour under another artist's name, they must know their business. Chase and Sanborn pay me

WOC JOINS CBS

Deal Follows Recent Move of KICK From Carter Lake

WOC, Davenport, Ia., will join the CBS net Nov. 1. Deal covering the affiliation was closed last week in New York with J. O. Maland representing the Palmer School of Chiropractic, which owns and operates the station.

Palmer interests recently obtained permission from the Federal Communication Commission to move KICK from Carter Lake, Ia., to Davenport and change the call letters to WOC. Permit gave the outlet unlimited operating time and 100 watts.

Other station controlled by Palmer in the Des Moines-Davenport area is WHIO, NBC's affiliate. NBC's contract with Palmer has until 1936 to go.

BROADCASTING IN THEATRES ILLEGAL

Philadelphia, Oct. 8. Ward Baking met with plenty of difficulty last week in arranging the broadcast of the Sunday eve Buddy Rogers-Jeanette Lang show from Philly via WCAU-Columbia. Rogers, who is appearing at the International niter in Philly, for five weeks, was scheduled to air from the Fox-Locust theatre which WCAU had prepared to rent.

On Wednesday (3) station was informed by city officials that broadcast, considered for advertising purposes (although tickets were a give-away to dealers) was breaking a city ordinance. Show was immediately switched to the ballroom of the Bellevue-Stratford hotel, local hostilities being inside legal entertainment jurisdiction in Philly. Same day it was discovered that the Philadelphia Orchestra Association were preparing a series of Sunday concerts, using a public ticket sale to swell the association's musical fund.

Claiming discrimination, an injunction was filed by the studio to prevent any interference by the City with the Rogers broadcast. Case is expected to be fought as a test to determine the future status of anymore audience broadcasts which may emanate from Philly.

With the local niter trade considerably increased, and the possibility of name bands and stars coming into town, this situation must be cleared to avert any further hindrances by the municipality.

C. A. Meet Oct. 18

Washington, Oct. 8. First session of radio code authority since Cincinnati squawk meeting is scheduled for Oct. 18. James W. Baldwin, executive officer, announced today.

Arrangements for conferences on code revision will be made when codists are in town. It was indicated in NRA circles, while codists will give their reactions to questionnaire drafted by NRA and Baldwin for survey of working conditions of actors and performers.

New York Radio Parade

By Nellie Revell

Adieu to the last of the swashbucklers! Last Monday eve a famous announcer reported to NBC, to announce a auto show. As his wont he arrived slightly blotto. Promptly and on the spot another man got his job. Irony of fate is apparent in that a contract hinged on his performance that eve.

Starving in New York

Annual small-time-radio-station-talent influx is on. Courtney Savage at CBS gets about ten callers a day. Funny twist in that many of them are making more money at home, on the small stations, than they could make in New York. One woman was grossing \$175 weekly. But it's the old story of wanting to be a small fish in a big pond rather than vice versa.

Auld Lang Syne

Reunion in Radio City Studio 311. Miriam Hopkins, John Boles and Ernie Cutting, director of auditions at NBC, together for the first time since "Little Jessie James." Cutting handled the baton in that opus while Boles and Hopkins emoted.

NBC-Hollywood Cafe Trade

NBC wants to make a deal with the Hollywood Restaurant. Offering them six afternoon spots in return for a cancellation of the 4 eve spots now in use. The deal may go through since the Hollywood people would like to have their show hit the West earlier than it does now and Charles Davis Ork has an eye to the personal build-up.

Auditions

For Coty Products (cosmetic) at NBC two shows. Miriam Hopkins and John Boles in a romantic story, and as opposition Ernest Truex, J. Harold Murray, Frances Langford, Cadet Choir and Al Goodman Ork...Gina Malo at NBC...John Greig, the "Prof. Lucifer Butts" of Colliers Hour auditioned for guest star on Grumit and Sanderson show...William Morris Office has Ted Lewis Ork, Dr. Rockwell and the Modern Choir for Goodrich Tires...Vass Trio by Black Ties and Castle on WHN...Reaudition of Benton & Bowles show for Coca-Cola was same as first job with exception of ork renamed to Jimmy Melton Ork and Bill Rainey doubling as Melton's voice. J. Walter Thompson Agency auditioned for same client. They had Vic Young Ork and Hall Johnson Choir in a Plantation Days show...For Kentucky Winners, Brown, Meyers and Scheuing have an original musical comedy book with tunes of Harold Arlen and George Gershwin. Tunes are not originals but past hits of both. NBC auditioned, for same account, Damon Runyon, Dorsey Bros. Ork, Bob Crosby and the Tunetwisters.

Scrambled Notes

Chevrolet bought Isham Jones ork and put him right to work doing a special show for their 15,000 employees in Detroit. Jones will continue his tour, hopping back to N. Y. for his broadcasts...Cliff Edwards off CBS and to Coast for a piz then back to CBS...Willard Robinson does not conduct his ork at radio broadcasts. He plays the piano and sings while his sax player swings the baton...Book-Cadillac Hotel of Detroit has signed Albert Kavelin Ork...Lawrence Tibbett will do his "Emperor Jones" on Oct. 21st...Johnny Johnstone out for a couple of days with a bit of flu...Mel Spiegel who writes short wave stuff for Radio Guide is the dad and grand behind the M...for the Morn...Tale...Aline Berry, frau of Peter Dinklage, will do a contest show at the Radio Showboat had Muriel Wilson sent to Hollywood to be next to Lanny Ross. Muriel is singing Mary Lou. Rosaline Green is talking voices and didn't go to coast. And is she sore? Yes...Diana Marlowe of WOR came to radio thru winning a voice contest while attending U. of Southern Calif...George Levy back from Houston, Tex., where he vacationed with Segar Ellis and Irene Taylor...ABS mike name plates will now be ABS with national colors on either side. The colors photograph incidentally...The Poet Prince, Alvin Bach as narrator and a string ensemble at NBC for Pepto-Mangan.

Short Shots

According to the records, Mrs. Roosevelt has been on radio 15 times in four weeks...Al and Lee Reiser, Bide Dudley and M. C. and a batch of amateur talent for Conti-Sop at WOR commencing Oct. 14...ABS two different versions of the Hamas-Lasky fight out of the Garden Friday night. Taub and Palange were doing fight for Adams Hat over WMCA while Wakeman and Qualey were doing it for ABS network...Knowles Entrioken to Vermont for a six day rest. He is CBS sustaining dept...The World Series show has cut Cammy broadcast to one show for Coast-to-Coast line of rebroadcasts for contest...Eddie Eubank of NBC picked winners of WINS-BCA Victor audition to contest show at the Radio show. Bud Sager won contest and goes on WINS...Rod Arkell resigns from WOR press to become Carlshad Salts Philosopher at NBC...WNEW will broadcast the rodeo at Garden...Howard Wiley of NBC production out for 10 days with the flu and gets back just in time to knock over two new commercials, Lux and Mollie...Emil Coleman back from Europe and NBCing from Plaza...Peter Loro new member of WINS Artists Bureau in charge of orks...World Series in at Studio C in NBC. All hands on deck to listen, including Aylesworth, altho he ant in clients' room.

Gossip

Listerine will sponsor important football broadcasts over CBS. Doris Sharpe, CBS hostess, who auditioned for Campbell Soup and went into semi-finals, gets a CBS sustaining on Nov. 3. On air Sat. eves with Johnny Green ork...Jack Fulton and Paul Whiteman are no longer together...Enric Madriguera's secretary, Charles Broderick, wedded to Genevieve McGovern...Howard Frazer, consultant engineer of ABS, personally handled controls on last Fireside Chat of the President...Bob Simmons gets the Cities Service show steady...He and Frank Parker were competitors for this opus...Beatrice Wain, WNEW sustaining artist, now working over CBS with Gene Kardos ork from Delmonicos...Andre Baruch, CBS announcer, did illustrations for the SatEvePost before coming to radio. He still does an occasional cartoon...Nino Martin launched his concert tour Sunday in Detroit. He will commute for his New York broadcast...Lanny Ross' Log Cabin Inn show goes for amateur talent to round out the program. Lanny auditioning West Coast unknowns...All transcriptions of WNEW will be aired from Newark studios henceforth. John Jager, announcer, being transferred for that purpose...Kate Smith made impromptu appearance on stage of CBS playhouse last week. Fred Waring called her up during his ad lib show after his broadcast...May Breen and Peter de Rose warmed up the new apartment with a surprise party for Mrs. Ross Hoffman...Pat Waddington of NBC in town for light show will stay over for CBS. He has his big name for music shows on BFC.

Stand By

Jackie Heifetz will guest star the second Ford Sunday eve show at CBS...Chevrolet is one up on Ford in the number of stations used on their hook-ups. Shevvy has 87 and Ford 86...George Engles, Jr. is now a Fresh at Cornell...Helen Board and Crane Calder from CBS to ABS...Phil Curdin, wife and two children are going to winter in Arizona...Harry Sutter ork on NBC has a CBS wire from Park Central Hotel.

ADV. AGENCY EYES EUROPE

No Decision in CBS-Don Lee Matter; KNX Decides to Remain Independent; Sam Pickard Back from Coast Trip

Future of Columbia's status on the west coast is still in an unsettled state. Sam Pickard, the web's v.p. in charge of station relations, returned to New York from that region last week without any contracts extending the Don Lee network's affiliation with CBS. Previous agreement covering this alliance expired in September.

While Pickard four weeks ago was preparing to travel west on the renewal assignment Don Lee died. Pickard, however, went through with the scheduled trip, leaving New York the following day. Though he failed to obtain commitments from the Lee estate, Pickard got a bid from KFWB, Warner Bros.' outlet in Los Angeles. It is understood that KFWB offered to give CBS 15 free hours a week for the privilege of replacing KILL, the Don Lee key, as the web's Los Angeles release.

Proposition involving CBS and KNX, Los Angeles 50,000-watt, has in the meantime gone cold. Guy Earl, owner of KNX, has a regional network ambition of his own and figures that he will be in a better position to further this ambition by staying clear of any national web entanglements.

RIFLES GUARD CUBA'S 5 RADIO STATIONS

Havana, Oct. 5. Chief of Police Lieut.-Col. Pred-raz got tired of listening to political programs over the radio and raided six stations here during the past week, arresting more than 40 persons connected with them.

Stations padlocked are CMCA, COK, CMFX, CMCU, CMX and CMQ. The radio commission had nothing to say and could do nothing.

A cop with a rifle is stationed at each radio station, acting as observer. When somebody says something nasty about government the station is padlocked and the announcers sent to jail.

SOUTHWEST WEB UPS TIME RATES NOV. 1

Rates of the Southwest Network are slated for upping both locally and nationally. Local rate boost will become effective Oct. 15, while CBS will ask for a slight increase of the Southwest stations on the supplementary list starting Nov. 1. Set for a 40% boost each on the local card are KTSA, San Antonio; KTAT, Fort Worth; and KOMA, Oklahoma City.

Chicago, Oct. 8. Greig-Blair and Slight have been named special representatives for the Southwest regional network, comprising some 11 stations in Texas and the Cimarron country. First account set for the regional web by G-B-S is a full schedule of Southern conference football games for sponsorship by Chevrolet.

ABS REMOVAL TO 711 5TH IS HOT AGAIN

Deal for the American Broadcasting System to take over part of the space vacated last year by NBC at 711 Fifth Avenue is hot again. Feasibility is that this space will be leased within the month, unless another proposition offered. George Storer, previous owner, insists.

Also would involve the altering of an office and lift building in the Madison Avenue district.

From Ear to Ear

Schenectady, Oct. 8. Fast one pulled by the local Chevrolet distributor has the Ford dealers in this area burning. Chev distrib bought a series of announcements so plotted as to immediately follow the Ford broadcasts of the World Series on WGY. Chevrolet announcement read: "We hope that you've enjoyed the World Series broadcast. Now we hope you'll enjoy a ride in a Chevrolet."

Long-Stalled Petition Of WHDF, Calumet, Asks Radio Code Exemption

Washington, Oct. 8. Initial application of commercial station for exemption from burdensome provisions of the broadcasting code has been announced by NIA. Applicant is Station WHDF, Calumet, Mich., which seeks relief from wage, hour, assessment, and trade practice provisions.

Notice was given by Deputy Administrator William T. Farnsworth that protests must be submitted before Oct. 17 and that decision will be made by National Industrial Recovery Board on basis of written information. Exemption has been recommended by James W. Baldwin, code authority executive officer.

Plea is based on the claim that, because of lack of business in upper Michigan, station cannot afford to conform with labor clauses or stand the assessment. Rather than be forced to violate, station wants to be relieved from clauses which it claims will drive it to the wall if not suspended.

Application has been kicking around the NIRA for several months, having been passed along by collectors in the winter. No explanation forthcoming for the delay, despite the fact that waivers have been granted to more than a dozen non-profit stations since the WHDF request was filed.

RECONNOITERS AIR MARKETS

First Steps Toward International Radio Show Business Taken by J. Walter Thompson Agency

EXEC SAILS

First elaborate move by an American advertising agency to develop and exploit the European broadcasting market is being made by the J. Walter Thompson Co.

As a preliminary step in that direction the agency has assigned Gordon Thompson, of the New York office's radio department, to spend a minimum of two months on the European scene. Thompson, who sailed last Friday, will study the commercial station situation on the western end of the continent with a view to finding ways and means of getting the advertising message of JWT accounts to listeners in the British Isles.

With the British phase of the problem out of the way Thompson may later extend his survey to cover the needs of JWT clients in the French market. For the first few weeks Thompson will operate out of the agency's London branch. Following settlement of the British angle Thompson will move on to the concern's Paris office.

Problem facing Thompson is to find commercial transmitters adjacent England which are powerful and popular enough to get their programs to English set owners. Among the possibilities he will look into is the rejected construction of a 100,000-watt station in Ireland. This proposition is being backed by a British syndicate.

Other outlets that will come under Thompson's observation is the Luxembourg station and a 5,000-watt near Calais, France.

As a member of the agency's New York staff Thompson has had charge of the Rudy Vallee-Fleischmann show since its inception.

Barrett Joins Chi B-S-H

Chicago, Oct. 8. Roscoe Barrett comes into the Blackett-Sample-Hummert agency here on Oct. 15 as assistant to Pete Petersen, chief of the radio department.

Barrett moves over from a job as night program and traffic manager at the local NBC offices.

Pastors, Pedagogos Attack Radio; Father Deeney Blames Radio for Part in Recent California Lynching

Network Premieres

(THIS WEEK)

Oct. 9—Isam Jones, James Melton, Grace Hayes. (Chevrolet, 9:30, WABC) (Campbell-Ewald).

Oct. 12—Al Goodman, Dwight Fiske. (Emerson Drug, 8:30, WJZ) (J. M. Mathes).

Oct. 14—Lux Radio Theatre, 'Seventh Heaven', John Dore, Miriam Hopkins (Lever Bros., 2:30, WJZ) (J. Walter Thompson).

Oct. 14—Kansas City Philharmonic orchestra, Karl Krueger, conducting; Stanley Deacen, DeWolf Hopper (United Drug, 4, WJZ) (Street & Finney).

Oct. 14—Rud Arkell, Harrison Knox, Ruth Everett, Louis Kutzman orchestra (Charlton Products, 4:30, WJZ).

Oct. 14—Jolly Coburn's band. (Sparks Withington Co., 6:15, WJZ) (Erwin Wasey).

Oct. 14—Jack Benny, Mary Livingston, Frank Parker, Don Bester orchestra (General Foods-Jell-O, 7, WJZ).

TAUBEL OUT, STAHL IS WRAX-WPEN Pres.

Philadelphia, Oct. 8. Rumors of a change in WPEN management became founded last Saturday (6) when Clarence Taubel, majority stockholder - proxy, resigned from active participation in WRAX-WPEN affairs. Action climaxes a recent illness, and Taubel's need for a prolonged rest.

Board of Directors voted Charles Stahl, sales manager, into the headman's post. Latter has been connected with station since its inception, beginning as contact man and being elevated to his present position about a year ago. Stahl has been given complete charge of studio operations.

Taubel's retirement and installation of Stahl nixes all rumors that the station proxy would sell out to New York interests. Both Storer and Hearst have been bidding for the WPEN channel recently, after the station's jump to the new 920 wave and power increase.

STORER WEB STARTS NEXT WEEK WITH SHEPARD'S WAAB, BOSTON, INCLUDED

American Broadcasting System Comprises 14 Cities —Has Alternate Outlets in Some Spots

George Storer starts operating his American Broadcasting System, as far west as Rock Island-Davenport, Ia., this Sunday (13). With the latter spot included his network now accounts for 14 basic cities. Storer figures on posting a rate card for the web by the end of the current week. He has redesigned his rates around Storer, as to place his hourly figure on a competitive basis with the price for a quarter hour charged by Columbia and NBC. ABS' rate for a night-time hour will range between \$25.00 and \$27.00.

Affiliation of George Tremble with the Mutual Network has eliminated WXYZ as the ABS' Detroit release. Filling this function will be WJL owned by Storer. This outlet is now operating at 100 watts. Applicants which Storer has filed with the

Federal Communication Commission will, if approved, raise WJL's power to 500 watts. Storer's request involves a shift of the station's channel from 1370 k.c. to 680 k.c. Storer expects to tack on Waterbury, Conn., as soon as the Waterbury Republican American has received its final permit and call letters for the 1,000-watt assignment on the new high fidelity commercial frequency, 1520 k.c.

Mr. Shepard Joins. In Boston WHIIB, which operates daytime only, will share the ABS programs with WAAB, which is part of the John Shepard, 3rd, radio interests. As the ABS' release for the Pittsburgh area, Storer will offer both WAAB, which he owns and operates, and KGV a 500-watt WAAB, though allocated to Wheel-

ing, W. Va., has its transmitter sited 15 miles outside of Pittsburgh.

ABS' list of affiliates, with operating power included, is as follows:

- WMCA, New York, 1,000.
- WP, Philadelphia, 500.
- WTNJ, Trenton, N. J., 500.
- WDEL, Wilmington, 250.
- WCBM, Baltimore, 100.
- WOL, Washington, 100.
- WPRO, Providence, 100.
- WHDH, Boston, 1,000.
- WAAB, Boston, 500.
- WEER, Buffalo, 100.
- WVVA, Wheeling, W. Va. 5,000.
- KGV, Pittsburgh, 500.
- WJLB, Cincinnati, 100.
- WIL, St. Louis, 100.
- WJAY, Cleveland, 100.
- WJJD, Chicago, 20,000.
- WIND, Gary, Ind., 1,000.
- WHEF, Rock Island, 100.
- Daytime only.
- Operates up to sunset Decca time.

Washington, Oct. 8.

A steady stream of educators and religious leaders paraded before the Federal Radio Commission last week and droned their tedious tale of complaints against commercial broadcasting stations and networks. Commercial spokesmen have their innings starting Thursday (11).

Stage-managing the show for proponents of educational broadcasting, Dr. Joy E. Morgan, president of the National Education Association, warned the Commission of 'great and growing dissatisfaction' with commercial broadcasting, while numerous other witnesses, representing a score of different organizations, entered specific complaints and backed up the demand for statutory assignment of radio facilities for educational, cultural, and religious uses.

A 'Grab Bag'

One of the sharpest assaults on the existing system came from Howard Evans of Ventura, Calif., one of the outstanding critics of the old Radio Commission. Asserting that Congressional action is necessary to correct weaknesses in the present system, Evans charged that Federal licensing is a 'grab bag procedure' and condemned the system as unsound and unfair.

He declared, 'Non-commercial interests whose assets consist more of program resources than of money for legal fees are fully justified in asking specific legislation for their protection.'

Evans charged that the current licensing methods eliminate competition, result in dangerous censorship, and provide no opportunity for cultural broadcasting. Responsibility for these evils was placed on the basic statute.

Radio Caused Lynching!

Responsibility for the lynching in California last spring of kidnapers of a Santa Clara student was placed by a Catholic priest squarely at the door of commercial broadcasting. The charge was fired by Rev. Cornelius Deeney of Santa Clara College, Cal., who said, 'the mob could not have done its will without the aid of radio.'

Asserting that commercial stations become 'very anti-social,' Father Deeney explained that few residents of San Jose had thought of taking the law into their hands before news was broadcast from Los Angeles that a mob had collected and was proceeding to storm the jail. 'That was the first inkling many had of the lynching,' the priest said. 'Hundreds dashed to the spot to swell the mob and form a part of it.'

Demanding a 'new deal' for broadcasting, the priest said that system is 'essentially monopolistic' and charged 'the most powerful agency for the dissemination of truth cannot be used for that purpose in the United States. The radio invades the home. You can avoid moving pictures, but the radio demands entrance. The primary function should not be to sell some article for profit.'

Suggestion that the United States place a tax on receiving sets to provide funds for non-commercial broadcasts was entered by Armstrong Perry of the National Committee for Education by Radio. 'Very pointed out that the entire population now supports the broadcasting industry instead of only the portion which enjoys radio. Tax revenues would be used for stations which do not have commercial backing and for educational, unsponsored programs.'

These were made by speakers for a half-day of groups for legislation in the hearing. Educational and other non-profit stations from the necessity of defending their facilities frequently when fights over frequencies and power assignments are precipitated by commercial operators.

Radio Chatter

New York

Douglas McMullen, young dialect and character actor, who worked in WGY's Joe & Eddie and 'Ma Frazz's Boarding House' sketches (his sister, Marjorie, also plays the 'ead in the latter), will make his spotlight debut in 'Jayhawk', headed for Broadway. McMullen has a part and is under study of two others.

Roland Bradley of the WINS staff, is now a proud pappy, the newcomer being a girl christened Patricia. Bradley's wife is the former Elizabeth Kittel, sister of Clyde Kittel, night supervisor of announcers in NBC's New York studios and a former associate of Brad's at WGY, Schenectady.

Hart Mosher, of WGY's technical staff, is back on the job after a two weeks' vacation in Maine.

WGY is airing Chic Condon's orchestra, Rudy Vasco's Havana Casino Rhumba band, and artists in the 'Wonder Bar Revue', which opened in the enlarged Ballroom of the New Kenmore hotel, Albany, last week. The General Electric Company station has had a wire into the New Kenmore for more than ten years. During that period it has broadcast the music of scores of 'name' bands, the schedule for some time calling for three shots daily.

Georgia

Dana Waters, WSB announcer, father of baby boy.

James Davenport, former WSB announcer, goes to WGST as assistant station manager.

John Tillman, previously heard over Alabama stations, comes to WSB as announcer.

Red and Raymond, hill billy attraction, now at WSB.

Willie Kalama, recently with WHAS, Louisville, at WSB with his Hawaiian outfit. Besides radio, Kalama plays in local restaurants. Manfrey Duke, as torch singer of WGST, in New York for network auditions.

John Collier, United States commissioner of Indian affairs, spoke over WSB last week.

Minnesota

Lucille Kask, formerly with KSTP and WCCO, is now private sec to Boss Jenckes at WTCN.

Jim Enright, former St. Paul Dispatch staff writer, now doing continuity for Dispatch-weekly.

Wanda Maddy of WDGY had her sister, Mrs. Louis Zoult, and her son, Clinnie, up visit her from Iowa all last week.

Two Ernies air act is back on WDGY after an extended visit in Duluth.

Lou McKenna, Dispatch sports editor, now on WTCN every Friday night with chatter about the next day's pigskin struggles.

Following Governor Floyd B. Olson hits the ether for eight more campaign talks during October and up to November 5. Stations used will be WCCO, KSTP, WDAY, WNAJ and WBER.

Mike Fadell's newest account is WCCO, local Columbia outlet.

Tom Rishworth, KSTP educational director, in Chicago attending the huddle of the National Advisory Council on Radio in Education.

As the last latter went out in Saturday's (6) World Series game, NBC's blue network took on the Minnesota-Nebraska football game. Phil Bronson, KSTP's production manager, did the announcing.

WCCO, which has been donating 15 minutes on alternate Saturdays to the Minnesota Tourist Bureau, started Saturday (6) filling in the hitherto open Saturdays by giving the same slot to the Minnesota state game and fish department.

Jack Maierich and his ilk opened the Minnesota Room in the Nicollet hotel Sunday (7) night, airing over WCCO. They'll be on every Friday, Saturday and Sunday from the Nicollet for the balance of the fall and winter.

Texas-Oklahoma

KOMA, Oklahoma City, Okla., Dolans: Neal Barrett, manager, managed to have his station convey the dolans to the Oklahoma State Fair to the waiting populace. The Rev. J. J. Walde resumes his series on October 17. The C. of C. Quartet is heard over the net at 8:15 p.m. each week. Several nights weekly Bruce Howard, technician, is back from vacation.

J. W. Crocker, former KWKH and WFAA announcer, is with KTSB, San Antonio.

Bill Robertson, technician, is now SRS engineer in charge of the Fort Worth division.

Sam H. Bennett, commercial de-

partment, was at KTSB last week. Don Amadio's Gauchos are playing a Houston engagement.

Butch School's orchestra, plays over KVOA, Austin, for a full hour every evening. The net picks this affair up from 9:30 to 10:00 each Wednesday, Friday and Saturday, and feet are set to tapping all over the entire South-west.

Nan Frazier is the new WACO staff pianist.

Under Texas Central sponsorship Mrs. Martha Haun, writer, is presenting a series of radio dramas known as 'Highlights in Texas History.'

'Southwest network operation has been extended two extra hours, making a five hour total of SBC daily. Raymond Le Pere, organist and conductor, opens the net daily with a spot originating at WHIR, Dallas, 7 to 7:30 a.m. SBC utilizes its own repeater and equalizer circuits enabling program origination from any of the net's 12 outlets in five or six seconds.

North Carolina

Charlotte, N. C., newspapers have broken down and replaced radio programs after an absence from the daily sheets of several months. Local stations' programs appear on a special Sunday page, which also carries old advertising.

'Dick Hartman and his Crazy Tennessee Ramblers, WBT, Charlotte, N. C., played a dance for the Charlotte Federal Labor Union. Slufof Lochman, of the WBT Dixie Mammoth Minstrel, gave a skit during intermission.

Frank Kirby, WBT, Charlotte, N.C., Hilbilly Cavalier, has been sold to the Sterling Insurance Company, Chicago, for three programs a week.

Clemie Reid resigned from the program department at WBT, Charlotte, N. C., to build up her trio, Modern Melody Mads.

J. E. Malner's Crazy Mountaineers, featuring Fisher Hendley, champion Carolina banjo picker, are astonishing the state, playing schools, halls and dances. They formerly appeared on Crazy Water Crystal programs over WBT, Charlotte, N. C.

Mark Gregory, 27, a native New Yorker, has joined the staff of WWNC, Asheville, N. C., as announcer.

Jimmie Hinkle and Bo Norris, of WSOB, Charlotte, N. C., presented a program of banjo, piano and vocal selections before the weekly luncheon of the Charlotte Junior Chamber of Commerce. Earl J. Gluck, WSOB general manager, spoke on the same program on 'The Human Side of Radio.'

'The Friendly Show,' featuring Billy Smith, Jane Bartlett and Billy Knapp's orchestra, will return to the air next Sunday from 7:35 to 8 p.m. and will be heard weekly thereafter at the same time through the season over WBT.

WBT shared broadcasting rights to the Red Nichols and his Pennies dance in the City Auditorium, Oct. 2.

Pennsylvania

Catholic Hour resumed for second season in regular Monday night spot (8) over station WYAT, Lancaster. Handled by Father Joseph Schmidt, radio and publicity director for the Harrisburg Diocese. Churches take turns in providing choir and piano for broadcast.

Ed Browning, WDEL continuity man, Wilmington, Del., announced his engagement last week to Nancy Turner.

Jimmy Begley is announcing the Buddy Rogers shows WYAT.

Len Eatin is back with the Berlin office. George Dallas may come in again.

Morning Sip Coffee auditioned Jan Savitt's band for a twelve-weekly show last week.

Mannie Sacks is massaging a stiff neck.

Vera Nifa, now at the NY Hollywood, in town with Marlo Villani and hubby Lou Longo.

Vincent Travers band is under WCAU Artist Bureau management now. Rumored set for the Blitz litery soon to open.

Frank Wellman, WDAS sales manager, is handling the radio campaign for the Democratic State Committee.

Defeat of the WDAS baseball team all summer is switching the staff athletes to organizing a rifle team.

Viola Philo, Jan Pearce, Adelaide de Luca and Yaseha Bunchuck, at the Fox, did a WCAU show for the League of Nations' Union.

Wrestling matches being promoted by Ray Fabiani for the Fall and Winter season. Moves sends the C. C. team to WCAU.

PFWW, Pittsburgh, to broadcast play-by-play accounts of all Sunday professional football games.

All of the WCAU staff visited the Elder Michaux baptizing ritual last

Sunday morning, in Philly's Fairmount Park. Ben Mitchell, colored porter, was the only victim.

WHEN has formed a fibbers fraternity, except the 'Ladies Club' meeting Thursdays at 9:30, and broadcast. Prizes are awarded for the best idea by Lee Randon, Liars-in-Chief.

Lola Miller will play the organ for Josephine Gibson when latter returns to NBC via KDKA, Pittsburgh, next week.

Kay Martin, to be signed by KDKA, Pittsburgh, to do a collegiate program.

Is. Hall Downes, bridge expert, to do eight sustaining 15-minute programs for CBS from WJAS, Pittsburgh.

Bernie Armstrong, organist at Alvin theatre, Pittsburgh, slated for a midnight radio spot shortly, doing a program from the house console.

Freda Lazear has joined Jerry Mayhalls' band, airing over KDKA, Pittsburgh, temporarily succeeded Joan Warren as soloist.

Pacific Northwest

Blue Danube starts a series of broadcasts over KEX with instrumental and social entertainers. Among the latter is Mona Poules.

Homefide Squad program changes from Friday to Monday nights on station KEX.

KFJR's Charlie Baker, fisherman, hunter and general outdoors man lives in a 'sanky' houseboat. Thinks he's a hermit because he doesn't have a telephone.

Harry Read's new station in Salem, KSML, is testing.

Oregon on Parade, KOIN's weekly contribution to the Columbia network closed the series last Sunday.

A favorite pastime of the natives of the Pacific northwest is picking up messages sent by short wave by the forest service. Now that short wave receivers have become so popular, radio gives far less privacy than the old fashioned party telephone reports officials of the forest department.

A new department has been added to the Portland Civic theatre school of drama, radio continuity and program building. Instructors this year are Watson Humphreys, program director of KGW and Kay Holbrook of KOIN.

Herman Goss, young negro ork leader, is conducting the new seven piece Cotton Club orchestra which is heard nightly over KXL.

Illinois

Les Atlas to St. Louis with his new horses to try for some blue ribbons.

P. G. Barker taking his first vacation in a long time, from local NBC exec duties and down to Hot Springs.

Betty Mitchell ducking the local RCA Victor studios for a couple of weeks.

John Ashenhurst scooping himself with 'Spotlight.'

Ray Wilson collaborating on the 'High Polish' script at WCFL.

George Storer in and out. Clarence Menner trying out his new plane.

Pete Peterson getting seven shows in one month for Blackett-Sample.

George Couper going to Boston to put a new show on the air for the local Seltzer Service agency.

Emmett Carlson now occupying the swanky office formerly occupied by Ken Carpenter at NBC.

Alabama

Pat Bertram has gone to Chi after succeeding in getting a spot on the WLS barn dance. Auditioned during the Cincinnati confab WLS men said he was such a hill billy he would be a city dude in Squedunk Center.

As soon as the World Series is over John Connor says he is going to take a nice long rest.

Chuck Wright, WBRC, has been named chairman of the publicity committee American Legion in the state.

Mrs. Horace Hicks, WSGN, Birmingham, back after a vacation at Mentone Springs.

Charlie Plager of WSGN has returned with his home with a sore throat following an operation.

Otis Elder of WJLR, Detroit, is to join WSGN.

Maryland

Earl Kahn has possessed himself of a new motor car.

Robert Maglin and Hope Barroll, Jr., upplu, KCMO, this week to consult NFB about the new chain rate for WFB.

WBAL may start a Kiddie Club. Rumor around that Balto Eve Song may begin to WCAU and resume a radio column. Had one once but was junked it. Has been carrying but program listings.

George Roeder, station boss at WCBM, plus a party of friends,

Inside Stuff—Radio

If Bruno Richard Hauptmann, the alleged extortioner in the Lindbergh case goes to trial in the Bronx County Court House, New York, the only microphones that will be installed will belong to WNYC, owned by the City of New York. But all stations will enjoy equal rights in picking up the broadcast from wires leading outside the courtroom.

Recent excitement occasioned by the Morro Castle hearings which resulted in WMCA getting plenty of listeners prompted all metropolitan stations to cast eyes at the Hauptmann trial. Obviously the placing of mikes for NBC and CBS plus WQXR, WMCA, WNEW, WHN, WINS, and perhaps others would tend to convert the trial into a circus without lemonade.

In the event Hauptmann goes to trial in New Jersey instead of the Bronx, it is probable WQXR may have the microphonic installation, but with all broadcasters enjoying pick-up privileges.

Canadian stations, affiliated with networks now seeking to carry the trial proceedings of Bruno Hauptmann, will refuse to pipe the program when, and if, permission is granted to install mikes in the courtroom when the Lindbergh kidnap suspect trial gets under way.

Understood that the Federal-controlled Canadian Radio Commission will also step in and block any proposed broadcast on the Canadian side. Ruper Lucas, manager of CRCT, has announced on his own initiative that the Commish station here will not broadcast the proceedings.

Grounds for refusal of the broadcast are that administration of justice would be placed in ill-repute and that Canadian courts, traditionally conservative, would not sanction the procedure and might even take subsequent action if the broadcast were permitted.

Printer's Ink (the monthly edition) contains a symposium of 'If articles by radio headlines. The 'If' is what they would do in building radio programs, provided the necessary authority were vested in them.

Question of sponsor or agency interference is dealt with by Fred Waring; Jack Benny congratulates himself on being lucky enough not to have that kind of a sponsor.

In general, the talent takes the position that, since they don't presume to tell advertisers how to advertise, the latter should not tell actors how to act.

The difference radio has made to the sidewalks during World Series time is marked by isolated small groups gathered around store fronts where loud speakers spout the games.

No more are the big crowds gathered in front of the newspaper buildings watching a mechanical board reproduce the play. The traffic cops must be delighted.

When WISN, Milwaukee, went on the air to broadcast a night football game between two suburban high schools, Shorewood and Wauwatosa, the officials waited from 7:30 until 8 p. m. until WISN's announcer, Howard Peck, signalled that the game could start, the air channels being cleared of commercial commitments.

On the final Ford program featuring Mickey Cochrane, over CBS, the announcer mentioned that the World Series would be broadcast by Ford over NBC as well as CBS. In his introductory spiel, he said 'the Columbia Broadcasting System and a national network' but on the sign-off he specified 'the National Broadcasting Company.'

WCKY, Cincinnati, has to date turned down 17 NBC commercials. About the most important of these from the sponsor's most angle is Packard. In its sales release NBC originally listed WCKY as one of the stations taking the show.

Broadcast of the 1934 World Series marked the twelfth time that WGY, Schenectady, had aired the annual classic of baseball. It also was the twelfth time that Graham McNamee's voice had reached WGY listeners in a description of the games.

getting 15 times what it was paid for its last Hartford appearance several years ago), and next Sunday at McCormack & Barry's Ritz, Hartford.

Harold Van Wart, WNAC-WAAB staff pianist, birthday-partied last week for the 22nd time.

Glen Gray's Casa Loma in Conley, N.Y., is a radio-bridgeport. Herald gossip columnist, handling paper's weekly WICC spot.

Howard Twins, recording piano duo and Yale Music School attendants, introduced at WICC, New Haven.

WICC, Bridgeport, talent getting chance to make a dollar as Globe theatre brings in flesh.

Yankee web boosted wages and cut hours of studio operators, unsolicited move.

Iowa

Col. B. J. Palmer, president, WOC-WHO, to start winter season of d.x. programs from Davenport, Oct. 12.

ESOs' 'Monitory Garden' to go into Solihilly Manor, mansion of Carl Weeks, head of Armadillo, for Sunday night broadcasts, with Orville Foster at the organ, and a string orchestra.

WOC-WHO has a new program called Fair Valley Folk, 5 min. daily, Mon. through Fri., with Harry Martin and Harold Plotts discussing government problems in the rubs manner.

WOC-WHO has a new news service with three flashes daily. In charge of James Maxwell as news editor.

'Dutch' Reagan goes to Notre Dame to broadcast the N. D.-Purdue game Oct. 13 for WOC-WHO. 'The brother' 'won' also added to staff of sports announcers for WOC-WHO, handling the 'scoreboard' of the air program.

Missouri

Brad Robinson, former all-star end at the University of Minnesota, and Lee Little broadcast for KMOX, Sept. 29, opener between Illinois and Bradley.

Kathryn Cravens in new series of programs known as 'Just Sins' over KMOX. In the cast are Sarah Solly and Maurice Cliffer.

New England

John F. Moxley, WNAC-WAAB announcer, steps into Yankee Web production replacing Fred Langenheim, gone to WCAU, Philadelphia.

Triostar, Coffin, WNAC-WAAB announcer, married Dorothy Whitcomb in The Field, South Church, Boston, Sept. 29.

Andy Jacobson, maestro of the new Saturday Schrafft's show, WMAZ, had to borrow a bass clarinet for the broadcast. His own was stolen day before.

neticut for two one-nighters, Columbus Day for an Italo-American club in Hartford (band reported

CBS' SUPER-WATTAGE AIMS

CBS Admits NBC Is Bright Pupil But Took Home Wrong Report Card

NBC's claim as to what it has done to boost the sale of Woodbury powder brought a protest yesterday (Monday) from the CBS sales promotion department. Latter charged that NBC by deliberate omission of the real facts sought to take credit for a job in which it had played only a minor part. NBC in a trade release averred that the 'Dangerous Paradise' serial on the blue (WJZ) had been responsible for bringing Woodbury an average of 40,000 sample requests a week and for boosting the sale of the product 58%. Increase percentage was arrived at by comparing sales over two parallel periods in 1933 and 1934.

Columbia says it is ready to cede NBC some credit for Woodbury's success on the air, but a comparison of programs and hookups should make it obvious how comparatively minor the NBC percentage of credit could really be. 'Dangerous Paradise,' points out CBS, is limited to the blue (WJZ) link, while Woodbury on Columbia not only has Bing Crosby, but gives the program a coast-to-coast release.

AGENCIES COMPETE FOR D'ARCY ACCT.

Despite the fact that the head of the D'Arcy agency is himself on the Coca Cola's board, J. Walter Thompson and Benton & Bowles have gone after the account's radio business. Coca Cola's advertising affairs have been in the D'Arcy firm for years.

Show Thompson auditioned last week for the beverage outfit was headed by Victor Young.

Atlanta, Oct. 8. Official of the Coca-Cola Company, the world's largest soft drink concern, gathered in WSB's reception room and listened to two and a half hours of audition piped in by the J. Walter Thompson and Benton Bowles agencies from New York.

Officials declined to comment on their reactions to the audition.

DIALMEN GET SALVE

WCAU Engineers Settle Tiff with Management

Philadelphia, Oct. 8. A secret confab between WCAU engineers and studio execs behind locked doors last week is understood to have averted a complete walkout of the station's dialtweeters. Resentment of stringent discipline rulings and clamor for higher wage scale were the two points of argument, which lasted after station sign-off until dawn.

Engineers particularly objected to the ban on receiving of telephone calls. Studio claimed technical men were abusing the privilege. Discussion of salaries led to an almost complete increase for the entire staff, dependent upon length of station service.

It is understood agreement with engineers results in the organization of a company union. Meeting has brought the technical men closer to station operations and has done away with the ill feeling between the program and engineering departments which had hitherto existed. Leon Levy, WCAU head, and John Leitch, chief engineer, expressed their satisfaction over the results of the pow-wow. Ditto for the hired help.

Shon Chi NBC Booked

Chicago, Oct. 8. Nelson Shon is taking the place vacated by Sam Pearce at NBC for booking talent and arranging personal appearances. Pearce left NBC to free lance. Shon previously was in pop music field.

Linguistic Radio

Philadelphia, Oct. 8. With WJAN strictly foreign for three hours nightly, station salesmen have been encountering lingual difficulties. Lou Palena, studio contactor, found a prospect wanting to buy a foreign show in Polish, although the firm was Italian. The outfit's manager could only speak Jewish. So Palena, to sell a show in Polish, was obliged to talk Yiddish to the salesmanager, who in turn explained the deal to his employees in a smattering of Italian.

The program was finally broadcast in Polish.

Cafe Man Forces Plug On Buddy Rogers Web Show as Agency Burns

Philadelphia, Oct. 8. Ward's Softbus program broadcasting from the ballroom of the Bellevue-Stratford hotel before an invited audience of grocers, etc. Sunday night (7) was obliged to include a credit line for the Cafe International. Arthur Padula, owner of cafe, called attention to a clause in Buddy Rogers contract that local appearances outside the cafe could be performed only with Padula's permission.

Fletcher and Ellis agency choked at the free plug and tried to work out an arrangement whereby only WCAU, Philadelphia would carry the credit. This wasn't enough. Network mention was Padula's price. He threatened to cancel Rogers and institute damage suit. So he got the plug.

Ward's only alternative for the four weeks Rogers is in Philadelphia would be to move to New York for the broadcast thereby obviating the Padula clause.

WNAC Now 2,500 Watts

Boston, Oct. 8. WNAC, Boston, key station of the Yankee Network, last week boosted its power to 2,500 watts.

Outlet previously operated at 1,000 watts.

EXPECT HEARST TO TOP \$1,500,000 FOR WENR, CHI, AND NBC ACCEPTANCE

Chicago Deal Imminent—Hearst Policy Shaping as Wish for Outright Ownerships Instead of Leases

Chicago, Oct. 8. It's a matter of only a week or two now till the Hearst enterprises make a move about their radio situation in Chicago with an outright offer to buy WENR from NBC. And it's understood that when the bid is made NBC will accept. At present there is heavy dickering behind the lines to get together on an understanding for a quick and smooth deal.

Allegedly, the net has had a total expense of approximately \$1,500,000 in acquiring this station. The selling price will probably be a reasonable margin above that, between \$1,750,000 to \$2,000,000. WENR shares time with the Prairie Farmer station, WLS.

If the sale is made it will leave NBC with its only regular station WMAQ, of which it owns 51%, and its contract affiliate station WLS. The new contract with WLS ensures that station for two years.

WBBM AND WOAI AS CANDIDATES

KNX's Alliance Disinclination Complicates Pacific Part of Columbia's Wish for Trio of 500,000-Watters

SOUTHWEST WILLING

Columbia has under consideration a project that would eventually make it either the owner or ally of three 500,000-watt stations. One of these super power outlets would be located in Chicago, another in Texas and the third in California.

Tagged for the Chicago development is WBBM, CBS-owned and operated. KFAB, Lincoln, Neb., which is synchronized with WBBM, would be carried along by the proposition.

Texas angle involves WOAI, San Antonio, which CBS would first like to buy and move to Dallas. This maneuver is amenable to the Southwest Network, which would under such circumstances be in a position to ask permission from the Federal Communications Commission for the transfer of KTAT from Fort Worth to San Antonio and also place this outlet under the NBC banner. Southwest Network's president San Antonio, KTSA, release, would continue its alliance with CBS.

Indications are that as far as California is concerned Columbia's developments in the 500,000-watt field will not get beyond the conversational stage. Only station in that state through which the web could promote the super power idea is KNX, Los Angeles, and, with this station disinclined to do any more alliance talking, CBS' chances of achieving wholesale coverage of the Pacific region from a single source are slimmer than slim. KNX, on its own behalf, has been reported seeking a boost into the 500,000 class from its present 50,000.

This would permit KNX to assume on the Coast a position of billing itself as a one-station network.

Important in the surprising decision to make an outright purchase is the fact that the Hearst policy from now on regarding radio stations will be to make straight purchases only. The long period of doubt attending the KYW move to Philadelphia may have been instrumental in the decision to lease no more stations, but to buy outright. Continuous talk about the move hurt station business.

Another factor is the growing importance of radio in national affairs. A station under a lease limits the Hearst policy, as was proved in the Westinghouse owned KYW. It's a different matter when the station is completely owned. It becomes a voice, like the newspaper. Transmitter for KYW in Philadelphia is expected to be ready by Dec. 15. It's not likely that the shift will be made at that time, due to the radio practice of giving transmitters thorough tests to eliminate all faults before going into operation.

As far as NBC is concerned it marks their first major step to change their present policy of operation. It's a question as to whether the tail will wag the dog or the dog wag the tail. They have discovered that in radio it's the important broadcasts that make the station. The individual stations, figuratively speaking, are only instrumental.

NBC-Recorded Discs on Non-NBC Station and Earle Anthony Wants To Make Something Out of It

CBS Mail Clerks

CBS personnel was asked last week to get out of the habit of having personal mail addressed to the office. Head of the mail department had complained that the job of assorting the help's personal missives was making it tough on his already overloaded assistants.

Order also sought to avoid an embarrassing angle. Policy in the web's mailroom is to open every envelope to see whether the contents pertain to business.

Webs Install Teletypes to Chi Dailies

Chicago, Oct. 8. Both CBS and NBC are going into a TWX printer system with the local dailies to take the place of the publicity sheets they have been issuing. The change was brought about initially through the attempts of the Columbia office to speed up the system of data correction. Which means that their publicity work will be speeded up to half the time and corrections can be made before the editions go to press.

Radio offices already have the printer machines for their private lines with other stations. But it's the first attempt for the local papers to get any of their news that way.

Expense is to be borne by the networks, with no minimum daily charge stipulated by the American Telephone and Telegraph Company. Expected to be ready by the end of the week.

Los Angeles, Oct. 8.

Earle C. Anthony, Jr., is trying to find out what legal recourse he can take against his loss of the recorded Model Tobacco program series last week. Particular point that Anthony seeks to have determined for him is whether the switch of the discs from his station KFI to KNX constitutes a violation of NBC's contract with him. Recordings under dispute are the waxed versions of the Pick and Pat series on NBC Friday nights, with the stenciling done by the web's transcription department while the programs are being broadcast.

McCann-Erickson agency decided to change Los Angeles stations after the Model waxings had had four releases over KFI. Fifth program in the transcription series was broadcast by KNX last Wednesday night (5). Contract that the agency had given KFI was for 52 weeks, with the usual four-week cancellation clause.

Anthony believes that unless NBC takes steps to bar the further broadcasting of these discs over KNX he would be justified in declaring that his contract with the network has been breached. Anthony's agreement gives him the exclusive franchise to all NBC programs as far as the Los Angeles area is concerned, and it is his opinion that this clause can be interpreted as to apply to the recorded versions of NBC shows. Anthony only two months ago settled a \$45,000 suit he had filed in New York against the network.

52 WEEKS, NO OUTS FOR WHITEMAN ORK

Paul Whiteman has tied himself up for a third year with Kraft-Phoenix. New contract, which is non-cancellable at any point in its 52-week plan, becomes effective Jan. 3, 1935.

Under the extension Whiteman's salary goes from \$4,500 to \$5,000.

Radio Editor Killed

Winnipeg, Oct. 8. J. C. (Chiff) McNeill, 24, radio editor of the Winnipeg Free Press, died of injuries received when he was struck by a speeding motor car, Oct. 4, as he was walking home from his office. Auto struck him with such force that his body was hurled 100 feet. He sustained a compound fracture of the left leg, a fractured skull and head injuries. A blood transfusion seven hours after he was admitted to hospital failed to succor him and he died 13 hours after the accident.

Radio station CJRC devoted its customary 15-minute sport spot to a eulogy to the young newspaperman, terminating it with a lament, played by the studio orchestra.

John R. Mo, an insurance broker, driver of the death car, was released on bond of \$2,000 pending an autopsy and a coroner's inquest.

Chiff McNeill was Variety's correspondent in Winnipeg.

KSO Power Up 900%

KSO, owned and operated by the Des Moines Register and Tribune interests, has received permission from the Federal Communications Commission to boost its operating power to 1,600 watts daytime and 500 watts at night. It's a 905% boost as compared to the outlet's power the early part of this year.

From 300 watts the station in July went to 500 watts daytime and 250 watts night time. KSO is affiliated with NBC.

all. Her delivery is precocious.

MYRT AND MARGE
With Myrtle Vail and Donna Damrell
Script Show
15 Mins.
COMMERCIAL
WABC, New York

Back again after a summer lay-off, this mother-and-daughter team with roots dating back to vaudeville continues one of the most typically radioesque successes the strange and baffling broadcast industry has brought forth. Program consists in essence of vaudeville sketches superimposed upon a pattern of small incidents punctuated from time to time by melodrama of a fairly wild and improbable nature. But Myrt and Marge put it over. Thousands follow it faithfully and find the pseudo-dramas and the backstage world convincing and fascinating. It doesn't matter in the least that most of these theatrical sketches don't convince the theatre-familiar as true to the beast's nature. It's a diet that the public chomps on and it's the sole of Wrigley chewing gum is thereby hyped. Ask no greater realism than that from radio.

However, it is fair to say that the scripts are improving in quality. Perhaps in the end Myrtle Vail may write a true saga of the aching heart circuits. Installation caught was at a local audience and used a tap dance sound effect in the background. Chief criticism might be that the women characters are not vocally differentiated with sufficient sharpness. It is easy to confuse the characters.

As previously, the Myrt and Marge program remains the only known one on the radio containing an effeminate character among its characters. Nance is a costume designer and his comment held some snickers.

Land.

JESSAMINE SEE LITTLE SHOW
With Gil Dagenais, Jack Lenard, Owen Dunning, Bill Dooley, Billy Sandford
Music, Songs, Mimicry
15 Mins.
COMMERCIAL
KOIN, Portland, Ore.

Unpretentious, but smartly paced, this new series for a men's clothing house is proving more than acceptable entertainment. The cast of the show is Jessamine S's impressions of various stage and radio celebs, one or two on each half hour program. Gil is clever mimic and possessor of a versatile set of pipes. In addition to the standard take-offs such as Mae West, Marlene Dietrich, Maurice Chevalier, Greta Garbo et al., the show includes impersonations of Rosetta Duncan, Mickey Mouse, Ethel Minger, Mildred Bailey and others. Misses the bull's-eye on some of her characterizations, but most are at least recognizable.

Straight warbling of pops and light classic numbers is handled by Gil Dagenais, who is developing considerable female following hereabouts. Jack Lenard registers oohs with his guitar and also rolls vocal in a style reminiscent of Nick Lucas on a guitar guitar. Accompaniment is handled by Owen Dunning, doubling trumpet, viola, and Bill Dooley piano. Talent was dug up around town by showwriter Lynch of the MacWilliams & Cole agency, who gets credit for routing and production details. All in all a pleasant half hour interlude that will please most of the listeners. Billy Sandford takes the role of master of ceremonies and in addition to his informal style of identifying the talent, presents the commercial script in a refreshing manner, far from yet irritating.

'COCKTAILS FOR TWO'
With Walter Ahrens, Flora Boyle
15 Mins.
Sustaining
WOR, New York

This comes once weekly at 5:30 (Tuesdays), just at the cocktail hour. It's a pleasant quarter hour. Might have a chance to attract a gin or whisky sponsor but in view of the negligible coin invested in radio by the distillers to date this isn't a very buoyant straw to cling to.

Oddly enough, it's the woman half of the two-person show who talks about booze. And how the W.C.T.U. may sue to hear a woman discussing the bliss of mixed with whathaveyou. She's a person of strong convictions, this Flora Boyle, and she takes a rap at the pastor who recently preached on the "Finesome picture of a beer orgy at the White House."

Land.

'UNCLE WIGGLY'
Kid Show
Radio Disc
15 Mins.
COMMERCIAL
WOR, New York

This is for young children. Very young. Uncle Wiggly tells stories in unimpaired vernacular. Example: "I ought to mention Uncle Wiggly and the toothache Billy Wagtail suffered from."

Commercial aspect is to plug the drinking of milk by kids. No dealer mentioned. It's presumably a trade association proposition.

Who dares say whether such a program is good or bad? Land.

'LITTLE CHURCH AROUND THE CORNER'
Jean DeLee, Arthur Jacobson, Donald Briggs, Joan Blane, Louis Rouen, Larry Larsen
Stories
30 Mins.
COMMERCIAL
WMAQ, Chicago

Cushman Bakeries are paying for the twelve weekly 30-minute dramatic series which is centered around the Little Church in New York. It figures as a good tie-in on women listeners, bakery goods coming out of the Church which has a long-standing reputation and history.

Each period is an entity in itself, the program giving an entire story. Each story revolves around the Little Church. It is a clever association for a women's program. Much could be expected of such a program, and with 30 minutes in which to tell a yarn this program could build up an audience. But it is one important thing now lacking—story material.

Taking the first program as the only indication, the story is nothing more than a weak and fluffy thing. It lacks suspense, pace and story build-up. It tells the oft-told and simple tale of a couple who marry on the eve of his departure for the World War, his decision to play dead. But he comes back to the Little Church where he bumps into his wife. She recognizes him despite his refusal to admit he knows her. He finally breaks down, however, and from then on it's home and mother and hearts and flowers.

Story is told too simply, in a high school fashion that makes show a weak and fluffy thing. It is to be figured that Cushman's bakery will appeal to the better class women, those who are of the better intelligence strain. And for these women this type of story will be much too insipid. Potential Cushman customers are no doubt avid picture and picture actors. They prefer a much more stirring story than this. They are apt to think this pretty tame.

Basically, however, this show has an excellent cast. Built around a weak story, it must arouse curiosity among romance-hungry dames. The only problem now is to make those programs full of enough story punch to keep those ears glued to the loudspeaker.

Cast is capable and the show is handled well. Larry Larsen is at the organ and Rouen is doing the announcing. In general, the show offers a flock of opportunities and opportunities as soon as this program gets the pulse of its audience.

Gold.

JOAN DARLING
Crooning
15 Mins.
WGy, Schenectady

A new name on WGy's chart. Miss Darling is crooning on mornings and evenings, four times a week. She sounds like a beginner in the radio field. That Johnny Finke, station's veteran arranger-coach-pianist, is the reason for her presence to this supposition. It was Finke who crooned Annette McCullough.

Gil does not appear to have much vocal foundation on which to build a radio edifice. She lacks volume in timbre. She has the even-pitched technique fairly well in hand and undoubtedly will gain a more complete command of her voice as she studies lyrics very clearly.

Tight now, should exercise greater care in the selection of numbers. For some pops are outside her range. She sings "Infatuation" does not belong in her repertoire; she sings it in uncertain, almost amateurish fashion.

During broadcast, announcer plugs her for p.a. dates. Jaco.

MARIE HARTMAN
With Billy Hibbit
Comedy Sketch
15 Mins.
Sustaining
WMAQ, New York

Hibbit and Hartman are vaude standards, but this "Furnished Rooms" sketch series by Ned Henrich stars Marie Hartman and her comedy team more into a comedy monolog wherein an anonymous Swedish maid of dubious dialect and Hibbit do straight for her.

Title derives from the boarding house Miss Hartman runs. Hibbit is the sandwich man patrolling the streets and attracting too much attention because of the likeness of Miss Hartman, when she was the ex-busboy queen. Billy Hibbit, in his placid, emphasis on the inverted use of the words for comedy purposes. He builds the suspense via an exposé invention he calls "The Swedish Maid" and recites this, a Mon-Wed-Fri series at 8:15-9 p.m. EST, ends with promise of riches for some of the invention. Holds some mildly bright spots, but lacks needed sparkle to rise to the general passiveness and sameness of the crosswalk and the one central situation.

Adel.

ROUND THE TOWN
With Nancy Turner
Chatter
15 Mins.
COMMERCIAL
WFSB, Baltimore

Miss Turner is an effervescent, voiced, thinking-toned female who during years she has served as fashion's spicer for both this station and WJLA, has built up a far bigger following and fame than any other girl gossip gusher hereabouts. Now she's off on a new program, b.r.d. by International Vitam Corp., that's designed to plug co's coliver oil globules.

She has always displayed particular aptitude at working up showmanly stunts that built interest in self and other chores. She's in on practically every civic shindig and, indeed, anything that'll point interest her way. Programs she has chatted heretofore have always greatly benefited from her publicity puffs she procures for 'em, and she was already off again on the initial broadcast for this account getting listener interest caught.

But error in plotting of program mirrored her first show (there will be two weeks for a year). She spiced all of the quarters, feeling off a ream of interest-deadening, true statistics anent the product. True, she had her material worded fairly brightly—but half the program was plunk! The remaining minutes were devoted to chatter pertaining to who was who and what was what currently round the town. All of which was understanding of interest to women. Nicely handled and shrewdly selected subjects, save one. She raved about a legit play at the Maryland in such glowing wordage it seemed a bona fide announcement. Known she would interview a member of play's cast on next program, but it wasn't necessary to roll overboard on laydowns for a play that in no wise deserved even mildly good notices.

If Miss Turner narrows down the plots to an average allotment of time she will retain her Londoners on that horde of women listeners she holds.

Programs are spotted in mid-morning. Radio swings her on and off the air to tune of the pop "Beautiful Lady."

DIAMOND DRAMAS
15 Mins.
COMMERCIAL
KJR, Seattle

Sponsor, Welsfield & Goldberg, Inc., a local jewelry outfit, grabbed a natural when it took this program. Program, running fifteen minutes weekly, dramatizes famous stories of famous diamonds, or fictitious. Caught by the reviewer was a dramatization of de Maupassant's "The Necklace," one of the world's most famous short stories. High spot of the plot of the story, connected by narration and orchestral background. Script and performance was effective.

Other periods of the program series were devoted to the history in three parts, of the notorious Kohinoor diamond, from antiquity to the present. Pete Lyman of the KOMO-KJR station, a local radio, did a great deal of research for this. Smart showmanship stunt is the jewelry company's idea of putting a replica of the stone featured from broadcast in broadcast in window display.

Trepp.

'RED DAVID'
Serial
15 Mins.
COMMERCIAL
WJZ, New York

This Beechnut program returns after the summer and accounts for the absence of the characters during the hot weather as brought about by their going to Europe. There have been some changes in the cast since the sign-off last spring.

Installation (3) caught was well written and acted fairly light comedy stuff concerning the idealistic and very serious 17-year-old, Red Davis. He has invited a girl to visit him, but only tells the family as the girl's friend in imminent danger. McCann-Erickson agency should have no particular difficulties with this one. It holds steadfast to safe lines. Beechnut sells chewing gum at the start and coffee at the end of the program. Considerable outside promotional showmanship is used to whet up interest in the program.

Land.

LEE BENNER
Popular Songs
15 Mins.
Sustaining
Work, York, Pa.

This singer was decorated recently by the Federal Bureau of Investigation. His name is Lee Benner, is not to be confused with Jan Galters (Lee Benetti). This one is 30 years old. Voice is smooth and soft and holds a strong appeal for the ladies who furnish him with most of his mail and his request numbers. However, men don't react unfavorably either.

Alfred Monday, Wednesday and Friday afternoons at 4. Charlie MacDonald announces the program.

BALTIMORE MEMORIES
With Meredith Janvier and Felice Iula Orchestra
Talk, Music
15 Mins.
COMMERCIAL
WBAL, Baltimore

H. L. Mencken once said (and he should know) that Janvier knows more about Baltimore, than any other man. And Menck, who has been in the whirl of things in Balto since 1900, is no slouch himself on the past and present topics of the town. So, when the station was out looking for a fellow to do the spicing on a program it had in mind with which to plug a product of the power company that owns it, Janvier was the man.

He is indubitably the burg's best-known raconteur, and has proved it in the books he has turned out on the town and its many locally famed citizens. In particular phases of life in the generations back to the eighties, and its own native flavor and atmosphere. In his twice-weekly chats he will take back 50 years ago and recount from memory the events and personalities that spurred the town from that point to the present. The Iula orchestra, a fair outfit, weaves in during programs musical tunes contemporaneous with days discussed by Janvier.

In his first program Janvier elected to talk largely on a now-dead phase of show business, minstrelsy. Extremely interesting was his description and dissertation upon the "black and white" square. Dock-stader, Primrose, West, etc. He reminisced and described the songs they sang, dances they hoofed; street parades—and most gripping of all, the plays played upon former Balto big-shots; of their visits here and what transpired. For listeners, in or out of show business, the tales of that past era were of abounding interest. Janvier possesses an amazingly catalogued memory of this town and the changes that have wrought upon it. His second talk took up the gradual metamorphosis in the town's exterior: streets, houses, neighborhoods. He attached an anecdote or vignette to almost every place and person, and his peculiar humor and sentiment balance each other agreeably.

As far as a local program of kind goes, WBAL has a winner in this one. No resident town can fail to quicken to this type of fare, so rich in color and thorough in coverage. It would be enhancing if the Iula were given a more prominent role's run clipped a bit. The music is hum-drum stuff, while Janvier melts listeners when he's turned loose.

ROUGH AND REDDY
With Tom Rishworth
15 Mins.
Sustaining
KSTP, St. Paul-Minneapolis

Here's a program that airs thrice weekly and carries plenty of strong, clean appeal for the kiddies. It's the running story of a boy and his dog. There's lots of punch, which is put over with a sob of a chuckle, and the material is the down-to-earth stuff which happens at some time or other in the household of every pet-owner.

Uncle Tom Rishworth, who conducts KSTP's daily Children's Hour, handles this program. On Mondays, Wednesdays and Fridays, from 5:15 to 5:30, Tom uses a group of kids he's rounded up during the past several years from Children's Hour audience. The kids are given a series of service—and it's largely because of their mike naturalness that program goes across socko at every airing. Raschick.

LEITH STEVENS
Orch. and Songs
30 Mins.
Sustaining
WABC, New York

A fast and musically fine half hour of orchestration and songs, summing up exceptionally well for a sustaining program, and—if that line can be drawn—a commercial in quality if not in reality. Show as staged by CBS and as it shapes up on the air, could step into a sponsored spot and deliver without faltering.

Stevens' sweeping music is listenable and elastic enough to handle jazz and the heavier stuff equally well. His band classes in effect as he plays with the Glee Club, Reims and others of that school. Vocal end held up capably by a first-rate crew of specialty and chorus people. Smart sustaining effort in every respect. Bior.

Expect Fireworks at Educators' Chi Meet

Chicago, Oct. 8.—National Advisory Council on Education in education opened its fourth annual assembly today (Monday) with standard introductory speeches. Early day devoted to general topics, but tomorrow (Tuesday) fireworks will hit when Bruce Bliven, editor of New Republic, and E. H. Harris, chairman of radio committee for American Newspapers Publishers Association, debate on "Shall Government Own, Operate and Control

CAMEL CARAVAN
Casa Loma, Walter O'Keefe, Annette Ha. haw
Band, Songs, Comedy
30 Mins.
COMMERCIAL
WABC, New York

Camel returned to its CBS look-up last Tuesday (5), with Annette Hawsley replacing Connie Boswell. And Walter O'Keefe, who has been doing the comedy honors, Casa Loma band remains the high-spot of the big company's air delegation.

If any palms are due O'Keefe they derive from the fact that he has introduced one of the sprightliest and truly amusing stage comedians now finding his way over network channels. The girl, who is untrifled, has a personality and a knack for gagline reading that can't help but make themselves in the listener's memory. As long as O'Keefe is on the give-and-take with this lass he stuff sizzled with humor, and much of it tucked away in a quiet way in both background and content as far as radio is concerned. But once this pair parts and O'Keefe leaves the air, the listener's memory of the arrangement of "Moon Glow," particularly, was a darb.

Account is doing nicely by its advertising, but not especially in assigning much of it for debt interpolation during the O'Keefe interludes.

Oder.

SWIFT HAM
With Sigmund Romberg, William Lyon Phillips
Music, Talk
60 Mins.
COMMERCIAL
WJZ, New York

Swift packing house has tried a good many types of program. But never quite achieving a successful formula. Sponsor joins with outside commentators in the feeling of dissatisfaction apparently as the hunt for the right mix goes on. It would seem that there is no rest for the weary hunters in the Romberg and Phillips set-up for despite the charm and melody of the music, the program isn't much of a program.

It's all supposed to be within the walls of the composer's studio with the Barnum of the campus. Prof. Tom Rishworth is the straight man. It's pretty gabby without being smart chatter. This was a darb spot for some light perisage of the Decatur Taylor kind. Instead the conversation is dead, serious. Sparkling wit was mentioned in the spotlight advertising but not visible to the naked ear on Saturday's (6) program.

A good deal of the talk was in dialect. None of it was distinctive. It failed to command attention. Not that it was a bad program. Music too good to be put over with a sob of a chuckle, and the material is the down-to-earth stuff which happens at some time or other in the household of every pet-owner.

Uncle Tom Rishworth, who conducts KSTP's daily Children's Hour, handles this program. On Mondays, Wednesdays and Fridays, from 5:15 to 5:30, Tom uses a group of kids he's rounded up during the past several years from Children's Hour audience. The kids are given a series of service—and it's largely because of their mike naturalness that program goes across socko at every airing. Raschick.

RCA RADIOTRON PARTY
Guest Stars, John B. Kennedy
15 Mins.
COMMERCIAL
WJZ, New York

This is a program that should find followers. Tube firm (NBC cousin) calls upon the full resources of network broadcasting for personalities and stars. Program caught 16 and 17. Jack Benny, Mary Frank Parker as guests. More of Livestrong than is generally vouchsafed. But no offhand matter with the comedians who gave the guest stunt seemingly as much attention as he gives his regular broadcasts.

There's one of those workmanlike but undistinguished NBC house orchestras doing the musical background. This is latched by Frank Thack under contract to the network and hence bobbing up all over the schedule whenever the sponsor wants every day music. John B. Kennedy is the permanent name on the program.

Radio Broadcasting, plus a panel discussion in afternoon on topic of what shall be done to improve broadcasting in the United States.

Both networks were represented at meeting by executive delegations.

You're Breaking Our Hearts' WBBM Tells Time Option Taker-Upper

Chicago, Oct. 8.

WBBM has sold the Cubs baseball games next season to the Penn tobacco company for its Kentucky winners cigarette, and in selling the program WBBM is breaking its heart. It had hoped that the Ruthardt and Ryan agency and the sponsor would not exercise its option for the games since the station had other prospects ready with much more coin.

So much so that WBBM offered the Penn tobacco company \$20,000 not to take up its option of the games. But to no avail, Penn tobacco company will pay approximately \$55,000 for the season's baseball. It was originally \$45,000 for the lot but WBBM's new contract states that the sponsor must broadcast a ball game every day, rain or shine, which means about 25 additional days of ball broadcasts which were previously dead.

With Regrets

Other sponsors who had offered more coin for the program were Dixie beer with an offer of \$75,000 and the General Mills which was willing to plank down \$35,000 for Wheaties. WBBM was anxious to give this program to General Mills not only for the revenue on the single station but due to the good-will build-up between Columbia Broadcasting System and a heavy national advertiser.

As the WBBM baseball broadcasts in 1935 is entered at a price of \$100,000 for the season, highest mark yet mentioned for this type of sponsorship.

Agencies-Sponsors

V. E. Carr, formerly with Blackett-Sample-Hummert and commercial manager of WMBD, Peoria, now with the Chicago office of the Wade Advertising Agency.

Gebhardt Chili Company, a seven-year regular on WOAI, San Antonio, inaugurated an additional broadcast with chili on Monday mornings. Uses duo of male Mexican singers heard on main program and a spiel on how to prepare Mexican dishes.

Stack-Goble agency will put a new toothpaste brand, Norace, through an air test campaign in the New York and New England area as soon as it is set with a station lineup. Program will use Wallace Butterworth in a chatter idea framed around radio personalities. American rights to Norace, a Norwegian product, are controlled by the manufacturers of the Duplex Razor.

Lint may bring 'Andy Gump' cartoon strip to radio over CBS. 'Gumps' were sponsored once before three years ago and flopped. Helliwig agency represents Lint.

Outdoor Girl Cosmetics has an option on 6-5:30 p.m. slot over CBS Saturdays. United States agency represents.

Wax Works

A. P. Gilbert adventure stanzas on NBC have also been booked in New York with KDKA, Salt Lake City, WIP, Philadelphia, and WWJ, Detroit.

Libby, McNeil & Libby company will use recordings for certain spots in the west coast for their new children's show called 'Oz, Son of Fire,' which is now riding on a Columbia split record.

Programs are being recorded by the RCA Victor studio, Chicago, eight of the Columbia line. Platters should hit the west coast early next month.

Craig-Martin toothpaste 10 cent identifications in Woolworth's, etc., and sold to be causing plenty of trouble in the motor publisher trade in a WOL, Newark, experimentally. Using World service in five minute slots to see the effects. Street and Penny is the agency.

Carter-Liver Pills spots to be made in the five minute plunkies waxed by Walter Craig with a new group of five minute recordings. Street and Penny agency.

Broadcasts Direct from Newark Soda Fountain

Newark, Oct. 8.

Loft Candy has opened its own broadcasting studio in its Broad street store, and will broadcast once a week a program of amateurs. WNEW carries the programs.

Stunt calls for home talent to enter the ice cream parlor to participate in the programs. Store reasons they'll be accompanied by parents or friends who will consume sweets before, after and during broadcasts.

As a further tie-up Loft awards as prizes certificates worth 52 ice cream sodas (one a week) to kids showing merit. Reasoning is that kids will nag parents into coming to the store.

Army-Navy Game May Be Part of Ford Campaign

As soon as the World Series is out of the way, Ford Motors will turn its attention to football. Auto account has intentions of putting gridiron games of national interest on extensive cross country hookups. Columbia will do the clearing of these broadcasts.

Among the events that Ford plans to give a nationwide relay is the Army-Navy get-together, Notre Dame's eastern engagement, the conference championship playoff and the New Year's Rose Bowl affair. Car magnate is expected to do some heavy contributing to the exchequers of the various teams for these broadcast rights.

Annapolis Naval Academy recently refused a commercial offer for five games on its home grounds with WFBF, Baltimore, the outlet, giving as its reason the fact that events would take place on government property. With the Army-Navy meet staged at the Polo Grounds, this angle would not stand in the way of a Ford hookup.

L. B. Wilson, prez of WCKY, and the missus to French Lick Springs for week's celebration of their fifth wedding anniversary.

WGN, WOR Form 'Mutual Broadcast System'; WLW, WXYZ on Sidelines

Chicago, Oct. 8.

Contracts were signed late last week by WGN, Chicago Tribune station, and WOR of Newark, as the first two stations of the newly incorporated Mutual Broadcasting system, heretofore known as the Quality group.

Other stations which are not yet in the Mutual system's company, but which have been hooked up with the two stations on various programs on an if-and-when policy are WLW in Cincinnati, and WXYZ in Detroit. Both of these transmitters are hot for the plan but are still negotiating with other angles, particularly WLW, which evidently can't make up its mind what to do about its NBC set-up.

However, these stations have been in conference on certain details the same weeks now and it appears a clutch that sooner or later it will be a four-station network, as has been planned.

Officers of the new company are Albert McCosker, chairman of the board; W. E. Macfarlane, president; Theodore Strodt, treasurer, and E. M. Antrim as secretary.

WGN, Chicago, prefers the billing 'Mutual Group' while WOR, Newark, prefers 'Quality Group' as a tag for the WLW-WGN-WOR-WXYZ hookup. WLW is reported indifferent to what the group is called.

Every Year a Loser for Municipal Station WPG; Operated by Columbia

Atlantic City, Oct. 8.

Another loss, this time for \$10,952.12, was reported by the WPG Broadcasting Corporation to the city commission Thursday (4). The statement of income and expense was made as provided in the lease between the city and the Columbia Broadcasting Corp. and covers a period from April 29 to Sept. 30, 1934.

Under the terms of the lease, the city receives revenue from its \$150,000 station, through a percentage of profits arrangement. All losses are cumulative and the city cannot hope for an income until all the losses of the previous years have been wiped out.

Losses in the four years of operation by Columbia have reached so many thousands of dollars that the city fathers regard it as impossible to ever overcome them. Lease calls for a five-year term which is nearing its end. But the renewal clause makes it a 15-year lease if it be okayed.

Income of the station is reported for the five-month period as \$21,322 and expenses as \$32,275.

A detailed statement regarding the finances of WPG discloses the following:

Income—Broadcasting, \$14,497.40; cash discount received, \$17.34; income for acting as Columbia Broadcasting System representative in this territory and for originating commercial and sustaining programs, \$6,600; miscellaneous income, \$2,808.25; total, \$21,322.99.

Expenses—Direct expense (cost of hookups; cost of talent to advertiser, remote expense, commercial wire charges, time discount, advertising agency commission, program expense), \$17,095.51; indirect expense, transmitter expense (salaries, power, repairs, supplies, tubes, etc.), \$6,750.37; control (salaries, power, supplies, electrical research products, etc.), \$3,901.93; general expense (salaries, executive, traveling and miscellaneous, telephone and telegraph, insurance, stationery and supplies, etc.), \$3,938.40; sales (sales expense and commission), \$1,465.02; program (salaries, copyright license, etc.), \$5,441.20; production (salaries and production expense), \$1,664.06; remote (salaries, supplies, batteries, etc., for remote control), \$1,354.02; and maintenance (studio expense, ventilation), \$187.54, bringing the total to \$32,275.11. Loss is \$10,952.12.

There is a report that a New York chain is angling for the lease and would guarantee the city a rental when the Columbia lease expires.

WGBS, EVANSVILLE, AS AIR DOG TOWN

Evansville, Ind., Oct. 8.

Walter Johnson candy company feeling its way into radio with a single test campaign on WGBS, Evansville, Ind. If the idea clicks will figure to expand to some 26 spots throughout the midwest. Using announcements plus a weekly kid show.

Time placement being handled through Hugh Razer's First United Broadcasters company, Chicago.

Conrad Back to NBC

Pittsburgh, Pa., Oct. 8.

Francis Conrad, who came to KDKA from NBC's contract department a year ago, is returning to NBC next week to join the network's sales service division. Conrad was originally sent here as assistant manager to Bill Helgeson, and assumed station management from time Helgeson left for an NBC post until Harry Woodman came in a couple of weeks ago as KDKA's manager.

Conrad is the son of the Dr. Conrad who is known as the father of radio, having perfected the first sending outfit.

RADIO SHOWMANSHIP

(Merchandising and Program Tieups)

Outstanding Stunts

MUSICAL BEE.

Station WFLB, Syracuse.

WFLB's Musical Bee

Syracuse, N. Y.

WFLB (CBS) will follow its present series of musical contests with a Musical Bee in December. The 100 participants in the musical identification contests naming the greatest number of sections correctly will compete in the Bee to be conducted much as the old-fashioned spelling bees.

As many tunes will be played as are necessary to eliminate 99 of the 100. First prize will be a late model all-wave receiving set, and other awards will go to those finishing second, third and fourth.

Bee will be broadcast, in part at least.

Present weekly identification contests comprise a 15 minute program of classical and popular transcriptions. Those naming five of the eight correctly receive pix of various other stars.

Aeroplane Club

Trenton.

Trenton boys have gone air conscious as the result of a series of talks over WTNJ by Al Bennett, local flier and owner and operator of an airport at Windsor, Bennett, who talks every Wednesday afternoon, 5:30 to 5:45 on model airplane building, is now set to launch a Model Airplane Club among his radio listeners.

Members will be invited to participate in model air meets at the Windsor airport, with juvenile winners to be given free rides and those above 15 years of age get free instruction in piloting.

WSB's Panorama

Atlanta.

WSB, Atlanta, exercised enterprise and showmanship to steal the show at the Southeastern Fair, south's largest event of its kind, in progress this week.

WSB in collaboration with the Southeastern Fair, arranged an exposition known as the WSB-South Eastern Fair Panorama of Progress and sold space to a wide range of exhibitors, corraling some 40 different concerns ranging from a canary bird farm to the Coca-Cola Bottling Company.

Set-up was a bargain for buyers. Space bought in the Panorama of Progress entitled buyer to eight spots a week on WSB, and winning the fair. WSB came out on the deal by getting the card rate for the announcements.

Foster B. Steward handled the deal for the station and the Fair. Estimated that more than 200,000 people will view the Panorama before fair closes. Center of hall is a WSB studio from which programs are broadcast daily and where Chick Wilson and his band, studio lights, WSB unit, put on a flesh show each night.

Panorama of Progress, through merit and WSB plugging was the center of attention among the exhibitions.

Landlord Salve As Prize

Schneectady.

Hecker Flour Company is plugging its Never Flour Flour through a 'rent' contest. Offers to pay, up to \$1,000, the rent to be paid within the next 12, 18, or 24 months by the contestant. Winner will receive a rent-free flour for all his baking is adjudged to be the best. If not a rent-payer, winner will receive the one grand in cash. There are 229 other prizes. Radio plugging supplements newspaper advertising. Betty Lenox (Patricia Sheldon) is sending away on the contest during her 'Household Chats' over WCY.

Theatre-Station Tie-Ups

Syracuse.

Film houses are paying increased attention to radio and movie dramatizations of current pix as the favorite medium. WSYR (NBC) is especially cultivating the field, and has backed up its radio stock unit in talent recruited to fill the sketch casts.

Press book scripts are largely used, but if lettered, comedies are written by Fred W. Riple, program director, who also produces.

The Hall spied the plan last week to exhibit a film with 'Huguenot Murder,' Riple, dramatizing the first two chapters for air use.

Ford Follow-Up

Cincinnati.

Ford Motors here did a swell exploitation job of world series broadcasts by had speakers on for public reception. Two downtown Ford shows were open 10 mins for the bleats and moans by throngs

scores were posted on windows for passersby. One spot provided chairs for guests. Ford radios were used for the gratis hearings.

Best plug was from top of four-story building at Fifth and Main, where scoreboard and battery of amplifiers were erected to toss accounts of the games. Position affords sweeping view on Fifth street, the large's main stem, for two blocks across Government and Fountain squares.

A large double banner, mounted on a crane, ballyhooed the latest baseball parties in the central part of town.

They Love It

Lincoln. KFOP has the town going now with a 'Man on the Street' broadcast. In its first week it became so popular it was jumped from once a day to twice a day. Foster May, news editor, has his hands busy preparing to the interviews.

All sorts of problems, city, state and national, are brought before the mike, and then the passersby or passersby standing on the sidewalk pressed into service, giving their ideas about whatever problem they find themselves confronted with.

Joe Penner Windows

Baltimore.

In advance the first Joe Penner program for Chase & Sanborn, which WBAL carries, the station put in a display in the local java distributor's drug store main street show window. Mounted an insouciant Mike with enlargement of station's seal in background. On each side was a life-size blow-up of a bewhiskered old man and his feet. Rest of space was given over to slew of stills showing the comic in various poses and get-ops. The firm itself installed a couple cards plugging its coffee.

'Stump Us' Program

San Antonio.

KABC, a 100-watter, demonstrated its listener attention with a 'stump us' if you can program which hits the air three times weekly. It's two gals in harmony who dare the audience to send them a request for a number they can't do. Civil War era is the show's limit. Gals usually manage to dig up the numbers and get them on the air shortly after request received. No phoning. Requests must come by mail.

Selling Electricity

Portland, Ore.

A fifteen-minute dramatized program explaining the use and value of a new free service offered to anyone desiring it has been undertaken by the Northwestern Electric of Portland, Ore. The program, entitled 'Experience From Life,' is given by Harriet May and Bonnie Carol Withers each Wednesday morning and presents the use of the service in a dramatic manner.

It involves the checking of the amount of light thrown upon reading material in any room by the use of an instrument called 'Light Meter,' which registers units of light. The danger of dim light on one's eyesight is pointed out. If the normal mark is not reached on the gauge, a larger globe is needed or a fixture moved. The returns from the program result in the sale of more and larger globes and increase the consumption of electricity.

Advertise Educational

Ames, Iowa.

WOL, Iowa, state college radio station, has gone into print (Idea Molders) with a booklet titled 'Educational and musical program of the school. Program broadcasts start at 7 a.m. and go off the air at 4 p.m. in the afternoon.

An average of three inches is used daily to promote the 640 kilocycle, 5,000 watt.

Second Basting Series

Dubuque, Ia.

WBKB, stumped because of inability to broadcast direct world series baseball, owing to jam as regards commercial aspect without pay, had its own party at 5:30, giving a recording of the game, play by play, as it occurred.

Figured plenty of justification for a repeat, sans delays and other interference incident to announcement of a sport. A spot on WKBK was in the same spot, as were in many other stations. It could use the play-by-play if plugging the commercial without pay, but restrained from doing so by the calling of no pay, no play.

After Conventions

Both WTL and WDRB appropriated time during the past few weeks to make a drive for convention business. In this case, Mayor, governor and many other officials gave their time to broadcast fifteen-minute speeches each day. Have already bagged one large convention for the city.



CHEVROLET

44 WEEKS WEAF-NBC

Mar. 3rd, 1933-Apr. 1st, 1934

CAMPBELL-EWALD AGENCY

and then



GENERAL TIRES

26 WEEKS WEAF-NBC

Apr. 6th, 1934-Sept. 28th, 1934

D'ARCY AGENCY

NOW



JELL-O

GENERAL FOODS

Commencing Sunday P. M., Oct. 14

WJZ-NBC COAST TO COAST

YOUNG & RUBICAM AGENCY

JACK BENNY

SAM H. HARRIS
on November 12th, will present
a play by George S. Kaufman and Morrie Ryskind
"BRING ON THE GIRLS"
with
JACK BENNY

with
MARY LIVINGSTONE

AUTHOR
HARRY W. CONN

DIRECTION
NBC ARTISTS BUREAU

PERSONAL
REPRESENTATIVE
ARTHUR S. LYONS

COMMERCIALS

WEEK OF OCT. 9

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

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); S (Saturday).

ACME PAINT
1430-W-1400
13-30-Th-WABC
Bill McNeill
Henri. B. & Mel
A & P
9-M-WF
Harry Horlick
Frank Parker
Paula & Pearl
AMERICAN
ROLLING MILLS
6-30-Su-WF
Frank Simon Ore
Bennett Chappie
B. D. D. & O.

ARMOUR
9-30-F-WF
Phil Baker
Martha Sears
Henry McNaughton
Leon Reinsch Ore
*Lord & Thomas
ATWATER-KENT
8-30-M-WABC
Richard Bonelli
J. Paternacki Ore
*B. B. D. & O.
B. T. RABBIT
1-30-Su-WF
Mary Small
Win-Wirges

annual affair, and announcers to six successive years of the college. paid neat trib- andlers for their manship in han-

**MA
WA**

**BOR
45 MI**



HOLLY

Jack and Cleo
W
9:30-10
Satu
IVORY

BOY

AND
BA
ON 7

B.B.C. N

fred a

**"TOWN HALL
HOUR OF
PORTLAND
JACK
LIONEL
JOHN**

**MINERV
EILEEN**
Material by F
Harry
Management, W
Wedne
9-10 P.M., E

MILLS and
Radio's New
Radio Ma
MARTIN

EMERSON
AND HIS ORG
HOTEL WEBB
DETROIT

ACTOR DROPS SCRIPT TO AIR CRITIC RAP

March 24th, 1944
H. B. D. & Co.
UNION CENTRAL
Linn St.
Rock & Evans
J. W. Thompson

Here and There

So-and-So trio, long on Hearst station, WCAE, have resigned to go with KDKA, Pittsburgh. With them goes Ralph Federer as accompanist and arranger.

Fred Lang gets the WCAU, Philadelphia berth vacated by announcer Butcher in favor of Lennen & Mitchell agency.

Sybil Seigel, former advertising mgr. of WNEW, New York, out of hospital after three months' siege.

Geree Tegreen is the new traffic manager at KMTR, Hollywood.

Bradley Kincaid, hillbilly singer, has terminated a 15 months' stay at WGY, Schenectady, in order to work on a commercial over WEEU, Reading, Pa.

C. A. Kracht, formerly sales director of WMCA, New York, has joined Radio Sales, Inc., CBS' spot broadcasting subsidiary, in a selling capacity.

Hollywood on the Air switched again to Friday nights. Regular Saturday program recently was skedded for Sundays but now back to Friday.

Welcome Lewis now a regular on KFWB, Hollywood, with three 15-minute sustainers a week.

Ned Midgley, Jr. of B.B.D. & Co. took a bride unto himself Saturday (6) and is making it a three-week jaunt to Bermuda.

Harold Hackett has quit the NBC production staff to agent for the Radio Music Corp.

Delegation in New York last week from the J. Walter Thompson Chicago office included Kenneth Hinks, Henry Stanton and Richard Lochridge.

Lee Armer (Southwest Network) stayed over an extra day to listen to a proposition from NBC. His stations are currently affiliated with Columbia.

WKBB, Dubuque, is readying its first mystery play offering in station annals. Home Supply Co., Dubuque, bankrolling a three-months' program, every Thursday night, with Edward Palen handling direction and talent.

Parker Smith has joined the commercial staff of WLAC, Nashville.

WSOC will celebrate its first anniversary as a Charlotte station on October 14. The station was formerly located at Gastonia, N. C. It was made an NBC affiliate on its removal to Charlotte.

Pauline Courtney, known as 'The Sunshine Girl,' appears Wednesday nights, 8 to 8.15, over WTJN, Trenton, N. J. Started three weeks ago.

Neal O'Hara, sports writer and humorist, has been engaged by Croft Brewing Company of Boston to do a series of sport talks on the New England network for Croft ale.

WHAM, Rochester, barring political talks following a controversy last fall, gives WHEC a heavy lineup all to itself.

Harold Carr, announcer and program director for WOAI, San Antonio, bound for Ciné to join WLW's production department.

Brooks Connally, announcer, and Jimmy Dupree, technician for KTSA, San Antonio, back from a World's Fair o.o., visited 12 stations en route.

Earl Rodell, ex-Chicago free-lance announcer and more lately of KTSA, has joined KTAT, Fort Worth.

Jimmy Gallagher, who nurses KTSA's transmitter, is back after nursing that injured hand received while boating on Medina Lake, near Fort Worth.

Violet Johnson, former continuity writer, KSO, Des Moines, married to Charles E. Devlin, Register and Tribune newspapers.

Harris Kirk, for past couple of years announcer at WCBM, Baltimore, has been taken to N. Y. by CBS and spotted in the production dept. Started in at new post on couple of days' notice.

Chevrolet Pays \$1,000 Each for Penn U. Games

Chevrolet has extended its football campaign to take in the Southwest Network, WIP, Philadelphia, and WWJ, Detroit. For the Philly area the auto account has tied up eight University of Pennsylvania games, paying \$1,000 for the rights to each event.

Southwest link will carry nine gridiron games under the Chevrolet label.

Collegian Gift of Gab

Charlotte, N. C., Oct. 8. WPT last week discovered a new football announcer in Skip Brown, president of the student body at Davidson College.

Fascists' Radio Ukase

Rome, Sept. 27.

A circular has recently been sent round to the secretaries of the Fascist Combattimento federations by H. E. Starace, Secretary of the National Fascist Party, calling upon them to take immediate steps with the school and local authorities in rural districts to enforce the provision that receiving sets be installed in all schools.

Fascist Party and the Ministry of Communications having brought pressure to bear on the firms making sets and the latter have agreed to supply them at reduced rates to schools and all the offices of the Party that are in close touch with the people.

WTAM's Talent Quest

Massillon, O., Oct. 8.

This town seems to have produced quite a crop of radio possibilities. A recent talent quest by Hal Metzger of station WTAM, Cleveland, uncovered James Hocks, Margaret Spangler, Helen Huwig, Paul Kelly and His Feminine Hawaiians, Thelma Walter, Eva Van Dress and the White Dove orchestra.

All these turns are slated to be tried out on the Hum and Strum program over WTAM in the future. Lincoln theatre tied-in with WTAM in the talent quest. Not reported if station will pay the acts for their Cleveland appearance.



KATE SMITH
wabc

columbia
broadcasting
system . . .

wednesday
3-4 P. M.

thursday
8-8:30 P. M.

friday
10:30-11 P. M.
e.s.t.

coast-to-coast

Management
TED COLLINS

ANSON WEEKS

and HIS CALIFORNIA ORCHESTRA

An
ORGANIZATION
THAT LENDS
DISTINCTION.



Mark Hopkins Hotel, San Francisco
Six and One-Half Years

"Lucky Strike" Programs
Twenty-one Times

Shorts for Paramount
Rivoli, New York, Now

Hotel St. Regis, New York
Twenty Weeks

Roosevelt Hotel, New York
Ten Weeks

Brunswick Recordings
Exclusively

Hotel Biltmore, Los Angeles
Four Weeks

On Road Tour
Since First of Year

Aragon and Trianon, Chicago
Six Weeks Each

Hotel Waldorf Astoria, New York
Five Weeks

ANSON WEEKS AND HIS
CALIFORNIA ORCHESTRA
HAVE PLAYED SOME OF
THE MOST EXCLUSIVE
ENGAGEMENTS IN THE
COUNTRY, for which they
wish to thank all concerned

AFTER TERMINATING A VERY SUCCESSFUL AND
HAPPY FIVE WEEKS AT THE WALDORF-ASTORIA
HOTEL IN NEW YORK, ANSON WEEKS AND HIS
COMPANY OF MUSICIANS AND VOCALISTS DE-
PART FOR BOSTON, MASS., TO PLAY A LIMITED
ENGAGEMENT OF FOUR WEEKS AT THE HOTEL
STATLER, STARTING OCT. 4th.

Direction of
MUSIC CORPORATION
OF AMERICA

FEATURING
FRANKIE SAPUTO—KAY ST. GERMAIN
BEN GAGE

Personal Manager
WALTER BUNKER, Jr.

New Business

ATLANTA

Libby-Oceans-Ford, safety glass, 26 one-minute announcements, WSB.
Beech-Nut Packing Company, eight one-minute announcements, WSB.
Atlanta Coca-Cola Bottling Company, eight one-minute spots, WSB.
Beck and Group Hardware Company, eight one-minute spots, WSB.
Bruce Terminix Company, eight one-minute spots, WSB.
Eko Garage, eight one-minute spots, WSB.
Elsworth Mould Stores, eight one-minute spots, WSB.
Florence Stone Company, eight one-minute spots, WSB.
Georgia Roofing and Supply Company, eight one-minute spots, WSB.
Rogers Stores, eight one-minute spots, WSB.
Houston Mineral Water, eight one-minute spots, WSB.
Wilson Company, eight one-minute spots, WSB.
Kerr Glass Jar Company, eight one-minute spots, WSB.
Paritan Mills, eight one-minute spots, WSB.
Perfection Stove Company, eight one-minute spots, WSB.
Brown Distributing Company, eight one-minute spots, WSB.
Union Central Life Insurance

Company, eight one-minute spots, WSB.
Dial Bottling and Brewing Company, eight one-minute spots, WSB.
Dial Radio Distributors, eight one-minute spots, WSB.
Sammy Cards, eight one-minute spots, WSB.
Sally Arvies, eight one-minute spots, WSB.
Singer Sewing Machine Company, eight one-minute spots, WSB.
Southland Ice Company, eight one-minute spots, WSB.
Stiel Brothers Furniture Company, eight one-minute spots, WSB.
Superflex Refrigerators, eight one-minute spots, WSB.
Suavite Aquarium, eight one-minute spots, WSB.
Tripod Paints, eight one-minute spots, WSB.
Walworth and Hood, eight one-minute spots, WSB.
J. Allen Smith Company, eight one-minute spots, WSB.

TRENTON

Schwaibach's Clothing Company, 15-minute musical program, daily, 7:45-8 p.m., for 13 weeks. Placed locally. WTNJ.
Williams Oil-O-Matic, daily announcements, for four weeks. Placed locally. WTNJ.
Hurley-Tobin Furniture Company, organ program from RKO Lincoln theatre, 8:30-9 p.m., beginning Oct. 13, 13 weeks. Placed locally. WTNJ.
Firestone Service Station, two announcements daily, eight weeks. Placed locally. WTNJ.
Gaity Theatre, Children's Program, 1 to 2 o'clock Saturday afternoon, 13 weeks. WTNJ.
RKO Broad Street theatre, amateur night, 8:15-8:45 Wednesday nights from stage of theatre. WTNJ.
Stacy Trent Hotel, 15-minute daily program by Adam Moore's Society Orchestra, from main-dining room, 6:45-7 p.m., booked for 39 weeks. WTNJ.

OMAHA, NEBRASKA

Colonial Benefit Insurance, five minute dramas daily except Sunday, one year, renewal. WAAW.
Omaha Standard Body Co., Council Bluffs, two minutes daily through October, renewal. WAAW.
Skinner Manufacturing Co., Ralston Bran, 15-minute health exercise conducted daily by Ed Konecny, Oct. 1 for one year. Through Buchanan-Thomson Agency. WAAW.
Union Outfitting Co., household studies, 45-minute period daily except Sunday, direct from studios in the department store building, 10:15 a.m.; talent includes Thomas Ports, tenor; Helen Corey, singer; Lyle Gordon, baritone; Bud Olson, pianist; Eva Reed, home economist; Milo Wesley of the studio announcing staff assigned permanently to program; also includes lost and found service and request period. WAAW.
Derma Helth, announcement daily except Sunday, began Sept. 10, one month. Through Buchanan-Thomson Agency. WAAW.
Oil of Salt, product of C. A. Mosso Laboratories, Chicago, announcement daily except Sunday, began Sept. 1 for one month. Through the Caples Co., Omaha. WAAW.
Omaha Retail Grocers' Association, announcement daily except Sunday, from Sept. 17, for one month, belly-holing food show beginning Oct. 8. WAAW.
All Makes Hat Factory, cleaners, new method, announcement daily except Sunday from Sept. 13 for one month. WAAW.
Omaha Terpezone Clinic, 126 Park avenue, announcement daily except Sunday from Sept. 24 for one month. WAAW.
Kellogg Co., corn flakes, three minutes daily except Sunday, Oct. 1 for one month.
Orchard & Wilhelm, furniture, three minutes daily Oct. 1-6. WAAW.
O. C. Beeman & Sons Grain Co., announcement daily, Oct. 1-6. WAAW.
Georgie Porgie Breakfast Food Co., one-half hour daily except Sunday, Oct. 1 for one year; talent, spiritual singer. WAAW.
Hart Sanders Motor Co., Ford dealers, two minutes daily, Oct. 8-13, used car sale. WAAW.
Chicago Rock Island & Pacific Railway Co., announcement daily except Sunday, Oct. 1 for one month. WAAW.
Arkina, men's furnishing store, 52 announcements, began Sept. 30, one every Sunday. KOIL.
Iowa Fruit & Produce Co., seven five-minute periods, broadcast of football score forecast by Paul Luther of station staff, Thursday at 9:45 p.m. KOIL.
Schmid, patent medicine, announcement daily except Sunday,

began Oct. 1 for six months. Through Hogan Advertising Co., Kansas City. KOIL.
National Shoe Repair, 52 announcements from Sept. 26 when scheduled. KOIL.
Elsie Gold Refinery, 52 announcements to be given two per week from Sept. 26. KOIL.
Hotel Governor Clinton, New York City, announcement Tuesday and Thursday, 16 times from Sept. 4. KOIL.
Jacobson Jewelry Co., announcement daily except Sunday, one year from Sept. 24. KOIL.
Paxton & Gallagher, grocery jobbers, 20 minutes every Saturday at 11:15 p.m. from Sept. 29, 29 broadcasts of football scores, plus program, by G. Ginger Ale. KOIL.
Piso Co., two announcements daily except Sunday, began Nov. 5 for 102 times. Through A. T. Sears & Sons, Inc. KOIL.
Standard Brigueite Co., 26 announcements. Through Potts-Turnbull Advertising Agency, Kansas City. KOIL.

PHILADELPHIA

Father John's Medicine, 52 one-minute announcements on Monday, Wednesday and Friday, placed by John Queen Agency of Boston. WCAU.
Ford Motor Company, sports talks by Top Warner, for 13 weeks. Thurs. at 8:15 p.m. Placed by N. W. Ayer. WCAU.
Packard Motors, three 100-word announcements. Placed by Young and Rubicam Agency. WCAU.
Quiet May Oil Burner, 78 daily spot announcements at 11 p. m. Katz Agency. WCAU.
Dodge Bros. Motors, six one-minute announcements, placed by Ruthraff and Ryan. WCAU.
Richfield Oil Company, 14 one-minute announcements, placed by Fletcher and Ellis. WCAU.
Gittlemen Sons, Inc. (local furriers), fashion show in Women's Club of the Air for three weeks. Wednesdays at 2:30. Direct. WCAU.
Scott's Emulsion, spot announcements twice weekly in the mornings. From Oct. 16 to Feb. 28. Marschalk and Pratt Agency. WCAU.
Kreiger Breeding Company, three announcements nightly until Feb. 17. Blow Company. WCAU.
Garner Nurseries, five-minute discs for seven times at 12:15 p. m. Northwest Advertising. WCAU.
Grollier Society (Book of Knowledge), 15 minutes on Saturdays at 6:15 p. m. contracted until Dec. 29. Features scripts show with Florence Hewitt. Arthur Sternau Agency. WCAU.
Atmore and Sons, Inc. (through John Butler, Phila), two 15-minute a.t. on Nov. 8 and 15. T. DeLoach and Frl. at 5:45 and 6 p. m. WCAU.
International Vitamin Corp., participation in Uncle Wip program for 26 weeks. JVC Pearls, New York. WIP.
Packard Motors, ten spot announcements through Young and Rubicam Agency. WIP.
Harris Mountain Products (bird food), announcements and 15-minute program featuring the Golden Bird. Placed direct. WIP.
People's Jewelry Company, Toledo, O., daily time signals for 13 weeks. Placed direct. WIP.
Jacob Horning Beer, five-minute news programs, Monday to Friday, included. Placed by John Faulkner Arndt Agency. WIP.
Gomery Schwartz Motor Company, daily spot announcements to Oct. 18. Placed direct. WIP.
Coast Plastic Studios, 15-minute program at 7:15 on Thursdays for 13 weeks. Placed direct. WFL.
Fashion Spot (furriers), daily spot announcements for one month. Placed direct. WDAS.
Hollywood Fur Studios, five spot announcements daily for 26 weeks. Placed direct. WDAS.
Italian Grocers' Assn., one-hour musical program, contracted for one year. WDAS.
Lucas Coffee Company, two announcements weekly on week to week contract. Placed direct. WDAS.
Harry Leidner (clothing), two spot announcements daily for 13 weeks. Placed direct. WDAS.
Ritz Dancing Studios, one-half hour weekly, indefinite period, in evening. No agency. WDAS.
Henry A. Hurst (notion stores), daily noncontract. Direct. WDAS.
Sears, Roebuck and Company, 38 announcements during spot foreign programs. Placed through Roden-Clements Agency. WDAS.

BALTIMORE

Standard Milling Co. (Crescent Flour), string of three weekly cooking school participation announcements. Placed by Benton & Bowles, Inc. WBAL.
Scott & Bowne, Inc., Bloomfield, N. J. (Scott's Emulsion), twice weekly announcements. Placed by Marschalk and Pratt Agency, of N. Y. WBAL.
Watch Tower, 15-minute disc, each Sunday a.m. WBAL.
Scott Paper Co. (Scott Tissue), daily announcements. Placed by Walter Thompson Co., N. Y. WBAL.
Maryland Pharmaceutical Co. (Item cough syrup), three daily announcements. Placed by Joseph Katz Agency. WBAL.
Dreemza, Inc., twice-weekly e. t. program, "Not Vilek". WBAL.
Crissy "Crystals", e. t. program daily save Sundays. "The Crystal-

liers". Placed by Abernathy Ad Co. of Washington, WBAL.
George E. Mahly Bakery, twice weekly announcements. Placed direct. WBAL.
National Brewing Co., daily announcements. Placed by Louis Spector Ad Co. WBAL.
Albert E. Goetz, twice weekly announcements. Placed direct. WBAL.
Consolidated Gas Electric Light & Power Co., twice weekly 15-minute program, "Baltimore Memories" with Meredith Janvier. WBAL.
Local Laundry, twice weekly announcements. Placed by Vansant, Dugdale & Co. WBAL.
Mitchell's Fur Co., three weekly announcements. Placed by Binery Ad Co. WBAL.
B. Mayer, optometrist, weekly announcements. Placed by Maurice Chessler Ad Co. WBAL.

ST. LOUIS

Willard Tubler, O. Chicago, reducing tablets, "The Three Hired Men", studio, three days weekly, a.m., October 1 for 13 weeks. Through First United Co., Chicago. KMox.
Plastic Mills, St. Louis, four, announcements, studio, three days weekly, a.m., Oct. 1, 13 weeks. Through Harrison, Ripley Adv. Co., St. Louis. KMox.
Skelly Oil Co., Kansas City, gasoline, "Adventures of Jimmy Allen", e.t., five days, p.m., Oct. 8, 26 weeks. Through Russell C. Comer, Kansas City. KMox.
La M. Stewart, Inc., St. Louis, used cars, on "The Laugh Clinic", studio, three days, Oct. 3, 4, 5. Direct. KMox.
Bulora, New York, "Time Signals", e.t., two daily, p.m., Sept. 30 until further notice. Through Blow Co., New York. KMox.
Commonwealth Loan Co., St. Louis, "Old Bill", studio, three days weekly, p.m., Oct. 1, 52 weeks. Through Schaeffer, Brennan, St. Louis. KMox.
Thornton & Minor Clinic, Kansas City, announcements, studio, two days weekly, a.m., Oct. 2, 26 weeks. Through R. J. Potts & Sons, Kansas City. KMox.
Father John's Medicine, Lowell, Mass., time signals, studio, daily, p.m., Oct. 1 to Nov. 21. Through John W. Queen, Boston. KMox.

SEATTLE

Citrus Soap Co., series of five-minute discs, Oct. 1, 4, 9, 14. KOL.
Germania Tea Company, 20 announcements. KOL.
Gilmor Oil Co., series of five-minute discs, Oct. 2, 9, 11. KOL.
Vincent Kraft, 13 five-minute discs. KOL.
Scott, series of 33 announcements, Oct. 1 to 9. KOL.
Paramount Theatre, sponsorship of KOL's daily "Carnival Hour" program, starting Oct. 8.
Westerman's, seven spot announcements, Oct. 3-5. KOL.
Adlerika Co., 15 minutes of live talent each Tuesday and Thursday, 33 broadcasts in series, starting Oct. 16. KJR.
American Cracker Co., series of 52 quarter hour live talent programs, running three per week. KJR.
Carter Medicine Co., series of 68 one-minute discs on KJR and 75 on KOMO, Sept. to March.
Paget Mills Co., advertising to old contract of half hour program each Sunday over KJR, to run indefinitely.

CHARLOTTE, N. C.

Tezaco, Ed Wynne, show starting Oct. 2. WSOB.
Gennessco Aky, 52 announcements. WSOB.
Beck-Nat, Red Davis sketches, three times a week starting Oct. 1. WSOB.
Stonewall Dry Cleaners, 12 announcements. WSOB.
Charlotte Merchants' Association, 34 announcements. WSOB.
Plough, half an hour each Monday night. WSOB.
M. B. Smith, jewelers, 13 announcements. WSOB.
General Foods, Jack Benny and dance band. Sunday nights, beginning Oct. 14. WSOB.
Bishop Dair, 30 announcements. WSOB.
Carolina Office Supply Co., Charlotte, N. C., series of daytime announcements. Monday, Wednesday and Friday until further notice, began Sept. 15, 1934. Placed locally. WBT.
Cyster Company, Kansas City, Mo., 26 quarter-hour evening transmissions Thursdays, Oct. 4, 1934, through March 28, 1935. Placed by Radio Sales, Inc., Chicago. WBT.
Horwich Pictures Corporation, Charlotte, N. C., 100-word evening announcements until further notice, beginning Sept. 26, 1934. Placed locally. WBT.
Norwich Pharmaceutical Co., Norwich, New York, 26 100-word evening an-

nouncements daily, beginning Oct. 29, 1934. Placed by Radio Sales, Inc., New York City. WBT.
Pontain, half hour each Sunday night. WSOB.
Scott Paper Co., New York City, 43 100-word announcements, one day and two each evening, beginning Oct. 14, 1934. Placed by Radio Sales, Inc., New York City. WBT.
Seminole Paper Co., Chicago and New York, four 15-minute evening transmissions, Thursdays, Sept. 28, 1934. Placed by Paris & Peart, New York City. WBT.
Southern Public Utilities, Charlotte, N. C., extension contract for three daytime programs each week until further notice, beginning Oct. 1, 1934. Placed locally. WBT.

BOSTON

Beauticians, Incorporated, 52 five-minute programs, Wednesdays, beginning Oct. 10. Through Ingalls Inc., Boston. WNAC, WORC, WMAS.
Paramount Baking Co., 26 30-minute programs, Sundays, starting — (Continued on page 51)

Columbia Broadcasting System
Presents

THOMAS "FATS" WALLER

"Radio's Harmful Little Armful!"
On Entire Columbia Network
3 TIMES WEEKLY
ALSO IN THEATRES
Sensational Victor Record Releases
Direction
PHIL PONCE

ABE LYMAN

AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST

WABC—Tuesday, 8:30 to 9 P.M., DST
(Phillips Dental)

WEAF—Friday, 9 to 9:30 P.M., DST
(Phillips Milk)

LEON DELASCO

ARMOUR HOUR
WJZ—9:30-10 P.M.

OPENING OCT. 18, CASINO DE PARRIS
COAST-TO-COAST
COLUMBIA BROADCASTING SYSTEM
Solo Direction, HERMAN BERNIK
1619 Broadway, New York

JACK DENNY

AND HIS ORCHESTRA

Conoco Oil
Wed., 9 to 9:30 P.M.
WJZ

EDDIE PEABODY
Versatility in Entertainment
Personal Direction
HAROLD F. KEMP
NBC ARTISTS SERVICE

Giersdorf Sisters
"CHESTERFIELD"
Monday, Wednesday, Saturday.
WABC—9:30 P.M.
Columbia Broadcasting System

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



MGM STUDIOS
CULVER CITY, CALIF.

Tommy "Ceell" MACK
COLUMBIA'S CREATIVE OMIC

Opening Shortly in Lew Brown's "Calling All Stars"
WITH GEORGE GIVOT
EVERY TUESDAY
WABC, 10:30-11 P.M.
COAST-TO-COAST
Management
HERMAN BERNIK
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

RAY HEATHERTON
Broadcasting
Mondays and Wednesdays, 11 A.M.
Fris-Naptha, WJZ-NBC
Direction: NBC Artists Bureau

LOOK AT HIM! COLUMBIA NETWORK—MON. NIGHTS AT 9:30
JESSE BLOCK and JIMMY EYE
DIRECTION WILLIAM MORRIS AGENCY

GREENWAY
HELD OVER THIRD WEEK
(WEEKS NEXT: 2ND OCT. 12)
CAPITOL, NEW YORK

Chi Stations Seek 20% Boost in Rates as Biz Crowds Transmitters

Chicago, Oct. 8. Station managers locally are beginning a drive to raise rates in Chicago. There has been sporadic talk regarding possible rate increases in the past few months but under the crush of competition the boys have failed to get together. But the phones are buzzing again and it's likely that a meeting will be held either this week or next on a general policy of rate boosting.

Station managers have been yelping for some time now that Chicago rates are far out of line in comparison with towns of much smaller populations. Towns such as Minneapolis, St. Louis, Kansas City, Detroit, Cleveland, have rates equal to or more than the top Chicago stations with a listening potential two, three and four times greater than any of these other midwest towns.

This is the yelp of the local managers and they are angling now for a 15-20% hop in general rates. Top rate now is \$500 on the NBC station, WENR. Next is the Columbia station, WHBM at \$450. And in the \$450 slot are WMAQ, KYW and WGN, the Chicago Tribune station. Tribune outlet's \$450 is figured as a national rate and has a local rate considerably lower, the only top station with a local rate in Chicago.

It is figured that the rate should be boosted to between \$575-\$600.

Ives to WHAT

Philadelphia, Oct. 8. Anice Ives, local home economist, has transferred her show to WHAT, after three years with WIP and WLIT. Gal's radio club has the largest membership here, totalling 15,000. Show airs each morning at 10:00.

Miss Ives was the recipient of the coveted Philadelphia Award (Bok Prize) last year for her work with shut-ins and in aiding needy families in Philly and vicinity.



Tickling the Nation's Funny Bone OVER THE WORLD'S MOST POWERFUL BROADCASTING STATION

"Lizzie Tins" and "Mrs. Emma Potts"

The uplifters of Monkey Hollow, "way down South" broadcast exclusively for WLW. The fan mail of these two popular characters—old troupers both—indicates an amazing listener interest. People everywhere respond to the inimitable negro dialect and highly original and amusing episodes. This attraction over WLW is available for commercial broadcasting.

From the sound of footsteps
to a symphony orchestra...



talent and production facilities cover
the gamut of radio entertainment...

New Business

(Continued from page 50)

Nov. 18. Through David Malkiel, Boston. WAAB.

Lever Brothers (Lifebuoy Soap), 65 five-minute electrical transcriptions. Tuesday, Thursday, Saturday, beginning Oct. 2. Through Ruthrauff & Ryan, N. Y. WAAC.

Gordon's Waxing Shop & Commercial Breeding Co., 13 broadcasts. Tuesdays. Through Harry M. Frost, Boston. WAAB.

H. Porter Distilling Co., 33 temperature reports, daily, renewal effective Sept. 29. Through H. B. Humphrey, Boston. WNAC.

H. P. Hood & Sons, 308 15-word cut-ins. Monday, Thursday, Saturday, starting Oct. 1. Through Harry M. Frost. WAAB.

Dr. McKnight, Inc., 39 weather forecasts, Tuesday, Thursday, Saturday, starting Oct. 2. Through Leonard Etherington, Boston. WAAB.

Spencer Shoe Stores, nine high school football scores, beginning Oct. 6. Through Chambers & Wiswell, Boston. WNAC.

W. F. Schraft & Sons Corp., add stations WORC and WICC; 13 half-hour programs starting Sept. 29. Saturday, through Doran & Co. WNAC, WEAN, WMAS, WDR, WLBS, WORC, WICC.

J. J. Fox Furriers, 35 weather forecasts, daily, starting Oct. 1. Through Alfred Rooney, Boston. WAAB.

Bond Electric Co., 13 15-minute electrical transcriptions, Wednesdays, starting Oct. 3. WNAC.

Prince Macaroni Mfg. Co., 728 15-word cut-ins, twice daily, starting Oct. 3. WAAB, WEAN, WICC.

Raymond's, one 15-minute program Oct. 8, and 15 announcements starting Oct. 4. Through Joe Saxe, Boston. WEEL.

Giant Stores, 12 announcements starting Oct. 6. Through H. M. Frost. Co., Boston. WEEL.

DUBUQUE, IA.

Skelly Oil Co., quarter hour nightly for 26 weeks, transcription, "An Adventure of Jimmy Allen." Placed direct. WKBB.

Eichleider Bros., Chicago, Ill., and Black Forest Village, Century of Progress, 13 weeks, one announcement daily. WKBB.

Lorans Laundry, 52 15-minute transcriptions, renewal. WKBB.

Hartman's Furniture Co., 52 15-minute noon, inquiring reporter, renewal. WKBB.

Hotel Julien, Dubuque, two announcements daily. WKBB.

Dubuque Bakers' Association, 12 15-minute announcements and transcriptions, three weekly. WKBB.

Trousch Baking Co., 52 15-minute nightly, transcription. WKBB.

Rhomberg Fur Co., 52 15-minute periods, three weekly, transcription, renewal. WKBB.

Jenny Wren Co., eight two announcements daily. R. J. Potts & Co., renewed. Placed direct. WKBB.

Platteville, Wis., merchants, 52 one-hour daily variety. WKBB.

Kraft Clothing Store, 78 announcements. WKBB.

Melo-Cream Donuts, 13 weeks, daily announcement. WKBB.

Rooster Flow Mills, 13 weeks, daily announcement. WKBB.

Big Shoe Store, till forbid, daily announcement. WKBB.

Goodman Jewelers, 28 weeks, daily announcements. WKBB.

Home Supply Co., 13 weeks, one-half hour weekly, mystery play, local talent. WKBB.

HARTFORD

Richfield Oil Corp. of New York, 65 time broadcast, Monday to Friday, inclusive; air adventures of Jimmy Allen, transcriptions. Placed by Fletcher and Ellis. WDRG.

Albert's Radio Company, 52 Saturday afternoon broadcasts of Don Giovanni, singer. Placed direct. WTIC.

Carlton Hovey Company, Cherry Pectoral Medicine, 156 50-word announcements, daytime. Placed by Broadcast Advertising. WDRG.

Recall-United Drug, five one-minute night time announcements, electrical transcription. Placed by Street and Finney. WDRG.

Dog Welfare Association, of Connecticut, four 15-minute broadcasts. Placed by Helen I. Williams. WDRG.

Salz Style Shop, Hartford, starting Oct. 12, 13 15-minute broadcasts, High Hilarities, electrical transcription. Placed by Julian Gross Agency. WDRG.

LOS ANGELES

Dodge Bros., Calif. dealers, Tuesday, Thursday, dramatic serial, starting Oct. 16, six months, 12 stations. Don Lee Coast chain.

CINCINNATI

Smith - Kasson Co., department store, sponsoring new series of Sunday night sports interviews via e. t. WKCY.

PORTLAND, ORE.

Dodge Brothers Corporation, six two minute announcements. Placed by Ruthrauff & Ryan, Inc. KGW.

New System Laundry, announcement service. KGW.

Dr. Harry Bender, dentist, three announcements daily on news broad-

NBC Angling for Program Control With Chi Talent-Script Showings

cast for one year. Placed by Adolph Block Agency. KGW, same on KEX.

Meier & Frank, announcement service. KGW and KEX.

One Price Gown Shop, four announcements daily. Placed by Mary Portland Agency. KGW.

Jantzen Beach, daily announcement service. KEX.

Blue Danube Gardens 15 minute broadcast, three times weekly, until cancelled. KEX.

Oregon Hotel, dance band program, three times weekly. KEX.

Limestone Products, Inc., 13 five minute programs, one month. Placed by Gerber & Crossley Agency. KEX.

CHICAGO

Nu Enanti Distributing Company, weather reports three times daily. Direct. KYW.

Olson and Ebann, time signals, six times daily. Direct. KYW.

Gordon Clothing Company, seven 15-minute periods weekly. (Harry Atkinson Agency.) KYW.

Midcontinental Petroleum Company, weather reports six times daily, starts Oct. 18. (R. J. Potts Agency.) KYW.

Harding Hotel Company and Restaurants, renewal, Oct. 28, for another year, Sundays 4:00-4:15. KYW.

SAN ANTONIO, TEX.

Karotkin Furniture Company, 360 spot announcements on 52nd anniversary sale, 10 a day for 30 days. Phisuek Advertising Agency. KONO.

Zerbst-Ullipia Cold Remedies, St. Joseph, Mo., 300 correct temperature spot announcements, five daily. Placed direct. KONO.

Firestone Tire & Rubber Company, 10-time signals daily. Placed direct. KONO.

KFAB'S FOOTBALL SPONSOR

Lincoln, Oct. 8.

KFAB here aired the Nebraska-Minnesota football tussle on the Swede grid Saturday (6) with the Gooch Milling Co. here sponsoring. Understanding was that no cost was hung on the arrangement by Minnesota athletic officials and the only charge was for the station time and wire.

Harry Johnson, sports announcer, did the chatter with Al Poska, Dee Dirks and Bob Jensen, operator, assisting. Estimate the audience was larger than any other single broadcast in two years.

RICKENBACKER'S SHIFT

Los Angeles, Oct. 8.

After resigning his berth as production manager at KIH a couple of times and changing his mind, Paul Rickenbacker finally makes it stick.

He is now on the CBS Coast staff as producer for George McGarrett, west coast program director.

Chicago, Oct. 8.

NBC has come around to the idea of "showings" of talent and program ideas for the sponsors and advertising agencies. Will run a 60-minute show each week, displaying scripts, twists and performers.

All material and talent is under contract to NBC and may be bought by the sponsors but only under the agreement that the shows go on NBC.

Other studios in town have previously operated these general auditions but they have never caught on, the boys soon tiring of that weekly grind. This is entirely different from vaude which is based on the regular routine of showing nights to dig up new talent, ideas.

It represents the latest move on the part of NBC to take an active hand in the building of radio shows going over its wires. In the past few months the network has become frightened at the trend of agencies and sponsors to build their own shows and use the network purely as a mechanical medium.

Paul Bronson Fatally Injured in Auto Crash

St. Paul, Oct. 8.

Paul Bronson, 35, prominent in northwest radio, died Sunday (7) night from a skull fracture suffered in a traffic crash 18 hours before.

Bronson, who was known nationally as a sports authority and football announcer, was production manager of KSTP at the time of his death. He had handled the mic for important football broadcasts since 1928.

Widow, a son and a daughter survive.

Arnold Hartley at WCAU

Philadelphia, Oct. 8.

Coming to WCAU on Oct. 12, is the studio's program department, replacing Arthur Bryan who leaves the day previous, is Arnold Hartley. He's former program director of WGES, Chicago, and WIND gang.

Scheduled to handle all WCAU script jobs with production assignments on new commercial shows.

Another WCAU addition is Fred Lang of WNAC, who arrived last week to fill the announcing job vacated by Blayne Butcher, now with Lennen and Mitchell.

Rajput Back in Chi

Chicago, Oct. 8.

Dr. Joachim or Rajput as he's known on the ether returns to WEBM here on Oct. 15, on a new series for Dr. Owens toothpaste.

Will be a three times weekly ride.

LEON BELASCO

With His Augmented

ORCHESTRA

OPENING

Casino De Paree

NEW YORK

October 18th

BROADCASTING
COAST-TO-COAST
Columbia Broadcasting System

ARMOUR HOUR with
PHIL BAKER—WJZ—9:30-10 P.M.

SOLE DIRECTION

Herman Bernie, 1619 Broadway, New York

SEPT. BIZ OK. DISKS NOT SO

Sheet music business held up nicely through September until the final week. From then on it's been a nip-and-tuck affair, with no new hits in sight to help jack things out of the rut. Dealers in the mill areas felt the rub in a big way during the textile strike, and it isn't expected that this source will start any heavy reffiling of the sheet racks for at least another two weeks.

The mechanicals seem to be little other than keeping time until Decca has released its initial list. Victor says that it will stand pat at 75c with its name band records, while Brunswick is reserving its announcement of changes in price policy, if any, for the time being. In September the Casa Loma band, now a Decca affiliate, led the Brunswick list, while Ray Noble did similar honors for Victor.

With the sheet contingent the big upshot of the month was 'Two Cigarettes in the Dark' (DeSylva). 'Love in Bloom' (Famous) maintained for the second month a nifty selling pace, while 'Moon Glow' (Mills) did enough of a steady turnover to rate it seventh place. Other runners-up for September were 'Pardon My Southern Accent' (Berlin), 'For All We Know' (Feist), 'With My Eyes Wide Open' (DeSylva) and 'The Very Thought of You' (Wiltmark).

Turn of the month found three tunes coming along nicely. They are 'One Night of Love' (Berlin), 'Blue in Love' (Famous) and 'Lost in a Fog' (Robbins).

Chi Looks Up

Business continues to climb in this territory both for sheet music and disks. This is a regular occurrence at this time of the year, but at present is more heartening than it has been in some time past. Discs particularly are feeling optimistic with record sales far ahead of any mark since 1930. Phonograph companies believe that they are finally seeing light, especially since many of their sales are going to individuals and not to the automatic machines for restaurants, cafes, etc. Automatic sales still rate high, however, figuring about 40% of the total record biz.

'Love in Bloom' remains the high tune on the pop line-up, outselling its nearest competitor by one to three. Coming up fast is 'I Saw Stars' and figures to be the new winner. Not on the main list, but close up are 'Love in Bloom', 'We Know', 'Very Thought of You' and 'Moon Glow'.

Coast Discs Down

Failure of the three major recorders to come through with any new hits had wholesalers and retailers singing the blues during September, although his held fairly strong. In the sheet music field not a single hit song came through.

Columbia, which is fast passing out of the picture, sent two new records by Benny Goodman and his orch., and these were speedily gobbled up by the trade. Bing Crosby platters again dominated the disc field, and his 'Love in Bloom' continued the outstanding seller both in sheet form and on the Brunswick folio.

Trade is anxiously looking forward to the advent of Decca on Oct. 15, with upwards of 500 recordings as its initial blast.

YAKIMA STICKUP

Yakima, Wash., Oct. 8. Just after L. H. Huffman locked up the Mayfair Club the night of Sept. 30, a man knocked on the door and called out that he had left a package.

Huffman unlocked the door and was held up by a revolver pressed against his body. Huffman and another man in the place were herded back to the cash register, from which the bandit took \$232 and made his escape.

Aggie New York Welcomes

HAL KEMP

and His Orchestra

making mighty music at the Hotel Pennsylvania and via NBC facilities.

As usual, they feature the tunes of the times, for example:

"I SAW STARS"

"LOST IN A FOG"

"WHAT ABOUT ME"

"WILD MONEY"

"A NEW MILE IS OVER MY SHOULDER"

ROBBINS
MUSIC CORPORATION
799 SEVENTH AVENUE
NEW YORK

SEPTEMBER MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING SEPTEMBER BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE 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 Saw Stars'	'Two Cigarettes in the Dark'	'Two Cigarettes in the Dark'
Song—No. 3	'Two Cigarettes in the Dark'	'I Saw Stars'	'I Saw Stars'
Song—No. 4	'I Only Have Eyes for You'	'I Only Have Eyes for You'	'I Only Have Eyes for You'
Song—No. 5	'I Never Had a Chance'	'All I Do Is Dream of You'	'Pardon My Southern Accent'
Song—No. 6	'Cocktails for Two'	'I'll String Along With You'	'For All We Know'

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	'Out in the Cold Again', 'Learning' (Casa Loma Orch.)	'I Saw Stars' (Fredly Martin Orch.)	'Love in Bloom' (Bing Crosby)
BRUNSWICK—No. 2	'Don't Let It Bother You', 'When He Comes Home to Me' (Leo Reisman Orch.)	'The Breeze' (Anson Weeks Orch.)	'King Kamahameha' (Ted Fio-Rito Orch.)
BRUNSWICK—No. 3	'Then I'll Be Tired of You', 'I Saw Stars' (Fredly Martin Orch.)	'Two Cigarettes in the Dark' (Casa Loma Orch.)	'I Saw Stars' (Fredly Martin Orch.)
BRUNSWICK—No. 4	'For All We Know', 'When You Were Smiling on Mother's Lips' (Hal Kemp Orch.)	'When the Moon Shines on the New Moon Day' (Fredly Martin Orch.)	'Maunaloa' (Ambrose Orch.)
BRUNSWICK—No. 5	'Two Cigarettes in the Dark', 'Here Come the British' (Glen Gray Orch.)	'When You're in Love' (Russ Columbo)	'Give Me a Heart to Sing To' (Bing Crosby)
BRUNSWICK—No. 6	'I Only Have Eyes for You', 'New Moon Over My Shoulder' (Anson Weeks Orch.)	'Love in Bloom' (Hal Kemp Orch.)	'Two Cigarettes in the Dark' (Casa Loma Orch.)
COLUMBIA—No. 1	'Two Cigarettes in the Dark', 'Fortune Teller' (Johnny Green Orch.)	'Hot Lips' (Henry Busse Orch.)	'Take My Word' (Benny Goodman Orch.)
COLUMBIA—No. 2	'You're a Builder Upper', 'Just That Way' (Henry King Orch.)	'Two Cigarettes in the Dark' (Johnny Green Orch.)	'It Happens to the Best of Friends' (Benny Goodman Orch.)
COLUMBIA—No. 3	'It Happens to Best of Friends', 'Take My Word' (Benny Goodman Orch.)	'Pardon My Southern Accent' (Irving Aronson Orch.)	'Moon Glow' (Benny Goodman)
COLUMBIA—No. 4	'Two Cigarettes in the Dark', 'It Was Sweet of You' (Frank Parker Orch.)	'Fun to Be Fooled' (Henry King Orch.)	'All I Do Is Dream of You' (Henry Busse Orch.)
COLUMBIA—No. 5	'Pardon My Southern Accent', 'You First Ate an Olive' (Irving Aaronson Orch.)	'You're a Builder Upper' (Henry King Orch.)	'I Ain't Lazy' (Benny Goodman Orch.)
COLUMBIA—No. 6	'A New Moon Over My Shoulder', 'The Tajmahal' (Johnny Green Orch.)	'Take My Word' (Benny Goodman Orch.)	'I've Got a Warm Spot in My Heart for You' (Ben Pollack Orch.)
VICTOR—No. 1	'Very Thought of You', 'I'll Be Good Because of You' (Ray Noble Orch.)	'Two Cigarettes in the Dark' (Jerry Johnson Orch.)	'I Never Had a Chance' (Eddie Duchin Orch.)
VICTOR—No. 2	'I Never Had a Chance', 'Dust on the Moon' (Eddy Duchin Orch.)	'I Saw Stars' (Paul Whiteman Orch.)	'Two Cigarettes in the Dark' (Jerry Johnson Orch.)
VICTOR—No. 3	'Love in Bloom', 'Straight From the Shoulder' (Paul Whiteman Orch.)	'The Very Thought of You' (Ray Noble Orch.)	'Beach Boy' (Paul Whiteman Orch.)
VICTOR—No. 4	'Moon Glow', 'Matraz' (Cab Calloway Orch.)	'Love in Bloom' (Paul Whiteman Orch.)	'My Dear' (Jan Garber Orch.)
VICTOR—No. 5	'I Saw Stars', 'I'm Counting on You' (Paul Whiteman Orch.)	'I Never Had a Chance' (Eddy Duchin Orch.)	'Midnight, the Stars and You' (Ray Noble Orch.)
VICTOR—No. 6	'Then I'll Be Tired of You', 'Have a Little Dream on Me' (Fats Waller Orch.)	'Pardon My Southern Accent' (Paul Whiteman Orch.)	'I Only Have Eyes for You' (Eddy Duchin Orch.)

NIGHT CLUB REVIEWS

BEVERLY-WILSHIRE

LOS ANGELES

Beverly Hills, Oct. 4.

Snoozy Beverly Wilshire imported the Vincent Lopez orchestra to open the fall season. For draw purposes, it was a good move. Hotel had the Arnheim combo last season with the exception of a few fall-end weeks. Lopez and his band satisfy the customers who find the brass instrumentation a novelty compared to the Coast's sweet music combo. How long the loud playing remains a novelty is another question which will be answered when Lopez' original six weeks are up.

Hotel is the only spot in or around L.A. where those who have it to spend can loaf on Sundays. Recently the class Victor Hugo restaurant completed a new building in Beverly with the hope of coming slightly off the high horse by installing a name band and dancing. Before the building was completed, city fathers passed an ordinance that dancing would be permitted in hotels only. Beverly is the only hotel in the class suburb. So flame it out.

Business has been near capacity in the 600-seater since Lopez arrived. Band is here for around \$2,000 weekly, which is a good nut for any local establishment to crack. Nite Coast network is the air outlet, with Lopez also doing a weekly commercial for Milt Coffee, Cal.

Hollywood Rest, N. Y.

A Broadway landmark by now and well known to out-of-towners, the Hollywood, after re-decoration, has prepared for the fall rush with a new show. It's a swell ad for the place and will benefit a lot from favorable word-of-mouth, which, coupled with service, quality of food and refreshments, should give the spot business in spite of the tremendous capacity embodied in part

by close but comfortable grouping of tables.

The show stars Lillian Roth, with a line-up of talent supporting that rounds out a smart floor show. Charlie Davis and his orchestra remain over with this new revue until Rudy Vallee gets back from the Coast in November.

New show is along spectacular lines, staged by Danny Dare with lyrics by Dave Oppenheim and music by Michael Cleary. It is preceded by a warmer-upper in the form of the very clever marionette of George Switzer and Alex Kahn, with m.c. assistance from the floor by Jerry Lester. The puppet show is on the stage portion behind the band and high enough up that no one can miss it. 'Mae West gone simple', 'Rudy Vallee at home', 'Singing Man on the Flying Trapeze', a scene between Garbo and Durante, and a bit in which an opera prima donna does vocal acrobatics are in the routine. The act is a curtain-raiser that provides a smart touch of novelty.

Floor show itself is long, but not cumbersome nor slow, having plenty of talent and a lot of production background. It starts out with the girls behind a drop on the stage, openings for heads and one leg going with lyrics that whet the interest in what's to come. Coming down on the floor, numerous girls step out for specialties, including Betty Reed, aro dancer; Virginia Vaughan, with a rhythm tap routine, and Eileen C. Connor, ballerina. This dancing foundation is topped by Miles and Koger, topnotch adagio team. With the man among the best of adagio handlers, the Miles-Koger routines have both snap and beauty, besides being built along lines that are different.

The Four Diplomats provide that Yacht Club touch, with three numbers that sell. They are 'The Customer's Always Right', a gentle audience-riber, a number about (Continued on page 65)

Stairs a Factor in Md. Band Dismissal

Baltimore, Oct. 8.

Harry Migkins, operator of the Baldwin, nitery inagerstown, Md., is in the hospital with a broken arm, leg and collarbone. Injuries were incurred last week when he ejected the orchestra that for some weeks past had been ensconced in his establishment.

Seems the agency that had booked the orchestra in complained to Migkins that commissions had not been forthcoming and that the muskies refused to cough up any coin. Migkins asked for another aggregation, and that night herded up the band and its instruments and hurried the outfit out.

In his hurry in giving the crew the rush, Migkins toppled down a flight of stairs and sustained the broken bones.

Lutz as Busse Rep.

Chicago, Oct. 8.

Sam Lutz leaves the local music field to go with Henry Busse as business manager and personal representative.

Lutz was with the Engel firm here.

Wilson's N. Y. O. O.

Meredith Wilson, NBC's general musical director out of San Francisco in New York yesterday (Monday) from the coast via the Canal for his annual vacation in the east. Wilson will look around for a couple of weeks before going back.

Ozzie Nelson unveils at the New Yorker tomorrow (10).

Mal Hallett opens at the Roseland ballroom tonight (9).

NAT'L BOARDS GET 1ST PEEK AT MUSIC CODE

Copies of the final draft of the music industry's code will not be submitted to the publishers' organizations until after the document has received a going over from the various national boards coming under the NIRA. These coteries represent the labor, the consumer and the employer divisions.

P. A. Murkland, deputy NIRA administrator, whose authority extends over all publishing industries, figures that time would be saved by first putting the music code through this inter-board scrutiny. Code as passed by them will be the version that will be submitted to President Roosevelt for approval.

SALESMAN WANTED

YOUNG MAN WITH ORCHESTRA CONTACT TO SELL.

Nationally Known Tailor-Made Suits, Tux and Band Outfits

\$21.50 to \$39.50

J. B. SIMPSON, Inc.
19 West 34th Street
NEW YORK

ELENORE WOOD

EXOTIC DANCER

Held Over Paradise Restaurant
Broadway at 49th Street, New York

Disc Reviews

By Abel Green

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.

- 2 Cigarettes in Dark
- So Still My Heart
- I Saw Stars
- Lost in Fog
- One Night of Love
- Isn't It a Shame
- Pardon Southern Accent
- Love in Bloom
- Only Have Eyes for You
- The Continental
- Very Thought of You
- I'll Close My Eyes
- Stars Fall on Alabama
- New Moon Over Shoulder
- For All We Know
- Learning
- Out in Cold Again
- Give Heart to Sing To
- Ma Cha Cha
- I'm Lonesome Caroline
- If I Had a Million
- Rain
- Sweetie Pie
- Touch of Your Hand
- What Difference Day Made
- You're a Builder Upper
- Blue in Love
- Don't Let Bother You
- Quiet of Autumn Night
- I'm in Love
- They Didn't Believe Me

Henderson-Kohler Foxing

Hollywood, Oct. 8. Ray Henderson and Ted Koehler have been engaged by Fox to write the tunes and lyrics for six musicals.

This is Henderson's third trip to Fox. First with DeSylva, Brown & Henderson as producers. Last year he was here for the 'Scandals'.

Edgar Benson has tied up the club bookings at the Waldorf-Astoria for a period of two years. Franchise was formerly held by the NBC Artists Service.

One N. Y. hotel spot is said to have offered a band a contract for a 30% kickback on future earnings for the next two years. The hotel (or some exec within the ranks with a chiseling eye) proceeds on the theory that the hotel's radio wire is a valuable builder-upper, and that the resultant popularization should yield big returns for the future.

On this theory some argue that apart from the big name bands who are big, and enjoy a rep for reasons all their own, none of this etherizing from hotels, nite clubs, etc., no matter how intensively it's been done, has proved of commercial value. It may have made the name of the band a bit better known, but it's not resulted in the bands becoming attractions and thus increasing their own incomes. There is quite a bit of statistical evidence to support this premise. It doesn't apply to Whiteman, Lombardo, Casa Loma, et al., who are draws regardless, but a host of bands in the intermediary hotels, nite clubs, restaurants, etc., who, on the air from four to eight times a week, haven't been able to cash in on the ether rep, either through a radio commercial or otherwise.

Jack-Mills is publishing four of the tunes that Lucienne Boyer is doing in 'Continental Varieties.' One of the songs, 'Hands Across the Table,' got its initial airing in this Broadway melange. Mills has also obtained the publishing rights to the score for the new Paradise restaurant floor show by Sammy Stept and Ned Washington, as well as the tunes turned out by Ed Delange and Joe Myrow for the Delmonico cafe's revue. Will Hudson, composer of 'Moon Glow' and 'White Heat,' has signed an exclusive contract with Mills Music, Inc.

Right now Robbins Music Corp., although affiliated with Metro and controlled by that company, has a 100% popular catalog. Only picture songs current are the 'Merry Widow' tunes and these are characterized as reprints by Jack Robbins.

Robbins has sailed on a recuperative health and business trip to Hollywood, via the Canal, in order to get a line on some future Metro film-sung songs.

Phonographic records to preserve the vanishing languages of Pacific Coast Indians are being made by Dr. Merz Jacobs, University of Washington anthropologist. Using special recording equipment, Dr. Jacobs and Orin Johnston, University student, made a tour of Indian villages, inducing tribesmen to speak and sing in their native tongues.

Melody News, house organ for Mills Artists, Inc., and other Irving Mills enterprises, made its debut last week. Initial issue was in standard newspaper tab format and ran eight pages. Ned Williams is the editor. Paper contains news matter pertaining to other than Mills artists and song publications.

'Stars Fell in Alabama' is one of the few instances of a pop song deriving its title from a book publication. (Ferrari & Rinehart.) Many film and play title ditties, but rarely literary—'Inspired.'

WAWO! NEW PIANO

Colonial Spinnet Model Reaches Coast Show Rooms.

Los Angeles, Oct. 8.

First of the new Spinnet colonial type grand pianos, just put on the market by Mathusek, of New York, has reached the showrooms of the Southern California Music Co.

First new piano model to be turned out in some years, this Spinnet, because it is designed primarily for colonial types of homes, will be only sparingly stocked.

Abe Meyer Moves For World Film Rights to Operas

Hollywood, Oct. 8.

Abe Meyer has been named Hollywood rep by eight of the largest international music publishers to negotiate world picture rights for operas. Firms for which he will deal are G. Ricordi of Milan and New York, controlling the works of Puccini and Verdi; Elkan-Vogel of Philadelphia; publishers of Ravel and Debussy music; Robbins Music Corp.; De Sylva, Brown and Henderson; publishers of much of Broadway show music; Salabert, of Paris; E. F. Kalmus; Sonnemann, and Southern Music Publishing Co.

These firms control majority of copyright operas and classic and semi-classical product.

First deal by Meyer, who also heads the Meyer Synchronizing Service, is with Paramount, which will use arias from 'Rigoletto,' 'La Tosca' and 'Il Trovatore' in its picture, 'Enter Madame.'

New Nitory Opens in Seattle Sans Dancing

Seattle, Oct. 8.

Davey Jones' Locker, managed by Larry Gutterston, son of Mischa Gutterston, band leader, and associated in ownership with the Locker in Spokane, is Seattle's latest nite spot.

Tom Kelly, emcee, with small band and several acts, too, but sans dancing. This because no license had yet been obtained for beer-cabaret operation.

Inside Stuff—Music

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Publishers Want to Drop ASCAP Suits, but Society Won't Listen

Pros

Fellows that do the contacting of bands and performers for music publishers don't want to be referred to as song pluggers. Tag, they say, carries a stigma with it, and they would prefer to be known as 'professional men.'

Several of them propose to bring the matter up when their newly formed association, Professional Music Men, Inc., holds its next meeting. They will urge that the trade papers be petitioned to refrain from using the word 'song plugger.' Dubbing them 'professional music men' or 'publishers' contactees' would be of help to them in their dealing with the networks and ad agencies, the proponents of the petition aver.

American Society of Composers, Authors' and Publishers, which is being sued in several different actions by the Robbins, Sam Fox and E. B. Marks music pub. firms—all of them publisher-members of the Society—is said to be making overtures to settle the suits. Composers, however, are adamant. In going through with the proceedings, now that they've been started, until full satisfaction of all claims is made.

In Robbins' suit against the ASCAP, the examination of officers before trial has been going on secretly in the Society's chambers. Thus far Gene Buck and Louis Bernstein have been examined. E. C. Mills and Saul H. Bornstein not yet, but will be, if and when necessary.

Matter has been adjourned until November. Trial was to have come up this month in the N. Y. Supreme Court.

In all instances the publishers are asking for increased classifications in the ratings of ASCAP on allegations of seniority and importance of their performed songs. Copyrights, Robbins also asks for royalty dividend arrears through having been demoted on an alleged technicality because the copyrights were not properly vested in Robbins Music Corp.'s name but in that of Metro-Goldwyn-Mayer Distributing Corp. Since then MGM (which owns 51% of Robbins) assigns its copyrights to Robbins; but first-copyrights—all the songs in its own name as a means to protect itself on all public performances when Metro pictures are released abroad. Through this, the misunderstanding between Robbins-Metro and ASCAP arose.

BALTIMORE N. G. FOR 'STORMING NAME BANDS

Baltimore, Oct. 8.

Though it never attained major importance, locally, the once fairly active promoting of nationally known name bands for single-night dance engagements has just about ceased as far as Balto is concerned.

During the summer only Don Redmond came through, and his outfit engaged but a fair gate. Prior to that Casa Loma played a college prom in May. Last winter was far from great shakes for the one-nighters.

This fall and approaching winter look most barren. There isn't a single promoter at present around town nor on horizon with plans of bringing the name aggregations for a quick in and out. Even like Dixon, colored dancehall booker, who in the past has dished out more dough than in his white rivals for muskling outfits, having in the Callows, Ellingtons, et al. (using Negro outfits exclusively) as often as they were available for colored hooch one-night jubilees, has slowed up so considerably he is almost at a standstill.

Frats, sororities and clubs which in the past, through their large memberships and consequent big underwriting powers, were able to have the top-holders dish the damnation for their shindigs, have been using, and plan to use in future, local or regional orchestras, which they can obtain for unimportant coin.

Niteries ditto, but that is largely characteristic of 'em here. Lord Balto hotel has Sleepy Hall outfit at present, but the others are currently offering and planning to offer in future just fair bands without any rep, figuring they'll build following when installed. Operators of the spots figure such crews are proportionately more profitable than expensive name acts.

FRANK GRAVES CHARGED WITH ABANDONING SON

Albany, Oct. 8.

Frank Graves, former Albany orchestra leader who sued Paul Whiteman over the title 'King of Jazz,' is under arrest here on a charge of abandoning his seven-year-old son, Raymond, on the steps of a Boston church. A warrant, issued in Boston, was forwarded to Albany police. It is charged that Graves took the child to Boston, placed him on the church steps with a note asking priests to care for him and then returned to Albany.

Graves has been released in \$2,000 bail, pending a hearing in Police Court Oct. 25. Boston authorities say they will ask that he be extradited to stand trial.

The former band leader has been driving a truck for an Albany liquor store.

BALTO MUSICIANS ASK GOVERNMENT SUBSIDY

Baltimore, Oct. 8.

Local No. 40, Musicians' union, has approved a drive currently under way on an impetus of a recently formed group of artists, painters and sculptors, called Artists Association. Group has joined with the local Federation of Architects, Engineers, Chemists and Technicians, to petition the FERA officials in Washington to inaugurate civic projects that will give work to the musicians.

The musicians here are seeking government-buick, work, the union avers. Instead of direct relief, and want the FERA to undertake establishment of amusement centers in which the musicians can supply entertainment to those on relief rolls, for which it is proposed that the entertainers come into direct recompense coin.

Similar plan was outlined last December, when civic leaders here approached the NRA officials in Washington with the proposition that unemployed musicians should be paid to provide entertainment in hospitals, orphanage and aged homes during the holidays. At that time all unemployed musicians were to be spotted and the union itself didn't initially propose the plan, but endorsed it. Project collapsed before it bloomed.

Paige Plays Chinese

Hollywood, Oct. 8.

Raymond Paige orchestra of 35 men goes into the Grauman's Chinese as a stage attraction when house reopens, possibly Oct. 18, as a three-a-day first run, playing U. A. and 20th Century product. Paige combo will play a 30 min. program at each performance. 'Affairs of Cellini' (U. A.) set for opening attraction, with 65¢ top nights and 40¢ mats.

Goodmans Lose Boy

The Al Goodmans lost their 14-year-old son Saturday (6) following a second emergency operation and blood transfusions at Doctors' hospital, New York, as the result of complications resulting from an appendicitis operation. Goodman's only other boy died some time ago. His third child, a daughter, now married, recently made Goodman one of the youngest grandpops on Broadway.

Lud Gluskin Brunaukel, since taking over the Columbia label, is building up Lud Gluskin and his Continental orchestra for the smarter dance tunes. Col. 2551-2 couples two waltzes; and 'The Continental' from the RKO picture, 'Gay Divorce,' with the traditional Mexican 'La Cucaracha' on the other. Latter couplet is in 4-4 tempo, Chiquito warbling the original Mex lyrics, but it's played in a strict fox-trotology. The waltz duo is 'Moonlight on the River Danube,' smartly attuned to the current Viennese waltz revival trend, backed by another picture song, Victor Schertzinger's beautiful 'On Night of Love' from the Col. flick of that name.

Jeanette MacDonald Whiteman-Marek Weber More Viennese waltzing on Victor 24723, with the co-star of Metro's 'Merry Widow' singing the titular waltz and the equally classic 'Villa.' Miss MacDonald in fine, full-range soprano, which the skillful Victor waxing has caught nicely, is backed up by the M-G-M orchestra, batoned by Herbert Stothart of the studio's composing-orchestral staff. Of course, Franz Lehár, if he or his original Viennese libretto collaborators ever hear the new Lorenz Hart lyrics, may wonder, but it was Metro's idea to refurbish the 1905 operetta success with some 1934 tin-palleteyop.

In similarly enterprising manner Victor has issued on No. 24728 its best 'Merry Widow' waltz recording by the Continental Marek Weber orchestra, 'canned' abroad some years ago, but now endowed with new label and the Metro derivation, just to keep it up to date. Similarly, Paul Whiteman's previously recorded and still corking fox-trot version of 'Waltz with Jack Pulton vocalizing, has been revived for the companion piece.

Phil Regan Now ballyhooed during his Hollywood novitiate and buildup as 'the Brooklyn singing cop,' Phil Regan, who's been around the N. Y. airwaves for not little time up until Warner Bros. gave him his debut opportunity, returns on Columbia 2948 with a pair of picture songs out of Metro's 'Student Tour' (Frederic Brown). They are 'The Fat Man' and 'New Moon Over My Shoulder,' which Regan bawls in more than adequate fashion to orchestra accompaniment.

Henry King The disk tick-tack-toeing of artists moves King back to Columbia with four nifty fox-trots in the equally nifty King style of dancipation. No. 2949 is 'Don't Let It Bother You' and 'A Needle in a Haystack,' both out of 'Gay Divorce' (Radio pic), but respectively authored by Gordon-Reed and Madison-Conrad. Joseph Sudy vocalizes. Col. No. 2950 pairs 'What About Me,' by Schwartz-Dietz, but not from any show or picture, with 'Wish Me Goodbye—Kiss Me Goodbye' (Ager-Davis), one of the best of the new crop of fox-trot ballads. Same goes for the first, but the latter has a fox-trot on the ball that should make it last.

Rudy Vallee Victor 24723 holds 'Strange' and 'P. S.—I Love You' two of the smoothest fox-trot ballads on the market, fittingly interpreted by the Connecticut Yankees, with Vallee vocalizing per usual.

Andy Iona-Sol K. Bright Distinctive Hawaiian music by these two combos. Andy Iona and his Islanders are on Columbia 2953 with 'I've Found a Little Grass Skirt' (Johnny Noble-Harry Owens) and 'For You a Lep' (Hayett-Noble), wherein Iona, Sol K. Bright, Allen Ila and Dan Stewart vocalize as featured members.

Victor 24734, by Sol K. Bright and his Hawaiianians, includes a trio in the novelty instrumental version of 'Little Grass Skirt' paired with 'Malihini Mele' (R. Alex. Anderson).

Jan Garber This band has been coming along in great style, developing itself in more than one way, so that on Victor 24730-1 they register handsily with the quartet of foxes, all in different style. 'Rain' is almost classic in its prayer for the elements to relieve the drought. It's by Billy Hill and Peter De Rose, distinguished for their quiet-humorous, but it's more than just another 'billy' tune. 'Blue Sky Avenue' from U's 'Gift of Gab' is another worthy fox. 'Wild Honey' and 'Just Once Too Often' on No. 24731 are brisker dance tunes. Lee Bennett vocalizes in all instances.

Joe Roman's orchestra at the Hotel Charlotte, Charlotte, N. C., which recently went under new management, Joan Wells, who left a Florida church choir to join the band, is torch singer.

3 Southern Par Affiliates Form Own Booking Office; Charlie Mack Heading

Charlotte, N. C., Oct. 8.

Wilby-Kincey, Palmetto Amusement Co., and North Carolina Theatres, Inc., all Paramount operating affiliates, are jointly opening their own booking office here. Charlie Mack will head it.

Besides booking its own affiliated theatres, of which about 20 play stage shows, the office will enter the general booking field with a view of supplying vaudeville, units and tabs for the whole south.

The 20 theatres with which the office starts out are two and three-day stands. Legit road shows and musicals are also contemplated, with the first deal in that field likely to bring the Walter Hampden repertoire company down south for a tour of short dates.

Mack has been a freelance booker and producer of units down here for the past two years. He formerly headed the Michigan Vaudeville Managers' Association in Detroit. The local booking office deal was set last week, with Mack in New York at the time on a booking trip.

PAR, B'WAY, TO STAY STR. PIX

Any possibility of the Paramount on Broadway returning with stage shows before Jan. 1 is now cold. When the house went straight films in the fall it was in the nature of an experiment and doubtful as to time due to uncertainty of screen product.

Operators now say they are satisfied with the product outlook until the first of the year at least.

Woolfolk 'Drunkard' Show for Midwest

Chicago, Oct. 8.

Boyle Woolfolk is adding another 'Drunkard' type show, 'Gaslight,' to the Midwest times in Wisconsin and down state Illinois. It's a 50-minuter with a cast of 10 and opens at the Fargo in DeKalb, Oct. 10.

His spook shows playing the Wisconsin and Illinois country towns are still in the money. Other 'Drunkard' show in the territory at present is booked for the B&K houses in town.

SUES SIAMESE HILTONS ON CONTRACT BREACH

Kansas City, Oct. 8.

Suit for \$900 was brought yesterday by the Dulinsky Brothers, theatre operators, against Daisy and Violet Hilton, Siamese Twins, charging breach of contract. Petition stated that the Twins had contracted to appear at the Electric theatre, St. Joseph, Mo., September 28, 29 and 30, with a provision in the contract that they would not perform at any other place in that town for 30 days.

Hiltons did not fill their date at the Electric, but a few days later appeared at the Frog Hop, a nitery.

They are showing at the Tower here this week and their salaries have been attached by Dubinsky Bros.

SPIITALNY BACK IN CHI

Chicago, Oct. 8.

Leopold Spitalny is returning to the Chicago theatre on Friday (12) for two weeks as guest conductor.

Spitalny filled the batonist post here for seven consecutive years. He parted with B & K three years ago.

AFA WILL FEED SOPHIE TUCKER ON HOMECOMING

Sophie Tucker is due back from Europe Nov. 1. Her first date on her return will be a fortnight at the Chez Parée, Chicago, commencing Nov. 7.

On the evening of Nov. 3 the American Federation of Actors will toss Soph a welcome-home dinner at Mecca Temple, New York.

RKO N. Y. BOOK ADDS N.E. SPOTS

RKO adds two full weeks to its New York vaude book commencing Oct. 19 by process of moving Boston and Providence from the RKO Boston office book to that of Arthur Will.

Both towns have been doing satisfactorily with moderate priced five-act shows since opening a couple of weeks ago. Will made a trip last week to look 'em over, result being a decision that they belong on the regular New York book, rather than under Doc Breed in the Boston office.

Move won't alter the budgets.

Rand's Bubble Copyright

Chicago, Oct. 8.

Due to a number of copy acts already on the boards Sally Rand has had her bubble dance, copyrighted.

Attorneys drawing up the papers are Louis Handlin, Miss Rand's New York attorney, and the firm of Winston, Strawn & Shaw, her Chicago legal representatives.

Dowling-Dean Dates

Chicago, Oct. 8.

May Dowling goes to Wyoming next week for a month's booking at the Paradise nitery in Cheyenne. Shannon Dean heads the new show at the Southway cafe here.

Hershey, Pa., Vaude Actors' Paradise Until Social Boner Crabbed It

By JOE SCHOENFELD

Hershey, Pa., Oct. 8.

Here in Lebanon Valley in the Blue Ridge mountains, about 130 miles from New York, lies the best equipped town for show biz in the United States. It is like a madman's dream come to life amongst the tiny population of 2,200 worshippers of M. S. Hershey, the candy guy.

In the past year this town has gained the rep of the 'prize vaudeville date,' but being a Utopia for the variety actor is just a part of its theatrical bliss. It has everything else for the amusement of its population with the possible exception of a self-operated radio station.

Two little theatres, two film houses, vaudeville, a huge ballroom, an ice palace, four golf courses, football and baseball fields, an amusement park, zoo, indoor and outdoor recreation centers and indoor and outdoor swimming pools are represented on its amusement roster. These attract visitors from three nearby states, New York, Maryland and Connecticut. Its direct draw is from 26 surrounding counties with a population of 2,000,000.

This town that chocolate built advertises its amusement and resort features in 26 newspapers during the late spring and summer, going as far afield as Baltimore, but not including the 'home-state-city' of Philadelphia.

2,200 People, 16,000 Seats

Most remarkable thing about this town of 2,200 natives is that it has a capacity for 16,700 persons in its theatres, ballroom and ice palace alone. The Community Theatre (open all year with vaude and pictures) seats 1,900; Community Little theatre (amateur theatricals), seats 600; Industrial School theatre (amateur theatricals), seats 1,700; Park theatre (films), seats 1,800; Ice Palace has a 4,000 capacity.

while 7,500 people can crowd the ballroom.

No exact check has ever been made on the greatest number of people drawn to Hershey Park, where almost all of the outdoor recreational facilities, ballroom, Park theatre and ice palace are located, but it is estimated that 75,000 persons were there on the busiest Sunday last summer. There's no entrance fee into the park, but everything else costs the visitor something, including the zoo, which costs \$15,000 yearly to operate and grosses hardly half this amount via a 10c admission fee.

Included in the park is an 18-hole public golf course; swimming pool accommodating 5,000; water toboggan; heating and canoeing; roller coaster; merry-go-round, acrobatics and ferris-wheel rides for children; mill chute; penny arcade; miniature railway; baseball diamond and tennis courts; shooting gallery; skee ball; aquarium, open air concerts and a cafeteria seating 1,000. The park covers 1,000 acres of the 12,000 acres on which the town of Hershey, the Hershey factories and dairy farms stand.

In the center of the town is the Community Building, a six-story clubhouse which houses the vaudeville theatre, the little theatre, 5,000-volume library; gymnasium and indoor swimming pool, a cafeteria and a restaurant, game rooms, a hotel portion of 125 rooms and a 25-bed hospital.

The Community theatre in this building, completed a year ago, where vaudeville is played for three days (Thursday, Friday and Saturday) and straight pictures the rest of the week, is one of the finest equipped in the country, rivalled only by the Music Hall in Radio City. The lighting system is operated by a remote-control switchboard which has 88 circuits against the 30 or 40 usually found in

(Continued on page 57)

WARNING

"The Bubble Dance"

As Originated and Presented by

SALLY RAND

At the 1934 World's Fair "A Century of Progress"

Is Fully Protected by Certificate of Copyright Registration in the Copyright Office of the United States, Bearing Registration Number 5021

The name, the routine, the choreography and the properties used are fully protected. Any infringement of any part of this dance by any individual performing, or any person, firm or corporation employing an individual performing this dance, or any part of it, will be prosecuted to the full extent of the law; and injunction preventing performance will be invoked.

LOUIS HANDIN, Attorney, New York City

NEW TAGS FOR SHOW BIZ

See Reopening of Practically All Of the Vaude Provisos in Pic Code

Washington, Oct. 8. Reopening of practically all of the vaudeville provisions of the film code is in the offing, according to indications in NRA circles, but general revision of the pact does not seem probable unless the Code Authority submits formal demands for complete overhauling.

Remembering that the whole matter is in the hands of the Code Authority, Division Administrator Sid A. Rosenblatt, before flying to the Coast to address the American Federation of Labor convention, said that changes in vaude clauses are almost certain, but declined to specify subjects due for alteration. Believed, however, that NRA will approve changes which will lighten the payroll burden and simplify enforcement.

Although Equity and Chorus Equity have fought persistently against proposals of vaudeville managers since the code went into effect, it is reported in inner circles that both organizations are willing now to make some concessions. Rosenblatt is expected to discuss this phase of the matter.

Reopening of practically all approved codes is certain to take place within a few months as a consequence of reorganization of the Recovery machine and the need for drafting permanent legislation, but the specific prospects for the film code remain wrapped up in wholesale uncertainty about actions of the new National Industrial Recovery Board.

Drastical hour-shortening under virtually all codes is believed inevitable under the revised setup. Labor will make a concerted drive for mandatory 30-hour week laws in Congress this winter, but President Roosevelt and his advisers, while agreeing that cuts are necessary to make further inroads on unemployment, desire to retain a degree of flexibility under future laws. As a result, it appears beyond question that the new board will try and work down hour figures in codes before Congress convenes in order to stave off a campaign for rigid limitations in all industries.

Word has gone around in film circles, it is reported here, that producers can make a big hit with the White House if they voluntarily suggest that code hours be chopped 10% and wages kept at the present weekly level. Exhibitors, however, are expected to fight any step which would raise the payroll load in their end of the business.

Elder Michaux Winds Up N. Y. Dates With Weak Garden Blowoff

Elder Michaux, the colored revivalist from the banks of the Potomac with quite a radio following, wound up a week of sessions in New York Sunday (7) by holding a meeting in Madison Square Garden. Nightly sessions in Harlem built to capacity and Saturday night there was an overflow in the rain. About 4,000 attended the Garden night meeting, disappointing.

Michaux had promised to expose "Father Divine's" rival revivalist in Harlem, but the lure appeared not strong enough. Elder spoke too long a sermon, saving the punch stuff for the last 20 minutes. Plans to extend the Harlem campaign another two weeks were proposed yesterday (Monday).

Chi Capitol Returns

Chicago, Oct. 8. Capitol, key southside Warner house, returns to vaude for a three-day week-end stay. Will start off with a policy of name bands. Mark Fisher orchestra leading the parade. Booked by Charlie Hogan of the local William Morris office.

WOOLY VAUDE

Coast Wild Western Tours Hawaii Territory for 10 wks.

Los Angeles, Oct. 8. Ten weeks tour of the Hawaiian Islands will be made by a wild west and vaude show recruited hereabouts by E. K. Fernandez. Principals sailed from here last Saturday (29).

WILL MAHONEY IN ENGLISH PANTO

London, Oct. 8. Will Mahoney has been contracted to play pantomime at the Palace, Manchester, during the Christmas holidays. Means a run of about 11 weeks.

Mahoney is the first American comic to get an engagement in England in pantomime, an annual and popular theatrical venture here.

LOEW'S NOW 'N' THEN VODE BOOK GETS BUSY

Loew spreads out on its 'now and then' vaudeville book next week, with the stages lighted in five of the seven towns on that book. Only Waterbury and Norfolk are without stage show bookings in the busiest week thus far for the new-and-dancers.

The towns running next week, and their shows, are: Hartford, 'Flowery Music Hall Follies'; New Haven, Barney Rapp's orchestra; Worcester, Ted Lewis; Bridgeport, Bert Smith unit; Richmond (Va.), 'Spices of 1934'.

Infrequency of shows in the seven towns has been due to the policy of unit shows only, with an insufficient number of intact acts available.

Flame Dancer Page To Head Yates Unit

Chicago, Oct. 8. Hopping out of the Fair, Muriel Page is taking her flame dancer into an all-girl unit being built around her by Irving Yates.

Miss Page opens the unit in the east on Oct. 19 for a route through Warner, RKO and Loew houses. Yates was in town last week to set the deal.

Cross to K. C.

Kansas City, Oct. 8.

Newton Cross will be resident producer on the Kansas City Symphony orchestra broadcasts, which start Oct. 14 for a Sunday night series. Walter Crake of Street and Finney agency is in Kansas City until after the first program, however.

Louis K. Lipsett, head of the sponsoring firm, United Drug, will speak from Boston for three minutes on the opening program. Line charges reported as \$450.

Akron's Tentative Vaude

Akron, Oct. 8. Palace, after a number of failure films, resumed stage policy October 6, when the Mavis Frothingers opened for four shows. Management uncertain whether the new policy will be permanent. It's the only stage show in town.

MODERN LABELS ON OLD STYLES

Showmen Dressing Up Standard Type of Shows with Fancy Monickers—New Covers on Fairs, Carnies, Vaude, Units, Burlesque

DISGUISES

Chicago, Oct. 1. Throughout show business there is an upheaval in the style of exploitation on standard forms of entertainment, and particularly a change in the old-time labels for these branches of show business. Theatres, circuses, fairs, burlesque, carnivals, and the entire stream of show types are finding that the time has come to alter the old names, to dress old styles in new finery. Basically, it may be the same kind of entertainment, but it's being sold as a drastic innovation.

Vaudeville hopefuls have been looking for a new tag for the past five years, ever since vaude took that dive almost into extinction. It now appears that the name which will replace vaudeville may be 'musical hall,' even though the policy is still the same as the old vaude shows, and without the addition of the dine and dance angles.

Unit, as a name, is strictly out for that has a certain chill. To the trade it is simply the most useful tag to identify a certain style of show. But theatre managers are generally billing units as revues or in some cases as 'follies.'

No More Burlesque

Burlesque is generally passing out as a tag. Managers in this field are cudgeling their brains to think up a title that will not have the evil sound which shadows over the name of burlesque. In this town shambles is a new tag for burlesque. And in spots where the house has become identified with burlesque entertainment, they are letting the name of house stand alone as the advertisement. Thus the Star and Garter here advertises only the name of the house, but it's still burlesque.

Fair recreatives are generally dropping the name of fairs for their annual festivals. They are thinking of new labels for an entertainment that's as old as the hills. After all these years the public has become tired of 'fair' and are seeking their amusement at festivals now called 'home-comings.' At bottom, that county 'home coming' week is still the same old county fair, but the new handle is giving it a new flavor.

Carnivals are not being called carnivals any longer, especially where they are sponsored by organizations. They are being called anything but carnivals, due to the bad taste which carnival rackets have left in the mouths of the public and because carnies have been banned in a great many cities. Through various new tags these carnivals are attempting to crash into here-fore banned towns, but in most of these cases the new label doesn't fool the police force. But 'festival,' 'Coney Island,' 'portable amusement park,' and other tags being attempted.

In general these new labels are being attached to forms of show business which are comparatively ancient. Vaudeville, burlesque, carnivals and fairs. The newer types of show biz, such as pictures and radio, are fresh when placed alongside of the outdoor and older indoor entertainments.

Collette Lyons Goes Legit

Collette Lyons of vaude goes into Lew Brown's 'Calliope All Stars,' which opens on or about Thursday, giving at the Hollywood, New York. It's her first show.

RKO Adopts Indie 2-for-1 Gag; Asking Acts to Play Rochester, Syracuse (10 Days) for Week's Salary

Won't Spoil 'Em

After given last week by an up-state New York vaudeville manager in turning down a reputedly good unit offered by his booking office:

"I don't want this show, he said, 'because everything I'll play after that will look bad.'"

Casino Sending Show Unit Out, As Rose Objects

Casino de Paris is sending out its first edition of the Broadway nitery's revue as a vaudeville flash act via the William Morris office. To this Billy Rose, who is engaged in legal imbroglio over salary and contract matters with the C. D. P. syndicate, takes legal exception, and his lawyer, J. T. Abels, has notified the circuit heads and booking offices of possible legal complications. Rose's material, it is alleged, will be utilized without authorization. Meantime Abe Lastfogel of the Morris office is priming the Casino de Paris revue with Cardini, Saxon Sisters, Lucille Page, Ritz Bros. and others. First three acts were in the original show.

Rose contends that the pop songs in the show are restricted as to their performing rights by Rose in placing the material for publication with the music firms.

HOW PATSY CHANDLER'S 'HOLDUP' STUNT MIFFED

Baltimore, Oct. 8. Patsy Chandler, former local college athlete and now nitery m. c., attempted a self-publicizing stunt that was worked quite effectively here three years ago by the late Richie Craig, Jr. But it scored as an error for Patsy.

Last week, while playing the Baldwin cabaret in Hagerstown, Md., Chandler allegedly drove his car to the outskirts of town, parked it in a lone, defied his trousers and paced the highway back through town's main drag and into police headquarters where he claimed he was held up, pulled out of his pants, and turned loose while the stick-up guys made off with car.

The magistrate in court sniffed a gag somewhere, and after noticing that the m. c.'s shorts were starched and creased, said he disbelieved the yarn and thought it pure fabrication for publicity. Further said he would order no hunt for the 'hold-up' men, and wound up by fining Chandler \$25 and court costs for parading the streets modestly attired.

Rand in Dept. Stores

Chicago, Oct. 8. Sally Rand will play a route of six dramatics stops in six mid-west towns. Then completion of trip at the Chicago exposition. In each town she will hold a fashion show. This follows Miss Rand's check as a fashion show builder for the Fashion Store locally.

She then goes into the Tausche restaurant, New York, with her public and her dancers.

RKO has adopted a show-buying method for Syracuse and Rochester that heretofore has been confined to the indie booking field. It's the gag of two-for-one, offering acts one week's salary to play both houses for a total of 10 days.

Along with this twist, RKO is also trying for an all-time low budget for itself on out-of-town houses—\$2,000 for five acts for the 10 days. At an average of 15 people per show, this would give each performer \$13.33, from which must come agent and booking commissions and fares before the actor can hope to realize the \$7.50 daily salary net required by the vaudeville section of the Motion Picture Code.

Keith's, Syracuse, has been open for a couple of weeks, while the RKO house in Rochester resumed vaude Friday (5). Former is a three-day first-half, while latter is a full-weeker.

RKO's economy - budget vaude shows were first initiated early last summer at the Tiliou, Coney Island, where acts were paid-off mainly in sea-breezes for a week end date that called for five shows a day. In August RKO resumed vaude in a few New York theatres on a half-week basis at apices for five acts, but raised the ante slightly because it came too close to code minimum.

Both Syracuse and Rochester were in straight pictures for some time. Bill Howard is booking both spots.

VAUDEVILLE SET FOR AVON BARD

Chicago, Oct. 8. Shakespeare is going into vaude houses as a 45-minute act following the click of this idea at the Globe theatre in the Merrie England Village at the World's Fair. Did the most consistent business at the exposition, with rave notices right down the line.

Particularly going for this already nationally-known company are theatres located in college towns. Under the plan the company can do a different show every day or do four different shows each day. Universities are backing the idea, many of them having already contacted their local theatre requesting booking of the World's Fair Shakespearean players. And several have promised actual support by making attendance at the theatre for Shakespeare plays a requirement among students as part of their regular English literature course.

Musicians' Ruling Slap at Units, but May Help Vaudeville

Seattle, Oct. 8. With new union dictum that equal number of local handmen must be on the payroll when traveling band comes to theatres, effective Oct. 15, a shakeup is likely for unit type of shows.

That is likely to be made vaude acts and not at least bands.

Maye Back in Vaude

Back in Hollywood after a year in Hollywood and bus. George Maye is returning to vaude in a new act.

Mary, Fadden is popular with the folk to have good people in support of Maye.

UNIT REVIEWS

SIDEWALK CAFE

(COMMUNITY, HERSHEY, P.A.)
Hershey, Pa., Oct. 5.

This is one of the nicest units in the way of scenery, costuming and special musical score grilling in a long time. Given an overhauling in its one deficiency, comedy, it can and should play anywhere but in the larger de luxers. And only lack of time-strength can keep it out of the latter.

Clarence Gaskill provided the special music, well danced to and well sung by exceptionally good talent, including Benny Ross and his femme stooge, Maxine Stone; Sharon DuVries, a dancer-comedienne personality to be heard from, and the Wheeler Twins, also dancers of merit. Unit's one weak spot lies in the comedy of Allen, Edwards and Reese, who are not sufficiently hokey to give the minnie revue what it needs most.

A 16-girl line of Chester Hale dancers represent a chorus tops in looks and cohesive ability. They are further aided and abetted by superior costuming, soaking with each of their four routines, especially in the closer. In the latter each girl bears two dolls in a Dutch number that gives the stage more flash and color than can be seen in a month of orthodox vaude shows.

Unit opens with a cafe scene, Ross, who m.c.'s the entire production, delivering the initial special number. This theme is carried throughout the 52-minute running time, deviating only for the bits in one and two by Ross and Miss Stone and the two-boy girl trio. Latter are on for semi-knockabout comedy and one "Strange Interlude" bit which doesn't hold anything worth while except the girl's obviously fine talent.

Miss Stone plays a funny sleepy-head role in all of her bits with Ross, who, besides a good baritone voice, has an aptitude for light comedy.

Highlight of the unit is Miss DeVries in a hoke imitation of Mary Garden doing an operatic piece. She throws everything she has into this bit and everything is a worthy of a strong laugh. Here, however, she was playing to an almost empty theatre and the response was not what it should have been. In all the unit contains 27 people, including a music director, and shapes up as a worthwhile flash. It presents few dull moments in its 52-minute running time. *Scho.*

Darktown Scandals

(ORPHEUM, LINCOLN)
Lincoln, Sept. 30.

Jack Schenck's "Darktown Scandals" breaking in here has the framework of an ok colored show, carries 42 people, three new sets, plenty music and dancing. Needs whitening in a few spots, but the three days here have whipped out a lot of the kinks. First show went overboard on time and ran about 75 minutes, an unheard of length at these prices (40c); on

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HELD OVER SECOND WEEK (OCT. 12)

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HELD OVER THIRD WEEK (OCT. 5)

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Direction SOL TUREK

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closing day time had slipped to an even hour and tempo speeded.

Solid socks: Ida Cox, who has all the dope on her 'man' and freely tells the neighbors. Dixiana Troubadour (saxophone) with the ever popular "MacDonald's Farm" and Hokey and Wokey, dance team. All were so spotted in the bill that they picked up the lag and dusted off new interest in good shape.

Frances Robinson, prima donna, gets going with "String Along" and begs off with "Coffee in the Morn." She's a well set up high yellow gal and she jelled. Sam Robinson and Willie Davenport, comics, got over fairly well with the usual crack shooting, but Coleman Titus monologued and sang near the opening and faltered. A Dixie version of the painted dolls' wedding is the closing flash and neat.

Cutting could come freely in the chorus numbers. Needs heating a little.

Show is owned by Jack Schenck, with Lawrence Timbers ahead. Dick Hoffman of Billy Diamond's office is personal representative.

Stan Stanfield's ork backs the opus musically. Business boomed here with a football Saturday helping. Biggest b.o. take since stage shows came in, with top boosted from 25c to 40c for this show.

Barney.

OLSEN-JOHNSON

(PITT, PITTSBURGH)

Pittsburgh, Oct. 5.

Here's a show that requires no apologies. Of course, it's all Olsen and Johnson, which is just what it should be. Boys work like couple of day laborers all the way through, hardly off the stage a minute, and their energies don't go unrecruited.

Show, breaking in here, is for most part an entirely new setup, although Olsen and Johnson have retained several bits from their "Take A Chance," including the stockade scene, the "Turn on the Light" number in the box and "You're an Old Smoothie," which Johnson puts over in okay fashion with Dorla Caron, of the Caron sisters, last-minute additions to the unit. It's okay, though, because few here have seen these bits. When "Take A Chance" opened here, it was called "Humpty Dumpty" and such a turkey then nobody saw it anyway.

Olsen and Johnson call their offering "Cavalcade of Fun" and it doesn't miss its billing by much. It starts off in A-1 fashion and keeps on the move for 40 minutes, with few if any soft spots. A little tightening here and there still needed, but that should be easy. Not comics carry the brunt of the burden and how they keep up the pace is one of life's little mysteries. But they do, and that's all that matters.

"Cavalcade of Fun" for most part is a series of Olsen-Johnson idiocies, but several specialty acts manages to register, too. There's a band, 12 Admirals, that starts working in the pit and winds up on full stage for musical interlude during which stars get in their piano-song specialty. Cute Caron Sisters, who went into the show from a local nitty, click in two spots with their hey-hey song and dance routines, while Cliff Crane, working near the

end, comes up with a show-stopper in his eccentric legology.

Also a fellow around who does a "Chas Chase while standing, but audience comment on the match-chewing was unfavorable, a number of spectators confessing to weak stomachs. Finale brings on a number of crackcrack formula dancing specialists and whole thing is going at top speed at the curtain.

Olsen and Johnson at 15c—that's top at opening—is something that town has never seen. Last time here they brought \$150 in two-day vaude at Davis. But boys are using this as a tryout date, on percentage, and figure it's worth it. Capacity at opening performance.

Cohen.

Saranac Lake

By Happy Benway

Ben Shaffer walking around, but very weak.

John Loudon, after this long in bed, up and around.

Palace theatre, Lake Placid, had a nice "in-the-black" summer season.

Fred Rith lost ten mauls and grew a 'stash to hide the fact. Now on a hash and hen fruit diet.

Raymond Ketcham will hospital a mess of knife. Is booked for the 'rib' op.

Robert Farley, accompanied by his two brothers, lurching downtown. First out-of-bed in a year. Since Jacomora's (Ruth and Bill Morris, Jr.), Saranac's leading dress shop, closed, the natives here are now Sears-Roebuck shopping.

J. G. Taylor Spink, general manager of the Sporting News, is added to the membership in our Good Samaritan Club.

Tiny Armstrong (Three Arm-strings) still at the general hospital, trying to mend a broken arm.

Nite clubs dwindled down to a pair that still feature entertainment, the Overlook Inn and the Mt. Baker Club. During the summer months fifteen were in session.

Dr. George Wilson has his eye on Leonard Grotte's tonsils.

Wally Heron, w.k. is the amateur theatrical field, left this burg for Georgetown University, Washington, D. C. Looks like the boy will be a medic.

Jimmy Marshall, ex-N.Y.A. patient who continued his soaking at his private camp on Lake Rainbow this summer, left for N. Y. on the O.K. side.

Dr. Aaron Opher, of the Temple Emmanu-El, gave an interesting lecture at the O.K. "Palestine of Yesterday and Today."

Mannie Lowy and frau returned from a Maine vacation. They were Rudy Vallee's for a week at the Connecticut Yankee camp.

Wanda DeVon, wife of the late Mannie LaVine, is now soaking at the Rutland sanatorium, Rutland, Mass.

Mrs. William Morris, Saranac's "mother," has been voted president of our "Good Samaritan Club." It was unanimous, some even voting twice.

New routine of patients meeting to voice their feelings, with Dr. Karl Riesel in the pres. chair, is causing a world of peace of mind and happiness.

Sylvia Abbott is a newcomer at the lodge, arriving from Liberty, N. Y. Miss Abbott is a pianist.

Joe Dabrowski, newcomer, has been shot out of bed for a one-meal routine in the big dining room, with mild exercise.

Leo Massimo left for N. Y. and Washington, D. C. He is an absolute arrested case and will soon resume the bull-fiddle.

List of showfolk patients at the N.Y.A. lodge and elsewhere:

NVA Lodge: Thomas Abbott, Sylvia Abbott, Fred Bachman, Happy Benway, Betty Blair, Marya Black, Charles Bloomfield, William Canton, Jack Casey, Fila Climax, Joe Dabrowski, George De Carlton, Frisco DeVere, Robert Farley, May Fischer, Bert Ford, Robert Gascoigne, Hazel Gladstone, Chris Hagelodon, George Harmon, Ruth Hatch, Robert Heney, Irving Horn, Betty Huntington, Amelia Johnson, William Kelly, Raymond Ketcham, John Loudon, Robert Merrick, Armand Monte, Richard Moore, Danny Murphy, Jack Nicoll, Joseph Parker, Louis Theingold, Nellie Quailly, Ford Raymond, Fred Rith, Jackie Roberts, Leon Sampson, Ben Shaffer, Doris Shraga, Isabelle Sussman, Tommy Vicks, Catherine Voegelie, Tom Temple, Margaret Newell, Gladys Palmer, Ethel Childs, Harry Barrett, Charlie Barrett.

NEW ACTS

GUY KIBBEE

8 Mins.; One
Chicago, Chicago

Kibbee is making a big blunder by coming out on the stage without an act. He's old-timer enough in show business to know that what he is doing is not an act but just an excuse to grab a couple of bucks. It stands to reason that the public is going to resent this imposition and it's bound to hurt Kibbee in his pictures. It would have been better if he stayed in Hollywood.

Why should a performer who knows the stage so well come out on that stage and mumble a few meaningless cracks and think he can get away with it? If Kibbee were not a picture name and he were going to try vaude he would have made certain he had some kind of an act before he ventured forth.

Kibbee comes out on the platform and says he's not going to talk about Hollywood, which is the cue for the band leader to ask some stupid questions about picture people and Kibbee making a couple of wisecrack replies. Leader handled his lines badly and hurt Kibbee.

Again it shows Kibbee's bad judgment. If he wanted a straight man he should have paid for somebody to stooge and not leave it up to the baton-waver.

After the Hollywood questions Kibbee goes into anspiel identifying him with drunks and does a story enabling him to portray a drunk character. No meaning to it and no sense.

All in all, a bad mistake for everybody concerned.

Gold.

THREE STOOGES

Howard, Fine and Howard

Comedy, Hickam

13 Mins.; One

Orpheum, L. A.

Former Ted Healy stooges are making their first independent vaude appearance locally, although they played the Warfield, San Francisco, earlier in the season.

Trio of comics are using Milton Douglas as a feeder, and depending on their dramatic rendition as their piece de resistance, although most of their gags are new.

Usual face slapping, head punching, grotesque makeup and wardrobe are all good for howls from any type audience. Their soft shoe routine, with variations, is a tip and their "snappy gags" and "vaude act" as they announce, convulse their listeners and viewers. Act is surefire for any house.

Edies.

302 Broadway; William Fletcher, 84 Park Ave.; Marion Green, Santonini Apts.; Leonard Grotte, 8 Old Military Rd.; James Haegney, Santonini Rd.; Russ Kelly, Mt. Baker Club; Claude Lawson, 38 Lake Flower Ave.; Joe LaMar, 8 1/2 Leona St.; John Monteleone, 9 Church St.; Vernon Lawrence, 59 Lake Flower Ave.; Lawrence McCarthy, Brown Bear Inn; Mannie Lowy, 6 Front St.; A. J. Nelderbaule, 84 1/2 Bloomdale Ave.; Joe Rilly, 40 Sheppard Ave.; Salvatore Ragone, 9 Church St.; Russell Weller, 6 Baker St.; Angela Papulis, 9 Church St. Write to those you know at Saranac.

BARTELL, HURST, ALTHOFF

REVUE (6)
Dance Flash
12 Mins.; Full (Special)
State, N. Y.

Both talent and flash that's above the average, plus classy attitudes (two) and capable staging here combine to provide a dance production in full stage which picks up the pace.

Act's personnel is six people, in addition to Bartell, Hurst and Althoff who take top billing, including Eddie Asch, Sally Helt and Fred Smith. Each is a capable performer, down to the girl who fingers the lories deftly in a clever piano arrangement of pop flavor. Three men work as dancers with a girl, the other girl breaking two full stage numbers with a toe in 'one' that lands stoutly.

First set is in effective olislin, with a good lighting scheme to bring out the pictures effectively. Two men and a woman, in evening dress, open with a society waltz, followed by the piano break. Closing set is that of a cottage, in front of which three men and a girl engage in an impressive adagio. All the men are very agile handers. Costuming is tasteful throughout, everything pointing to an investment here which is higher than the average.

Closed show and Friday night over fine.

Char.

EL-WYN'S SPOOK SHOW

25 Mins.
Orpheum, Lincoln

El-Wyn, well-known magician, has himself a pocket-liner in his "Spook Show" which has been cleaning up all over the middle west on one night stands.

Polley calls for the booking of some mystery feature, with the stage show following. By that time everyone is pretty drowsy and everything that happens reacts violently. House is filled with stooges whose faces and hands are daubed with phosphorescent grease paint who haunt the darkness and give the patrons the jitters.

On the stage, tricks are confined to the magic cabinet, the hand chief which stands up, table lifting, the man who walks away from his shadow and several spook tricks. El-Wyn gets on by apologizing for the show to the point of making everyone believe he's no good, then presenting his tricks in one-two-three order, sending each over with a sock by sheer surprise. Business was good for a midnight show with near capacity. Pic was 'Midnight Alibi' (WB). *Barney.*

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STATEMENT OF THE OWNERSHIP,
MANAGEMENT, CIRCULATION,
ETC., REQUIRED BY THE ACT OF
OCTOBER 3, 1917, FOR THE WEEK
OF VARIETY, published weekly at New
York, N. Y., for October 2, 1934, of the
State of New York, to wit:

Before me, a Notary Public in and
for the State and County aforesaid, personally
appeared Harold Ericha, who, having
been duly sworn, according to law, deposes
and says that he is the business
manager of Variety, and that the follow-
ing is, to the best of his knowledge and
belief, a true statement of the
ownership, management, etc., of the
aforesaid publication for the date shown
in the above caption, required by the
Act of March 3, 1923, entitled in Section
637, Postal Laws and Regulations, printed
on the reverse of this form, to wit:

1. That the names and addresses of the
publisher, editor, managing editor,
and business manager are:
Publisher—Variety, Inc., 154 West 46th
street, New York City.
Editor—Sid Silverman, 154 West 46th
street, New York City.

2. That the owners are: Variety, Inc.,
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3. That the known bondholders, mort-
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4. That the two paragraphs next
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contain not only the list of stockholders
and security holders as they appear
upon the books of the company, but
also, in cases where the stockholder or
security holder appears upon the books
of the company as trustee or in any
other fiduciary relation, the name of the
person or corporation for whom such
trustee is acting, is given, also that the
said two paragraphs contain statements
embracing affiant's full knowledge and
belief as to the circumstances and con-
ditions under which stockholders and
security holders who do not appear upon
the books of the company, as trustees
hold stock and securities in a capacity
other than that of a bona fide owner,
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or corporation, has any interest, direct
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from daily publications only.)

Business Manager,
Harold Ericha,
Sworn to and subscribed before me
this 28th day of September, 1934.

Nathan Newman,
Notary Public.
(My commission expires March 20, 1936)

15 YEARS AGO

(From VARIETY and Clipper)

Six new shows drew more than
\$250,000 in ticket buys. 'Apple
Blossoms' at the Globe got \$30,000
of this for eight weeks.

Chicago was to have a new \$3-
000,000 theatre with parking space
in the cellar. Never built.

Koeth houses planned to train
stage hands for business managerial
jobs.

Mlle. Diane advertised she was
the first to introduce stockings
andis to America. New then.

Announced Orpheum circuit was
to be reorganized on a \$50,000,000
basis.

King musical troupe in Frisco
had 32 girls in the chorus. Each
worked 15 weeks and had a week
layoff on salary. Two laid off each
week.

Irving Berlin, Inc., upped the
price of 'You'd Be Surprised' from
6¢ to 18¢. Too popular for the
dime counter.

Federal Trade Commission had
music publishers up on charges of
conspiracy to fix prices.

Paramount seeking to clear
houses on its recently acquired Put-
nam building. Shanley's restaurant
asked \$500,000 to quit. Held to be
not excessive. Held back the erection
of the Paramount building.

Mechanical staffs in N. Y. studios
being unionized. Still were studios
in N. Y. then.

Inside Stuff—Pictures

New York film publicists are growing over a growing lack of space in daily newspapers for their blarney, pointing out that lately with the small amount of space allotted to pictures there is no room left after reviews are in. The many different change days among the first run Broadway theatres has brought about this situation, with a review practically every day. Formerly the publicists could count on getting stories in on Mondays, Tuesdays and Wednesdays, whereas now the average on stage has been cut way down. Sunday paper space remains the same, but argued that in view of the money spent by films in dailies more line-age for publicity should be given on weekdays.

C. B. De Mille can't get away from pictures even when he goes to the hospital. In Cedars of Lebanon hosp on the Coast for a minor operation the megger had his room covered with pictures of crusaders and artists' conceptions of historic battles with the infidels in order, he explained, to keep in mind the subject of his next picture 'The Crusades'. Further he interviewed in his hospital room several players who are candidates for stardom in the picture. He learned that a picture was to be shown in the hospital auditorium one night for the nurses and house physicians. He asked to be wheeled there so he could keep that projection room feeling. Picture, however, was not a Paramount opus. It was Fox's 'Power and the Glory'. Even his nurse says 'Yes, Mr. De Mille,' to his every whim.

The chiselers are sitting up nights doting 'em out. Here's one that was pulled on Harry Goldberg.

Goldberg, who may have to face manslaughter charges in New Haven as an aftermath of the accident in which Marie Kann, wife of Red Kann, lost her life, was visited by a man who claimed that he was a witness to the accident and that he would testify in Goldberg's behalf, providing that Goldberg reimbursed him for loss of time which would be at the rate of \$25.00 a day.

The man's familiarity with the details of the accident convinced Goldberg, but when the man asked for an advance of one day's pay Goldberg decided to investigate. Checking up on the man's name and address, as given, revealed that he was a phoney. Goldberg is waiting for the guy to show up again.

Bank night on the Coast is believed on the way out. With film grievance board ordering service suspended on two out-of-town operators, unless they ceased the coin giveaway, and with Fox West Coast eliminating bank night in all opposition situations, hush and cry recently raised by exhibitors who were hit at the b. o. through the stunt in rival houses, has pretty much died down.

An attempt in Van Nuys, neighboring town, located in Los Angeles city limits, to invoke aid of the law failed when city prosecutor's office declined to act unless specific lottery charges were preferred, and indicated it would even then be wary, in view of a court decision upholding the P-WC Belmont on a giveaway test case.

Paul G. Kirk, of Newton, Mass., who took over the office of Commissioner of Public Safety of Massachusetts, Friday (5), and in this capacity will supervise film censorship in the state, a few weeks ago was married to the niece of Cardinal O'Connell.

Kirk was appointed to the Commissioner of Public Safety post by Governor Ely, after it had been refused by General Charles Cole who recently lost the Democratic gubernatorial nomination in Massachusetts after campaigning on a platform which included a strong stand against block booking.

It's a case of 'love me, love my hotel' with the manager-owner of an indie vaudeville in the east. All acts looked for the date are reported requested upon arrival to stop at the manager's sideline hotelery during their engagement.

If acts don't take the manager's advice, they're usually sorry. Those who elect to stay at another hotel are subjected to petty annoyances. Among other things, only acts that stop at the manager's hotel are permitted to draw on their theatre salary.

Bill Gargan returns to Hollywood on his Warner contract this week, having just got in from London and a Gaumont-British film assignment. This pic was nine weeks shooting, the uncertain English fogs making the location shots a hazard, and thus extending the anticipated shooting schedule.

Despite talkers having minimized location excursions in America, so much so that production east or west makes little difference in the U. S., that's still an important element abroad, because of the limited sound stage facilities.

Canadian relatives of the late Lew Cody are communicating with officials of cities in which the actor lived, at one time or other, in the hope of discovering property he may have owned.

The Troy, N. Y., city treasurer's office recently received a letter from an aunt of Cody's, Mrs. Zoel Lavolette, of Montreal, requesting that a search be made of the assessment rolls to ascertain whether any property in his name was still listed thereon. Treasurer's office was unable to furnish Cody's aunt with information on the desired point.

Despite the palaver about Upton Sinclair becoming Governor of California, the studios will hardly remove their activities out of the state. A precursor of that is seen in Radio's intensified headquartering of its executive personnel on the Coast under J. R. McDonough. Anti-Sinclairites in the indie produce their threats about moving production from California into Florida or elsewhere in the east. Tucson, Ariz., as a new capital of filmdom, is likewise being mentioned.

That blond boy, Sam, on the exx. entrance of Radio City Music Hall, rates big with the newspapermen and others in the trade enjoying pass courtesies into the Hall because of his general tact and understanding. Sam won't last at his present job because, primarily, he's studying art and they're talking of giving him a crack in the RKO Radio Plets art dept. and, secondly, his ability to handle the many self-important people who pass that special gate already commands attention.

Alexander Korda has an ace up his sleeve in Charles Loughton. Loughton owns a big slice of stock in London Films and has a fat contract with the company. Any American companies wanting to borrow Loughton must offer Korda something in return. Korda at present is trying to get Wallace Beery for a picture. Metro wants Loughton. Deal will probably be made on the basis of an exchange this way.

Indies are getting a real break on the Coast, particularly in and around Los Angeles, as a result of an acute shortage of pix in major channels. Recently the indie productions, ordinarily shunted to dual hills, are now being played (sold), first run, in a number of key houses, with the unaffiliated exchanges taking advantage of the situation by jacking up rentals.

Independent producers of shorts who manage to crash Broadway houses occasionally are squawking because of the liberties that managers are taking with their product. Complaint is that in order to fit time requirements, managers chop the shorts without regard to con-

Inside Stuff—Legit

The recent passing of Steve Reardon took away one of the most colorful Broadway figures of another generation. For years as a policeman stationed around the Metropolitan Opera House he became the friend of operatic stars and also an intimate of artists. When the going was bad for the late Harrison Fisher and his brother, Hugo, Reardon was their furnished-roommate in a brownstone house on 38th street.

An indication of Reardon's personality was the occasion of Caruso entering the old Knickerbocker hotel bar, slapping Reardon on the back and chatting with him for an hour. Other men present were surprised at the curious combination, but the singer appreciated Reardon's sense of humor and his philosophical turn of mind. Scotti was another of the Met warblers who regarded the unusual cop as a real friend.

It was through Harrison Fisher that Reardon joined the Friars and outwitted the first Friars 'Fralie', which had that club's strongest group of star names. Reardon's friendship with George Cohan began at that time. In many of Cohan's plays there were policemen or detective characters, the lines of whom Reardon could quote at any time.

Until the past two years Reardon was a familiar figure around the Friars' Club. Rarely was there a poker game that he was not among the players. Reardon's ability to wait for and make the most of his cards earned him the reputation of being a crack player. He was known to drop three aces if he sensed that stronger hands were in the play. When asked why he didn't stick he invariably replied, 'I'm too smart.' That expression often crept into the games and became a part of Broadway's lingo.

Reardon married a fashionable Fifth Avenue modiste and retired from the force, residing in another house on West 38th street. Among his friends was Howard Chandler Christy. The late Augustus Thomas gave him the appellation of 'senator' during the rehearsal of one play in which he refused to play a part. Reardon and former Police Commissioner Edward P. Mulrooney started on the force together.

Hugo Fisher, last of the early trio of pals, has virtually retired. Fisher represented a number of art galleries and Reardon accompanied him to Europe on purchasing trips.

Top soil used to cover the stage of the Forrest, where 'Tabacco Road' recently moved, is sifted so that the barefoot players do not sustain pebble bruises. Despite the precaution, Sam Byrd has water on his knee as the result of contacting a stone when kneeling. Actor is under medical treatment, but is able to appear in the show.

Byrd is a Georgian. When he came to New York he found it difficult to secure an engagement because of his Cracker dialect. Yet a woman from the South criticised his accent, saying it was phoney. She figured Jim Barton's dialect as genuine. Barton, who replaced Henry Hull in the lead last summer, was born in Jersey.

Romance of Marilyn Miller and Chester O'Brien, married last week, started during the New York run of 'As Thousands Cheer'. Miss Miller was one of the leads, O'Brien and his brother, 'Snooks', being in the chorus. Groom assisted Hassard Short in staging numbers, also conducting dancing classes.

O'Brien was ousted from the show at the Music Box when he slipped young James Donohue, son of the Woolworth family, into the chorus for one 'Cheer' number. Donohue's presence was immediately detected by the stage manager. He is reported going into Gilbert Miller's office as assistant stage manager.

George S. Kaufman, husband of Beatrice, and who wrote 'Merrily We Roll Along' (Music Box, N. Y.) with Moss Hart, is now staging 'Bring on the Girls', which he authored with Morrie Ryskind. Both Hart and Kaufman made it tough for themselves in the season's early weeks. Hart, who adapted 'The Great Waltz', ran between rehearsals of that show and 'Merrily'. However, Hart now has a bit of leisure, completing his end of 'More Cheers', successor to 'As Thousands Cheer'.

'Divided by Three', which opened at the Barrymore, N. Y., last week, was read in script form by only one manager—Guthrie McClintic—who immediately accepted it. Margaret (Peggy) Leach and Beatrice Kaufman had promised McClintic the first chance, and the latter's wife, Katharine Cornell, was enthusiastic over the play, which drew sharply divided notices.

Ernest Cosart is leaving 'The Great Waltz', Center, N. Y., and will rejoin the cast of 'Mary of Scotland' shortly going on tour. Dudley Clements is replacing in 'Waltz'.

Cosart was engaged for the operetta with the understanding that he would be replaced. At the time he joined Max Gordon, producer of 'Waltz', was unable to secure a player for the part.

David Finestone, of the Shubert office, is better after an illness that kept him abed six weeks. Showman collapsed in the Pennsylvania station, N. Y., in August while on the way to visit his family at Ashbury Park. He was removed to a hospital in New Jersey near his home. Diagnosis indicated his heart was affected after an attack of pneumonia. Finestone is expected at his office this week.

Vincent Hart is covering Broadway shows for the Hays office. He is Joseph I. Breén's assistant in the east on judging whether plays are fit for Hollywood, his reports being in the guise of suggestions to the various picture firms. Hart reports direct to J. J. McCarthy.

Earl Bright, who had the show assignment last season, has gone to the Coast.

timely, thereby presenting them at a disadvantage. One flagrant instance is in a Broadway house this week where a vaudeville short is chopped off following the m. c.'s announcement that a certain act is to follow.

That little or nothing can be done about it is the wall of the Indies. One of them said, 'We're glad enough to get the bookings without squawking too much and maybe losing out altogether.'

The Rockefeller are now in show biz in more ways than one.

Between Radio City Music Hall, financing of 'The Great Waltz' at the Center theatre in Rockefeller Center, and the new Rainbow Room, nite club on the 65th floor of the RCA Bldg., the family's show biz activities embrace about all major branches of amusement purveyance.

A movement is under way to promote the welfare of the cigar industry by contacting picture producers and asking them to portray cigar smoking as a habit of male leads on the screen. Tobacco Industry Club of the Bronx is behind the resolution.

George Atkinson, former secretary to President Hoover, who resigned to join Paramount in a political contact post under S. R. Kent, is back in politics as an executive in the administration of the paper manufacturing code.

Cameron Rogers has completed the continuity and screen treatment of 'Richie' at Twentieth Century and returns to his New York office as an executive of the Grace Steamship line. He was on six weeks leave.

The only woman animator in the cartoon field is Lillian Friedman (Max Fleischer) after three years in his art department. She will do a Betty Boop cartoon for Fleischer as her first.

54 SHOWS ON THE WAY

Communistic Angle Now Claimed In Equity's Younger Group

Charged by the more or less conservative element in Equity that there is a distinct communistic trend within the younger Equity group which after a series of secret meetings last spring, elected half dozen representatives to the Council. Charges followed an incident during the recent quarterly meeting during which a letter from William Green, head of the American Federation of Labor was read. Message calling for the expulsion of communists from all affiliated unions was hoisted by a not inconsiderable proportion of members present. Objection appeared to come from among the younger group.

Estimated that the young liberals have about 600 members in the group. Conceded that 20% are radically minded, but it is insisted the radicals are not in majority. Having participated in effecting some changes at Equity, the alleged communistic element has voiced itself as favoring closed shop and full pay for rehearsals. Because frowned on by the others, such proposals were not voted at the general meeting.

Whatever success has been attained by the younger group is explained by the fact that although the liberals number less than one-third of Equity's membership, general apathy of the average players has permitted the minority to dominate meetings.

It is known that leaders of the younger group are checking up on all issues. Aim is for the actors to get the breaks whenever possible. Group is said also to be seeking a change of administration at Equity. However, present officers were elected June 2 for a three-year period. One-fifth of the Council which totals 50, is elected annually.

PITT MUSIKERS-MGRS. SETTLE LEGIT TIFF

Pittsburgh, Oct. 8.

Trouble with musicians union was straightened out after a lengthy series of negotiations and the Nixon is going ahead with plans for a legit season. Neither side stated what terms had been reached in the controversy but it's understood that both parties were satisfied.

Nixon hasn't had a show since that faze start with the Chic Sale flop, 'Elephant On His Hands,' three weeks ago. 'No More Ladies,' originally scheduled for this week, has been cancelled.

As matters now stand, the Nixon has nothing until Oct. 18 when 'Green Pastures' plays a three-day return engagement. Week of Oct. 22, Fritz Leiber comes in with a Shakespeare repertory of five plays and after that there's nothing in sight until 'As Thousands Cheer' week of Nov. 12.

Theatres Oke 'Drunkard' Co. in Tacoma Hotel

Tacoma, Oct. 8.
'The Drunkard,' with a San Francisco road show company, was presented here on roof garden of Winthrop hotel, Tacoma's largest hostelry, for four nights to capacity of 300 chairs. Admish \$1.25, which included seat, tax, olio and refreshments.

Manager of hotel, George Shriner, called on theatre managers before booking and asked if they objected. Ned Edris, Hamrick city manager, took the stand that such an engagement might live up night life in the burg and he would get a play in his houses for downtown visitors.

Kansas City, Oct. 8.
Louis Hellhorn and Ben Ketchum opened a production of the 'Drunkard' in the Continental room of the Hotel Kansas City on Friday (5).

Cat Scratches

Edgar Henning, stage manager of 'Tobacco Road,' Forest, N. Y., was all steamed up over a stunt he thought would get heavy coin. He enthusiastically explained he knew about a deer which, when music was played, was so docile he could roll on the floor with it. Henning had a dress rehearsal with the beast. Next day he appeared with his arm bandaged and reported: 'The cat scratched.'

Turns Down \$1,000 A Week Metro Bid To Stick to Legit

Joseph Spurin-Callela, featured in 'Small Miracle' after it opened at the Golden (Royale) N. Y., turned down a Hollywood bid from Metro, offering him \$1,000 weekly. Last season the actor refused an offer of \$150 weekly from the same film concern. Actor decided to stick to the meller, figuring screen appearances can come later.

Spurin-Callela first drew attention in 'Broadway,' by making a waiter part stand out. He was stage manager of that show, also sticking to the road companies.

EQUITY ALLOWS IRISH TROUPE EXTRA WEEK

Equity made an exception in rehearsal limitations in the matter of 'Within the Gates,' much discussed drama by the Irish playwright, Sean O'Casey. Play, being produced by George Bushar and John Tuerk, is regarded as a fantasy by the managers, who requested added rehearsal time, generous size of the cast also being considered. Equity granted five weeks of rehearsal, giving 'Gates' one week more than is allowed for straight shows.

'Gates' was presented in London last season, being yanked after a brief engagement. Symbolic play, however, has been vigorously championed by George Jean Nathan, who is reviewing shows for Life this season. Author and critic have been first-nighting together since the Irishman's arrival here.

Barlow Walks on L. A. Plays, Draws Suspension

Hollywood, Oct. 8.

Reginald Barlow is under temporary suspension by Equity, pending hearing before the New York council of charges of breach of contract preferred by Louis G. Maclean and Lucille Ryman. Barlow walked out on Maclean's current production, 'Blood on the Moon' at the Mayan after playing five nights, because, he contends, producer failed to live up to his contract to give him top billing. Crane Wilbur replaced.

Naxel play continues to drag on at the Mayan, although playing to negligible grosses and folding may come at any minute.

Phillips' 'Guests'

Sidney Phillips will do 'Passionate Guests,' which Howard Lindsay now working on a book for an Aaronson & Freedley musical, will collaborate on. It's originally by Mark Reid, and contracts have been signed for Lindsay to tackle it right after the A&F musical.

Phillips meantime may do a play which Anthony Veiller authored before 'Guests.'

MOST ACTIVITY IN SIX YEARS

Scenic Studios Report Record Amount of Work—Active Season Though Few Hits—Eight Musicals in the Works

30 IN REHEARSAL

There are 54 productions being built and painted in New York's scenic studios. That is figured to be the record high in legit activity within the past six years and augurs for the busiest season on Broadway since the start of the depression.

Late September and early October are usually the peak production months, managers generally aimed to get their shows on the boards some time prior to Thanksgiving. Slump in production for several years had most of the scenic designers on the ragged edge and they point to the present activity as the most promising indication since the number of legit theatres was materially decreased.

Number of shows in rehearsal also has increased over the total of the past several seasons. 'Approximately 30 new shows have already arrived on Broadway. Percentage of successes is under that of the early portion of last fall, when several hits arrived in succession. However, the number of shows to open up to the holidays may rectify the condition.

Season so far is weak on musicals. Only four have opened, one ('Keep Moving') having been quickly withdrawn. 'Life Begins at 8:40' (Wintre Garden) was the season's first click and has had little opposition. Other musicals are 'The Great Waltz' and the D'Oyly Carte company with Gilbert and Sullivan operettas.

However, eight musicals are in sight between mid-October and Christmas, those slated being 'America Sings,' 'Anything Goes,' 'Revenge With Music,' 'Say When,' 'Calling All Stars,' 'More Cheers,' 'Thumbs Up' and 'Fools Rush In.'

HARLEM LEGIT HOUSE FOR COLORED SHOWS

Harlem will reclaim a legit theatre when the West End on 125th street, N. Y., reopens next month. House has been in grind pictures for a considerable period. All colored cast shows will be presented, musical and dramatic, with an eye for Broadway on clicks.

Jules Hurlig, formerly in burlesque with Harry Seamon, heads the production venture. House was leased from a group headed by Joe Weber.

No Legit Theatres Left to Play In Midwest, G.&S. Company Folds

Chicago, Oct. 8.
Gilbert and Sullivan operetta company closed its tour in Rockford, Ill., on Saturday (6) and salaries were paid out of the Equity bond.

Poor business seemingly forced the closing. But that is not all the truth. Business was quite okay. Reason the show had to close is because it couldn't find any theatres in which to play. All available houses are now picture theatres or are controlled by picture companies, even though they are kept shuttered.

Those that are shuttered are kept

Revolt Against Dramatic Critics Dies Aborning; but Boys Still No Like Those Saturday Openings

Slight Change

Low Brown is reported considering changing the title of his 'Calling All Stars,' and the boys around the Square are making suggestions. Latest is, 'Signing All Stars.'

CARROLL SETS 10 WEEKS OF AUDITORIUMS

Earl Carroll is preparing a road 'Vanities' slated for auditoriums in southern territory at \$2.75 top. Tentative opening date is Nov. 5 at Wilmington, with Richmond and Atlanta following. To date 10 weeks been booked, revue going into Texas stands in December. Territory is new for a 'Vanities' show.

Instead of a revue for Broadway, Carroll proposes a combination musical comedy and screen production, which would employ front, back and side projection. Manager claims casting difficulties are holding up the show, which will be based on 'The Gay Adventure,' by Walter Hackett. Score is not completed.

EQUITY CALLS VIENNA GIRL ALIEN; BRIT. O.K.

Peculiar—casting—switch—places Margot Grahame of London into 'Sexes and Sevens,' being produced by the Shuberts under the direction of Harry Wagstaff Gribble. Greta Maren, a Viennese actress, was chosen for the part but Equity ruled her ineligible because she entered the country under a visitor's visa, she therefore not being qualified to appear on the American stage under the alien actor rules.

When case of Miss Maren was considered, it was contended by Milton Shubert and Gribble that a continental type was called for in the script. Revision was apparent last week when 'Sexes' was again put into rehearsal.

Gribble also complained against the legit code limitation of rehearsals to seven hours daily out of a consecutive eight hours. Show may go beyond the four weeks without pay rehearsal maximum because of the time lost when rehearsals were suspended following the Maren decision, which is counted in by Equity.

Broadway's managers turned down Equity's proposal of a pow-wow about the critics. Board of governors of the Theatre League huddled over the matter and quickly decided that it was none of their business—that their job is putting on shows, not seeking to control or influence the press.

Although there continues in certain quarters some feeling that the critics of drama are either too severe or facetious, managers' refusal to take cognizance of such squawks will probably result in the actors and dramatists also skipping it.

Equity's letter sent to the managers and Authors' League about the critics did not reflect the membership's attitude. It is reported to be the idea of an individual—Frank Gillmore, president of Equity. Council has not discussed the critics in any way, so far as is known, and unless that body steams itself up over the reviewers, the 'movement' will go no further.

Dramatists' board is not reported having met to consider the Equity suggestion. That the playwrights will follow suit with the managers is expected. If there are any legitimate reasons for objecting to the critics, it would logically come from managers and authors who have more at stake than actors.

Sharp difference of opinion expressed by reviewers has attracted more than usual attention in show circles. However, that would tend to support the reviewers' contention that they much prefer writing favorable notices than panning ones.

One or two critics have been singled out for comment, it being alleged they have appeared at premieres after quaffing too many cocktails. Understood that the producer of a recent play instructed the press agent to bar the reviewer from the premiere if it were deemed he was in too gay a mood. Nothing happened.

Several critics declared themselves against Saturday night premieres and were on the verge of not attending the opening (6) of 'Dance with Your Gods' at the Mansfield. The revolt blew up, however, when other reviewers stated their first duty was to their papers, although all object to having week-ends being interfered with.

That is as near as the reviewers came to discussing new plays among themselves. There is no ring of critics, as was charged several years ago at a time when four or five sat in the same poker games. Reviewers appear to be strictly on their own. None are concerned over possible action on the part of managers, dramatists or actors. They state there is nothing to it.

COMBO HOTEL ROOM AND DUCATS' RATE

New combo theatre ticket idea by the Times Square hotel, off Broadway at 43d street, is selling a bed and a theatre ticket for a dual rate. Hotel tieup is with Public Service Ticket Office (Leblang).

Hotel is sponsoring a campaign of advertising a room for a night plus an orchestra seat to one of a list of available plays in Leblang's cut-rate room and a pair of ducats. Tickets, of course, will be limited to those shows that are in the cut-rate list.

Osgood Perkins' 'Point'

Hollywood, Oct. 8.
Osgood Perkins has been spotted in 'Point Valaine,' which Noel Coward will produce as a starer for Lynn Fontanne.
Actor recently finished in 'The President Vanishes' for Walter Wanger.

'Continental Varieties' Is Vaudeville Posing as Legit, and at \$5.50 Top

In the current round-the-world scurry for new tenants in show business, Harold Brubaker, Arch, Belywn come up with an idea that, on the face of it, may sound confusing, but which is likely to accomplish real results. Posing as a legit, with most of the talent of a concert-y nature and at a \$5.50 top fee, the show nevertheless is vaudeville.

Stripped down it amounts to the return to New York for the first time in several years of big time, bigger in splash, aim and ticket price, and infinitely finer in construction.

Perhaps the producers made a few mistakes. Perhaps the talent roster should have been a bit fuller, there are actually but six acts in the show. But it is an idea, a good idea, and can make money. In for a limited stay at the high ticket rate, no scenery or production costs to worry about, leaving the entertainment pretty much entirely up to the talent. Producers stand to lose mighty little coin and win themselves a neat profit. It's arty from the start so the \$5.50 should be no handicap, because the ordinary bourgeoisie is not likely to go for it even at four bits.

Biggest, and only serious mistake, is that the producers were a mite too skimpy on talent. Not enough acts for a full evening's entertainment. Lucien Boyer is about as fine as can be asked, but her five songs in the first half should have sufficed, when the second half it was too much. Same goes for Escudero, dancer, and his troupe. On too much, so that the effect of his fine work is lost by over-emphasis.

All the talent is imported and the show is entitled 'Continental Varieties'. Not that you can see that sort of show in Europe. Nowhere on the continent—or for that matter, anywhere else—has such a show been presented. It could almost be called concert in vaudeville form, except that one of the acts, for instance, is a violinist. The last half is with a concert. And one of the acts is a master of ceremonies, or 'conferenciere', as they call 'em. And he has nothing to do with concerts or the concert world.

The star is Miss Boyer, with Escudero featured. And Miss Boyer, call her a concert artist if you will, comes from the night club strata. For many years she has been in show business, has been hearing about Boyer, who, as a night club entertainer in Paris, was slowly coming to the fore. Her disc records are considerably extensive, rolling up exceptionally high sales figures, and with the coming of international radio Miss Boyer was set. Now she's in New York and in New York she is likely to stay a long time. She's a beautiful woman, Frenchy in the way that New York likes its stage Frenchwomen, with an exceptionally magnetic personality, and with the control of her facial muscles. She has a throaty voice but it is sweet.

Escudero is a Spanish dancer with considerable fame in the concert world. He is considered, in modern dance circles, as the finest male dancer alive. He has, too, somewhat of a following, which won't hurt the show. With him are Carmita, his femme dance vis-a-vis, and the Saere Mont Gypsies. Latter is a troupe of six women and three men who dance with Spanish exuberance. They're noisy, colorful and novel. They don't fit into any set category. They're about as wild as can be imagined. They stamp and jump and shake. But they hold interest. And they typify, to a great extent, the entire entertainment. Its unorthodox, but it's novel.

Show is opened by Nikita Ballet, who is the m. c. Ballet still has his moon-face and his clever delivery. He's slowed up a great deal—or, perhaps, the times have speeded up—and his humor doesn't carry the sock it once did. Irving Caesar wrote his material and it includes a couple of well worn gags. Nevertheless, blanching on the National Broadcasting Company, a subsidiary of RCA. Two half hour programs have been broadcast over the net.

U. S. Sup. Ct. Rules Firms to 'Death Takes' Holiday Lawsuit

Washington, Oct. 8.—Supreme court today refused to review the unsuccessful plagiarism suit over 'Death Takes a Holiday' declined to grant rehearing of the case against Shubert theatres.

Plenty Little Theatre Opposish in Lehighs

Easton, Pa., Oct. 8.—Little theatre movements in the Lehigh Valley are going to give little town, especially in the bigger cities such as Easton, Allentown and Bethlehem, plenty of opposition this season.

Civic Little Theatre in Allentown has announced busiest season in its history, with plenty of shows to be presented in its own house. Little Theatre at Lafayette College announced a series of plays by the Lafayette Players. Among visiting artists to appear at Lafayette will be Sue Hastings, Gunther Hamin, Colonel Raymond Robins, Madeline Monnier and others.

'QUILT'S' WEAK \$3,000 IN BALTO; TOWN DARK

Baltimore, Oct. 8.—The Verna Murray production, 'Bridal Quilt' grossed approximately \$3,000 at a device top at the Maryland last week, which was n.h. Press pilloried the play, which depicted it as the b.o. after a near-capacity opening night.

Burg is blank this week as far as legit goes. Not in, week of Oct. 22, 'Fate of Gilda' by Dunning and Schwab production at the Indie Maryland, and 'Roberta' will open the season for the UBO house, Forest.

Nothing definitely dated beyond that. Ford's will get the touring pieces routed by the United office, but dates haven't been specifically given. Leonard McLaughlin, personal booker for his indie Maryland, is currently in New York looking for something with which to follow 'Fate of Gilda'.

Rear-hall production of 'Drunkard' is still holding forth at Lehman's. Top has been cut to \$1.10 and his has been holding up well. When piece exhausts itself, T. M. Cushing will replace it with 'East Lynne' and later, 'Tom's Cabin', both productions hoked.

Lawrence Tibbett took off the concert scene last Fri. (5) with a recital at the 3,000-seat Lyric. At \$2.50 top, he had a hundred head of standees.

Legit in L. A. Slender; 'Circle' 2½G; 'Blood' Weak

Los Angeles, Oct. 8.—Two legit continue to draw slim pickles hereabouts, with 'The Circle' in its third week at the Holly-wood Playhouse, topping the take. Biz has been building for the Mrs. Leslie Carter revival and opus better estimated \$2,500 last week, which is o.k.

At the Mayan, downtown, 'Blood on the Moon' on its second week, had its first week, and end may come any time. Constantly picketed by stage hands local because it uses a non-union crew; walkout of Res-ident Leonard just before the Tuesday night performance, which necessitated calling off the night's show; loss of a Sunday show through lack of patronage, contributed to keep the take to an estimated \$1,000.

Current Road Shows

(Week of Oct. 6)

- Abbey Players, Carlton, Providence, Oct. 9-12.
- 'As Thousands Cheer,' Cass, Detroit.
- 'Ah, Wilderness,' Hysmith, Boston.
- 'Blood on the Moon,' Mayan, Los Angeles.
- 'America Sings,' Shubert, Boston.
- 'Follies,' Grand Opera House, Chicago.
- 'Pursuit of Happiness,' Blackstone, Chicago.
- 'No More Ladies,' Shubert, Cincinnati.
- 'Roberta,' Colonial, Boston.
- 'The Circle,' Playhouse, Hollywood.
- 'The Farmer Takes a Wife,' National, Washington.
- Walter Hampden Repertory, Harpoms, Hartford, Oct. 8.
- Shubert, New Haven, 9-10; Colonial, Pittsfield, Mass., 11-12.
- Eric Schenker, tudy 13.

Belle Baker's Legit?

The same combination which produced 'Errant Lady,' headed by David Lederman and Harold Berg, has purchased for early production the adaptation of the book, 'Charge It to Me,' written in Jewish originally by Samit R. Smith of the editorial staff of Jewish Day. Viola Brothers Shore collaborated with Smith on the play adaptation. Belle Baker is under consideration by Lederman-Berg people for the lead.

Philly Finally Gets Legit Set; 'Pursuit' \$7,500

Philadelphia, Oct. 8.—At last Philly's legit season is set to go ahead with full steam. Stage union troubles and a widespread feeling on the part of producers has made this the slowest fall opening in years.

Shuberts, having finally settled with the stagehands, open their Chestnut next Monday (15), with 'Sexes and Sevens' and the Forrest on Wednesday with Eva Le Gallienne's 'L'Algon.' Former, a French importation by the Shuberts, is in for two weeks, with Le Gallienne playing nine days.

On Oct. 29, Sam Harris will bring the new Jack Benny show, 'Bring on the Girls' to the Chestnut, and Helen Hayes will open at the Forrest in 'Mary of Scotland.' Latter is in for four weeks, two on subscription. Chestnut is the subscription house here, but this attraction is being moved to the Forrest because of larger capacity. Same will probably go for George M. Cohan's 'Ah Wilderness' when that arrives.

Garrick will get 'The Jayhawker' with Fred and Carol Stone on Oct. 22. Walnut returns to the field as another cut-rate house, opposing the Broad and Erlanger, which Sam Nirdlinger operates independently with Wee and Leventhal productions. Walnut's first is 'She Loves Me Not' opening next Monday.

Also next week is Noel Coward's 'Home Chat,' coming to the Erlanger with Rolfe Peters and Edith Tallaferro.

'Steveworth,' on November 12 at the Chestnut is another booking, as is 'The Milky Way' at the Broad.

Both of Sam Nirdlinger's houses did well last week, lack of opposition helping a lot. 'The Pursuit of Happiness' got an estimated \$7,500 in its third week at the Broad, while 'Mrs. Quincey Hollis,' despite savage puns, did between approximately \$6,000 and \$7,000 at the Erlanger.

Guest Stars for Casey Stock in Kansas City

Kansas City, Oct. 8.—Arthur Casey, head of the Arthur Casey Productions, will open the Orpheum here Oct. 13 with a repertoire company featuring guest stars.

Opening bill will be 'The Play's the Thing' with Guy Bates Post. Casey states that the policy of the new house will be two-week runs for each play with a featured star. Names promised in addition to Post are Jane Cow, Pauline Frederick and Irene Rich.

2 Shows in Chi as 'Pursuit' Opens; 'Follies' Ready to Blow at \$21,000

Chicago, Oct. 8.—'Back to two places again' is the tag-line of a popular vaude joke, but it's a tagline that's no joke in the case of 'Pursuit of Happiness,' which is playing again; and when there's not two plays in town there's only one. Last week there was only the 'Ziegfeld Follies' for the sole representative of the legitimate theatre in Chicago.

But today (8) the legit situation looks 100%. Another play opens tonight, 'Pursuit of Happiness,' originally slated for the Oct. 11, will open at the Blackstone instead. Due to the likelihood that the Oct will shortly go to a Casino de France policy.

Estimates for Last Week
'Mary of Scotland,' Erlanger 11-20; \$2,850. Opens on Oct. 19 as the

'Merrily,' 20G, Tops B'way's Dramas; 'Waltz' Up to 40G; 2 of Last Week's 8 Debuts Maybe

Broadway's flock of eight premieres last week was generally disappointing, two fresh arrivals being taken off Saturday. But several others are figured money possibilities and the week indicated two real successes among the season's more recent arrivals.

'Merrily We Roll Along,' at the Music Box, aimed for smash ratings, topped the dramas. Attendance went to capacity on Friday and Saturday nights and the week's gross approximated \$20,000. 'The Great Waltz' business at the Center went up close to the \$40,000 mark, with Saturday performances selling out. Musical 'Waltz' is close to the list's leader, 'Life Begins at 8:40,' revue getting capacity nightly.

'Divided By Three' was best among the latest dramatic arrivals. It drew mixed notices at the Barrymore, with the gross of \$7,000 in seven times regarded as fair; 'Spring Song,' with unfavorable notices, ended up well enough with takings of nearly \$6,000 at the Morocco; 'The First Legion' is in doubt at the 46th Street, initial gross being \$4,000; 'Spring Freshet,' Hysmith, and 'Dance With Your Gods,' Mansfield, which opened late in the week, both doubtful, while 'Toll Sweet Charlot,' Cort, and 'Yesterday's Orchids,' Fulton, were taken off.

'Continental Varieties,' which also arrived last week, had a smart premiere at the Little and Sunday nights' performance, but virtual capacity. 'The Distaff Side' stands out among the new good things, paced over \$9,000. 'Dream Child,' quoted around \$6,000 first full week, moderate money chance. 'Small Miracle,' too, should make the grade with first full week around \$8,000.

Next week's opening card has a quartet of premieres: 'Personal Appearance,' Miller; 'Lost Horizons,' St. James; 'The Farmer Takes a Wife' and 'Hippler's Holiday,' both with houses to be announced.

Business was off early last week, but closed strongly, saving at least two of the newer low gross attractions from folding Saturday.

Estimates for Last Week.

'A Sleeping Clergyman,' Guild (1st week) (C-11-15-30). Presented by Theatre Guild; written by James Bridle Biltmore; English play opened Guild's season Monday.

'Bridal Quilt,' Vanderbilt (1st week) (C-1,000-\$2.75). Presented by Vera Murray, written by Tom Powers; also called 'Monkey Hat'; opens Wednesday (10).

'College Sinners,' Ritz (4th week) (C-918-\$2.75). Was slated off Saturday, but upturn at night held it over, estimated around \$3,000.

'Continental Varieties,' Little (2nd week) (R-500-\$5.50). Smart draw for specialists from abroad; drew virtual capacity Sunday night; aimed for 10-week engagement.

'Dance With Your Gods,' Mansfield (2nd week) (D-1,097-\$2.75). Drew set of unfavorable notices and closed Saturday (6) premiere, with chances slim.

'Divided By Three,' Barrymore (2nd week) (C-1,096-\$3.30). Drew divided notices, with business after first week, and slated to leave by Oct. 17, \$7,000 in seven times indicates chance.

'Dodsworth,' Shubert (26th week) (resumed engagement) (D-1,396-\$2.30). Hold up strongly against new arrivals; last week's gross slightly over \$17,000; now second to 'Merrily' among dramas.

'Dream Child,' Vanderbilt (3rd week) (C-804-\$3.30). First full

week net far from \$40,000 mark; small cast show can make profit at pace.

'Errant Lady,' 46th St. (4th week) (C-6-12-15). Line profit and doubtful of sticking; moved here from Fulton; \$3,000 estimated.

'Judgment Day,' Belasco (5th week) (D-1,000; \$3.30).—Chained over \$9,000 last week; stood in face of divided opinion; profit with house and show same management.

'Kill That Story,' Ambassador (5th week) (C-1,066; \$2.75).—Costs little to operate; among those attractions dependent on pass tax cut; \$2,500 indicated.

'Lady Jane,' 48th St. (5th week) (C-569; \$3.30).—Failed to build, but still makes some profit; estimated \$4,000 largely through cut rate support.

'Life Begins at 8:40,' Winter Garden (7th week) (R-1,495; \$4.40).—Cleaning up and will soon wipe out production red; capacity gross at \$41,000.

'Merrily We Roll Along,' Music Box (2nd week) (D-1,013; \$3.85).—Built up to capacity Friday and Saturday nights; matinee not so strong, but new arrivals looks in top of lists; drama, with takings of almost \$20,000 first full week.

'Order Please,' Playhouse (1st week) (C-1,089; \$2.75).—Presented by George Bush; new arrivals; written by Edward Childs Carpenter and Walter Hackett; opens tonight.

'Roll Sweet Charlot,' Cort.—Colored comedy opened last Tuesday and was yanked Saturday.

'Sailor Beware,' Lyceum (54th week) (C-923; \$3.30).—Run leader still makes some profit; no definite; paced around \$5,000, or slightly less.

'Ship Comes In,' Longacre (4th week) (C-1,056; \$3.30).—Notice mentioned to stop Saturday, but held over when attendance improved; around \$2,500 not enough to keep it open.

'Small Miracle,' Golden (Royale) (3d week) (D-900-\$3.30). Improved late last week, with matinee trade light; while under expectations, \$8,000 first full week okay.

'Spring Freshet,' Fulton (2d week) (D-1,036-\$2.75). Opened late last week; notices not so hot; chances should be indicated this week.

'Spring Song,' Morocco (2d week) (C-93-30). Notices disappointing but business improved at weekend, and takings around \$6,000 was even break.

'Tobacco Road,' Forrest (51st week) (C-1,075-\$3.30). Continues steady profitable pace and looks set through fall; averaging about \$7,500.

'The Distaff Side,' Booth (3d week) (C-704-\$2.75). One of the best of the new arrivals; although not capacity, run indicated; last week estimated over \$9,000.

'The First Legion,' 46th St. (2d week) (D-1,375-\$2.75). Notices on play of regular appeal rapid; may get support from religious bodies; first week estimated around \$4,000.

'The Great Waltz,' Center (3d week) (M-3,700-\$3.30). Improved and grossed \$40,000 second week; Saturday capacity with standees; opera figured to make run.

'Yesterday's Orchids,' Fulton. Opened last Friday; yanked Saturday.

Other Attractions

D'Oyly Carte Opera Company; G & S troupe from London in second month and may extend original booking.

'Steveworth,' Civic Rep theatre (14th Street); repeat date with two more weeks after this; then tours.

'Chinese Nightingale,' Children's theatre (formerly Cosmopolitan); adult actors in play, provinciate for children; runs until Nov. 1.

'The Green Sticks,' Provincetown Playouse; village house opens tonight.

'The Drunkard,' old meller feels along with beer and such in abandoned east-side church.

COAST STOCK HYPOED BY S. DIEGO SUCCESS

Los Angeles, Oct. 8.—Success of the stock venture in San Diego may result in a revival along the Coast. Several legit producers are said to be angling for spots here and to the north. Talent is being recruited and plays ogled.

First week at the San Diego Players Guild at the Savoy was a sellout with the stockers doing 'The High Road.' Next week are being given weekly. Last week 'An Husband Go' ran up a nice gross. William C. Walsh as managing director is giving the house a weekly change.

Madrid critics 499 miles to Cuba by us. Idea cashed in with four days of steady publicity in Spain's biggest dailies and mags.

New Sunday Mag

Plans have been completed for a pretentious new weekly mag to go out as a supplement to a number of the most important newspapers published east of the Rockies. Participating new papers number 21 thus far, with possibly a few more to be added.

Mag supplement, which is to be called This Week, will be published by United Newspapers Magazine Corp., especially organized for the purpose. Raymond Clendenen heads the outfit.

Mrs. William Brown Meloney, now editing the Sunday mag section of the New York Herald Tribune, will edit This Week, with the new supplement designed to replace the Trib's present Sunday mag section. Publication won't begin before next February.

Papers to issue This Week are, besides the New York Herald Tribune, the Atlanta Journal, Baltimore Sun, Birmingham News, Boston Herald, Buffalo Times, Cincinnati Enquirer, Cleveland Plain Dealer, Dallas News, Detroit News, Indianapolis Star, Memphis Commercial Appeal, Milwaukee Journal, Minneapolis Journal, New Orleans Item-Tribune, Omaha World-Herald, Philadelphia Record, Pittsburgh Press, St. Louis Globe-Democrat, Washington Star and Chicago Daily News.

All with the exception of the Chicago Daily News will issue the supplement on Sundays. Daily News has no Sunday edition, hence will bring out the supplement on Saturdays.

Clipping Pennies

Another attempt at odd-penny book prices, which has somehow never caught on, is to be made, this time by the Garden City Publishing Co., Doubleday, Doran affiliate which issues reprints only. Garden City's imprint of Star Dollar books will not be used for the new venture, since the price is limited to that of the title. Hence a new imprint may be employed.

Instead of an arbitrary price of a dollar or some other even figure, price of the new Garden City reprints will be based strictly on manufacturing cost. Thus a price of \$1.25 is possible, for instance—that, in fact, being the price announcement for one of the volumes to be re-issued. None of the books will go as high as \$2, but some may sell for a penny less than that figure.

Gord Sinclair Loose Again

With a present travel-total of nearly 2,000 miles, Gord Sinclair is set for another eight months' jaunt, this time to China, Siam and Indo-China. Pending trip will be a 20,000-mile round-the-world loop, leaving Los Angeles for China and back to New York when the jaunt is ended.

In past five years has covered North Africa, India, South Seas, Devil's Island, West Coast of Africa and the Balkans twice. Has published three travel tomes, one of which, "Footloose in India," has been sold to a string of twelve German dailies for serialization.

Femme Publisher

New fiction book publisher is Dorothy Russell, who has organized the Contemporary Press to issue a limited number of volumes per year. First will be "Mark Your Words; A Manual for Vocabulary Building," to appear late this month. It's by E. L. Jordan of the New York Times staff assisted by Charlotte Pischback and Philip Jasper. It's a treatise on the vocabulary of the modern newspaper.

Contemporary Press is quartered in the McGraw-Hill building, but no connection with the McGraw-Hill publishing enterprises.

Minney's 'Drums' Tome

"Distant Drums," a new novel by R. Minney, author of "Clive of India," has been published by Newman & Hall, of London, for publication this year.

Minney, now in Hollywood adapting his novel for 20th Century, returns to London in two weeks. Proofs of the new book will be sent to Darryl Zanuck for possible picture purchase.

Stylish Vanity

New angle on the vanity publication stunt is being worked by a London periodical with a high-sounding name which promiscuously invites biographical sketches from prospects in America.

From London comes an invitation for a "biography." The postscript clarifies that a proof is submitted before publication. No mention of rates until that point.

Diamonds and Schuster

M. Lincoln Schuster has thought up a number of stunts on the publication of his blog of "Diamond Jim Brady," due in about two weeks. Schuster is going in for all possible showmanly stunts on exploitation and build-up.

Book will be published as 'the private life of an expensive account.' Schuster has dug up a hefty number of the original settings of some of the more famous Jim Brady diamonds and will use them for window displays in jewelry stores. Also he has managed to dig up the gold bicycle that Diamond Jim gave Lillian Russell, although he isn't sure what to do with that yet.

Each copy of the book has an engraved imitation diamond chip on the cover. Schuster played with the notion of sticking a real diamond (A small one, for \$25 or so, he explains) on one of each 500 books or so, he says, but when he got around he found that all the boys in his shipping and mailing rooms were equipped with chisels, hammers, and saws, so he forgot about the whole thing.

Book Code Set

Code for book publishers was approved last week by the National Industrial Recovery Board. Pact fixes 40-hour week with basic wages of \$14 to \$15 and stipulates numerous trade practices.

Fair practice regulations permit the issue of reprints of copyrighted fiction one year after original publication but require two-year delay on non-fiction. Rules except "photo-play" or "dramatic" editions which may be issued at popular prices at any time, if plainly marked.

Code does not fix prices or restrict publishers in price negotiations. Prohibits use of books as newspaper or magazine premiums within two years if value of combination offer is less than one and one-half times the book price; requires premium editions to be plainly distinguished from regular trade editions.

Cut-price sales of overstock publications is not permitted until books have been on sale for two Christmas seasons, if fiction, or two years after publication, if non-fiction. All "remainder" books must be plainly labeled, or sold without wrappers.

List of published prices must be plainly marked on all books. Retailers who jump release date will be blacklisted. Publishers may not print in English any book under a "substantially different" title from original edition, magazine or newspaper serial without giving notice on both the jacket and copyright page. Books brought out in book form after newspaper or magazine publication in less than three installments must carry facts of prior publication.

Shifts in Paris

Number of shifts in Paris newspaper circles. Fred Abbott, who went from INS to AP to UP, has now landed in Leland Stowe's Herald-Tribune bureau handling relay from European points and keeping down the wordage in the file to New York.

Harold Eitlinger, who batted for Edmund Taylor in the Chi Trib for news service bureau in Paris while Taylor was on vacation in America, has gone to UP to fill the gap left by departure to U. S. of Lamar Midd. Previously, Reynolds Packard, old UP man, who quit the Paris office to do the South Seas and then rejoined the organization in China, had come back to Paris to fill the spot left vacant by Sam Dashiell, who decided to return to New York after something like 15 years in Europe, during which he became the dean of international conference coverers.

Spiritual Quartette

Quartette of New York and Philadelphia book people have joined forces in a new project by which, "substantially different" they will introduce various foreign literary works here. Four call themselves the Spiritual Book Associates.

Philadelphians concerned are Elizabeth Talbot and Francis and Nellie M. Myers. Sole New Yorker is S. Sterns Cunningham. Headquarters of the Spiritual Book Associates will be in New York, with Cunningham in charge.

Another For Gernsback

With his new High Seas Adventure magazine off the press, Hugo Gernsback is preparing still another, to be called Exploration Tales.

Will be issued under the trade-name of Adventure Publications, a new string recently established by the publisher.

CHATTER

Rupert Hughes in town. Charles G. Norris to Europa. Irving Bacheller 75 last week. Fourth printing for 'Lightship.' Phyllis McGinley back to Utah. Mignon Eberhart back to Chicago.

Class Canfield of Harper's to Europe.

Lenore Bachante and Bud Berry married.

Peter Arno has done a novel in pictures.

Fifth edition for 'The Lord's Anointed.'

George Sokolsky's 'We Jews' completed.

Robert McBride, publisher, back from abroad.

Paul Engle taking a walking trip through Germany.

Katherine Woods holidaying in Santa Margherita.

Irish Free State has banned 'Telling Madness.'

Fairfax Downey doing a blog of Charles Dana Gibson.

Frank Hanghen vacationing in Omaha, his home town.

Alan Villiers gets back from abroad in about three weeks.

Nova Wilson ailing and unable to complete that new book.

Sophia Clough back to New York after o.o'ing the Chicago fair.

Harold Nicolson here from England. Will lecture and write.

Elizabeth Corbett's 'Mr. Underhill's Progress' set for Oct. 24.

Margaret Bell Houston has gone South for data for a new novel.

Harvey Breit has taken a place on Long Island to do a new novel.

John Clayton, author of 'Dew in April,' is really Henry Bertram Law Webb.

Alexander Laing going to the Far East under that Guggenheim Fellowship award.

Vardis Fisher almost drowned trying to float a log raft down one of those Idaho rivers.

Edwin Stever banqueting on taking over the editorship of the mag. Soviet Russia Today.

Eyre and Spottiswoode have taken British publication rights of 'Murder in Bermuda.'

Carl Carmer back in town after a summer in Peterboro, N. H. Doing a book on New York.

Second editions for Harold Lamb's 'Omair Khayyam' and Kate O'Brien's 'The Anteroom.'

Saturday Review of Literature observes its tenth anniversary this week with a gala number.

Roger Burlingame intended to be an engineer before he went wrong and turned to writing novels.

Cora Jarrett uses her real name on her novels and the pseudonym of Faraday Keeton on short stories.

Vardis Fisher spending the autumn at the Fisher ranch in the Black canyon north of Ririe, Idaho.

Pat Edgar Wallace, daughter of the late British chiller author, back to London after a few weeks in New York.

J. Henry Harper, who formerly headed the book house bearing his name, has written his reminiscences. Harper's will publish.

Henry Landau's arrival in town a happy one for him. Was told that his book, 'All's Fair,' had just gone into a fourth printing.

Max Trell has written another novel, and now more unlikely than ever that he will go back to the Warner reading department.

Stewart Edward White's 'Folded Hills,' after serialization in the Saturday Evening Post, will be published on Dec. 5 by Doubleday-Doran.

Arthur Pound, who is the literary pride of his home town, Pontiac, Mich., will be feted by the community for his scribbling achievements.

Victor Gollancz will put out a British edition of 'Now in November' and Arthur Barker's imprint will go on the British 'The Unpossessed.'

First to start on a blog of Wilson Mizner is Charles C. Speer, production manager for Columbia Broadcasting. He's looking for material.

Frank Scully is in Burbank, Cal., working on his third 'Fun' book. Thought of 'Fun in Another Bed,' but more likely to wind up as 'Still More Fun in Bed.' It's third of the series.

Burton Rascoe was asked to write a short introduction for 'Smart Set Anthology,' which Reynold & Hitchcock are publishing, and turned in 12,500 words. Publishers are calling it the Anthony Adverse of introductions.

Mina Lewiston, assistant editor of Golden Book and a professional dancer, has a story, 'Words to a Love Song,' in the November Scribner. It's about dancers.

Best Sellers

Best Sellers for the week ending Oct. 6, as reported by the American News Co. Inc.

Fiction

'So Red the Rose' (\$2.50)By Stark Young
Mary Peters (\$2.50)By Ellen Chase
'Full Flavour' (\$2.50)By Doris Leslie
'Lightship' (\$2.50)By Archie Binns
Lust for Life (\$2.50)By Irving Stone
'Lamb in His Room' (\$2.50)By Caroline Miller

Non-Fiction

Challenge to Liberty (\$1.75)By Herbert Hoover
'While Rome Burns' (\$2.75)By Alexander Woolcott
'Stars Fell on Alabama' (\$3.00)By Carl Carmer
'100,000,000 Guinea Pigs' (\$2.00) By Arthur Kallet and F. Schlink
No Retreat From Glory (\$3.00)By Bruce Lockhart
'Life Begins at Forty' (\$1.50)By Walter B. Pitkin

Book Reviews

Merry 'Merrily'
'Merrily We Roll Along' might as well be retitled 'Merrily We Read Along.' As published by Random House (\$2) the play ought to be a big seller for some time to come. It's one of the few plays that reads as well as it plays.
George S. Kaufman and Moss Hart wrote it and it's a current show at the Music Box, New York, where it was greeted a week ago by drama critics with a full assortment of adjectives. It's the newest addition to Random House's recently decided policy of publishing as many current Broadway plays as possible with a 'major' appeal, and a good one. All Kaufman plays will go into the series, as also all O'Neill's.

Looking Backward
Readers whose habit it is to skim over the last chapter before reading the first are whipsawed by Mona Williams in her 'Bright is the Morning' (Smith & Haas, \$2.50), in which the first chapters are laid in 1934 and the story progresses backward to 1904 by five-year retrogressions. Chapters in each section deal with the three lead male figures.

It's a curious plan, but it has won the 'echo' of the Book of the Month club and not undeservedly, though the intelligent action will be to read the book backward if one would keep the chronology. Each section resolves the situations before the latter themselves are created. Story ends (or rather starts) on no decisive point, so it's difficult to frame a picture script around it, but it is an intelligent and always interesting study in masculine contrasts.

Mrs. Bolitho Writes
Sybil Bolitho is the widow of William Bolitho, who once had an opp. ed. column in the Old World. She is now the London story contact for Metro. In writing 'My Shadow As I Pass' (Viking, \$2.50) she has leaned pretty heavily on facts in her life with the writer.
It's a highly sentimental book; perhaps too much so. But the story is replete with lovely writing and beautiful thinking. Not likely to be a very big popular success, but those who like it will be enthusiastic about it. Especially for women, but not at all for films.

Letters from a Literati

Branch Cabell (he's dropped the James) probably cannot write uninteresting, and there are plenty of flashes in 'Ladies and Gentlemen' (McBride, \$2.50), but his basic device is somewhat clumsy for so finished a dealer in words.

His ladies and gentlemen are mostly figures in mythology and tradition, including such divergent personalities as Jonah, Julius Caesar, Solomon, Falstaff, George Washington, John Wilkes Booth, Pocahontas and Edgar Allan Poe. To each of these he has addressed a letter, recapitulating their deeds and achievements, embroidering the better known facts and displaying the profound knowledge of the side-lights of antiquity. Surveily written, but lacking the charm of his more fictional work. Might have been more readable in straight essay form.

'Omnibus' of Crime

Harry Stephen Keeler is one of the whodunit writers most to be respected. His plots are always involved and intricate, and the unraveling of them pretty certain to be colorful. Holds true in his newest book, 'The Travelling Skull' (Dutton, \$2). A man accidentally picks up the wrong bag in a street car, takes it home, opens it, finds

a skull. And all his friends and relatives are involved. Good reading and fair film fodder.

Nicely developed mystery element in 'A Girl Died Laughing,' by Viola Paradise (Harpers, \$2). It's a chiller with all the proper elements for a good film and also ought to be a good library number.

Sir Basil Thompson was formerly in charge of the C.I.D. in Scotland Yard, therefore his chiller reads with authority. Newest in his series of Inspector Richardson yarns is 'Case of Naomi Cline's' (Crime Club, \$2). It's only fair, the succeeding steps being a bit too obvious, but it's interesting as an authoritative survey of the methods of Scotland Yard.

'Enter Murderers' (Doubleday-Doran, \$2.50) doesn't quite belong in the same category, being, rather, a study of crime historically. Edward Hale Bierstadt makes a lot of pretentious statements in the preface, but his historical research reads well. He tells eight stories of ancient crimes, all of them unusual, none of them really exciting.

Before the first 100 pages of 'The Case Against Mrs. Ames' (Dodd, Mead & Co., \$2), the reader knows all about the man who really shot John Ames. He's rather surprised that Arthur Somers Roach could weave no more clever yarn than this transparent plot. Then the author slaps them down by introducing the real culprit in the last few pages. It's a detective yarn on a new and absorbing line that should find its way to the screen despite a minor gaudier angle.

Having decided that there's literary gold in the hills of the pre and post-war periods, Gladys Barr Taber proceeds to dig out some perfectly probable but utterly impossible story.

In her 'The Sun Rises Late' (G. Coward, McCann, \$2), her first novel, she had the heroine's built-headed and tactless father, a weak and colorless mother, a suitor who goes overseas and then cables the heroine for the money with which to marry a girl he has gotten into trouble, another suitor who is dominated by her and his mother. The latter uses fake heart spells in lieu of a rod of iron. That seems to be a current craze with authors. The heroine is a bit stupid herself.

Not much for a screen play, though it is well written and the characters are full-fledged.

Telling the Suckers

A rather comprehensive survey of card and other cheats is contained in 'Suckers All' (Macaulay, \$2), by Julien J. Proskauer, a vice president of the Society of American Magicians, who is following in the footsteps of the late Harry Houdini in a series of exposures.

The book is based on the diary of the late 'Honest John' Kelly, who died at the Chicago fair last year. Kelly claimed to have been the original holder of that title rather than that other Kelly whose rooms on 41st street, just east of Broadway, long rivaled Canfield's establishment next to Belmont's. But he was generally an itinerant, working fair and carnivals when he could not finance a trick, and he learned most of the tricks. All of these are explained in a sort of diary he kept and which he willed the writer.

Nothing new to those in the know, but it will interest those who don't. What gives it chief interest is a comment on George Graham Rice and the late Arnold Rothstein.

Among the Women

By The Skirt

Best Dressed Woman of the Week GRACE HAYES State

Dependable Vaude

Dependable vaudeville can always be found at the State. The Five Elkins opened the show. Two are men, three women. Oddly, these women are dressed with a color combination to give one the jitters. A violet dress standing next to a red, and then on comes a periwinkle. The double breasted models of these dresses are alright, with the short capes, but the coloring.

And the girl of Allen and Kent would look so much better in a change of style. The unfined white net frock, much beruffled with a lot of silver, and then the short silver skirt, is out of place with the somber dressing of the number of the act. The mother sticks to her plain black frock with diamond trimming.

The colored bride in Slim Timblin's act is still the comedy of old, with a dress of orange and purple veil.

Jans and Whalen have a pretty little blonde girl in a black satin widow's weeds outfit. Dropping the bonnet and veil, the dress becomes quite enticing with a low back and yoke of net.

Bartell, Hurst, Althoff Revue starts off with a girl at a piano in black. A girl dancing with two men is in a white skirt and black peplum blouse. Leaves of black decorate the skirt. Shoulder straps are diamonds. A tap dancer on her toes is in a black one piece tunic with huge silver stars. Sleeves are of many black ruffles, edged with silver. A solo number ends proceedings, with the solo girl in white jodphurs and yellow jersey.

The piece de resistance of the bill, of course, is Grace Hayes and her good looking son. At first one was inclined to think Miss Hayes was wearing the same gown she wore at the Paramount a few weeks ago, but closer inspection revealed it as of a different model. The diamond studded material was made with fuller sleeves and higher collar and a longer train. This gown is the same as one shown in the dress parade in a Warner picture "Parisian Parade." William Powell.

Many 'Distaff' Dresses

"The Distaff Side" at the Booth theatre is among the hits. And one wonders why. It is all talk with no action and so mild the great talents of Sybil Thorneike are wasted. Any actress could have played Miss Thorneike's part. The play's hit must be credited to Mildred Natwick, who is playing a seventy-five year old woman. Miss Natwick will be remembered by her splendid performance as the snooty landlady of "The Wind and the Rain" of last season.

Miss Thorneike is maternally in a brown dress with silver lining a side sash. A dinner gown consisted of a grey slip over which was worn a cape of grey chiffon. A long string of pearls and diamond clips were accessories.

A street costume was of green with velvet hat matching. A purple dressing gown and a pink sweater was worn with a dark blue skirt.

Estelle Winwood, as slim as ever, but a bit older, with the same heavy hair, appeared in a light cloth ensemble carrying a silver box. Her dinner frock was white, sprinkled with brilliants. She showed a black velvet dress made very plain and wore with it a mink scarf. There was a lovely negligee of white satin.

Viola Keats, the young interest, came on in a green cloth dress with tan belt.

An evening gown was a red print on a white background. A cape of the same material was worn. A rush velvet dress had cuffs of white with same collar and gold buttons.

In the last act Miss Keats was in a yellow dress with black collars and cuffs. Miss Natwick was costumed as a woman of seventy-five should be. Brocades and lace played an important part.

Usual Palace Show

Usual Palace show, no more no less. Five acts, although Cross and Dunn might have been several acts, they stayed on so long, and not for a minute did they let you forget they were from Radio.

The first woman on the bill was of the Mulroy, McNeene and Ridge act. They are on rollers and dance as well as skate, always on skates. The young girl in the act wore a scarlet acordion pleated skirt with plain bodice, from which emerged a white yoke and sleeves.

She had plenty of time to change, but she didn't. Dorothy Ilyan, with Joe Morris, was well dressed in a blue sequin gown. An unnamed woman was in a brown checked skirt and brown jacket with matching hat.

Quite pretentious is an act called Roselle and Luttman. Stage is backed with bright red oilcloth. There is a woman's orchestra led by Paul Tisen. All are in gipsy costume. Roselle, for her first dance, was in a dull shade of blue with a crystal yoke. It was high neck and low back, of course. Every gown is nowadays. The sleeves were long and hung in points underarm. A small cap was held in place with a narrow strap. Miss Roselle did her second and last number in red one-piece pajamas. A pointed yoke was black velvet with half sleeves matching. With this costume there was also a small cap. Slippers carefully matched both costumes.

Miss. Boyer at \$5.50

If New York isn't too blasé, it will take to the "Continental Revue" sponsored by Harold Franklin and Arch Selwyn. New York needs novelty, and these gentlemen have supplied it, but at \$5.50.

The Little Theatre has been remodeled as a symphony in blue and white. The downstairs lounge carries a frieze of well-known Broadway scenes in caricature, cleverly done.

Miss. Lucienne Boyer and Violet Escudero carry the burden of the revue with several other entertainers. Miss. Boyer dresses intelligently with clothes not to distract from her performance. Two simple blue frocks comprise her wardrobe. One of velvet was made extremely plain with long sleeves and high neck and low back. Her only ornaments were diamond brooch and clip earrings. The second dress was of taffeta with a pleated rusche at the knees. Miss. Boyer was gracious with her encores and must have done at least 15 songs opening night.

Lydia Chaliapine was in black velvet with gold belt and collar. Long earrings were of many medallions. Emma Runtich was also in black velvet with the coat-like bodice edged with white satin. Carmita did her first number in black lace flounces with the headpiece of Spina. She did a bolero in white with red chenille balls trimming the skirt, and the bolero was red also.

Just Clothes

A "Lost Lady" with Barbara Stanwyck, is now showing at the Strand. It is a mediocre picture with not much to recommend it, but the dressing. Miss Stanwyck does little but change costume. Dress follows dress in rapid succession. Many women take part, inasmuch as three dances are in progress where women are dressed in the newest of evening frocks.

Miss Stanwyck is seen first in an evening frock of white chiffon surplined at the bodice with flowing ends around the throat. She dons an exquisite ermine cape. The scene at a mountain resort finds this time in a plain cloth skirt and plaid bodice with matching cape and small hat. In bed she is seen in a tailored sofa robe with crystal buttons. A

NIGHT CLUB REVIEWS

(Continued from page 52)

audists and the best of all, "My Himmie." "Viva Niza, from the Continent and new to Broadway, follows the Diplomatics in a production number in which the Hollywood lookers figure, Lester topping this in his comedy number as a street cleaner. The whole show is that way, fast and snappy, with one thing on top of another.

Pierce and Harvis, comedy dance team with an outstandingly clikety routine, follows Lester, with the girls on again in effective green costumes. Jack Starr, with swabbed clik and clik and crotchets, from "Life Begins at 8:30," is in run here but almost of Miss Ruth Harlan Blaine's acrobatic dance running into one of the most effective finales ever staged on any floor. Miss Roth, backed by stage action and radiant experience, should prove a draw here as well have no trouble pleasing the customers after settling 'em in, as evidenced opening night, Monday (13).

Three shows nightly with dinner \$1.50, except on Saturdays and Sundays, when \$2.

Small's Paradise, N. Y.

The 25th edition of revues at the Harlem Small's Paradise, a hotel emporium hard by 134th street, on Seventh avenue, opened Wednesday night (8) a little later than the 12:30 scheduled for it under the title of "Mad Manhattan."

Directed by Joseph Demaree, with lyrics by Joe Trent and music by James P. Johnson, latter the colored dispenser of hot music as boss over the hand current. The collaboration of Howard Elmore in staging the dances, which are along unique lines, including one of jungle type in which the costumes were full of the tricks of monkeys. Aided by the torrid syncopation of the Johnson orchestra, the show succeeds in being one of the warmest to be found up Harlem. That goes, also, for material and routine that grandma from back in Iowa might not enjoy, notably the dances of Betty Hayes. She does a single act, a double with George Ganaway, who has been here before.

Billie Young supplies the heat vocally in several numbers, alone and together with Haven Johnson, while the team of Chuck Robinson and John Alexander, blacked up, deliver on the steam and kick. Marion Hairston is the hottest singer on the floor show. She is on display much the same as choice eye-geeters are at the Paradise and Broadway clubs downtown, with lavish costumes to add the effect. Miss Hairston sings one number. Line of girls also figure. A trio along lines of the Howells, doing harmony work for good results, is the Duncan Sisters.

Show is well staged throughout, with some special music that's audience-rot for the Small clientele. Place now has a big boom in the place.

Prices moderate, both for victuals and liquors, with a special in the shape of southern fried chicken at \$1.25.

PLAZA, PITTSBURGH

Pittsburgh, Oct. 3. One of town's brighter spots, Plaza cafe reopened for Fall and Winter season in elaborate fashion. It's the only niter around here to go in for big floor show and seems to have a strangle hold on stay-up-laters. Spot has undergone a few minor decorations but aside from that remains as is. From opening crowds, indications were that the operators, Etzi Covato and John Magginiotti, who have a third silent partner, don't need anything else. That's so, convert week nights into a big business. The number of places locally charging the same tariff and handing out nothing but champagne. Drinks are priced about the same as elsewhere.

For an opener, Plaza brings in a name, Helen Kane, and move proved a wise one. She's the little lady the week-end mobs came to

kimono-sheved gown has a narrow band of fur at the neckline. A cloth gown with metallic embroidery has long sleeves and high collar. A street suit, consisting of skirt and short coat, had a three-row sable scarf. Polo, tennis and boating are suitably dressed in sports outfits.

There was also a white dress for Miss Stanwyck with cuffs of white with ruffles at the hem and around the armholes. A summery frock worn at a country club was of an embroidered material made with a wide collar, long sleeves and topped with a horsehair flop hat. Another dance frock was of lace and a crystal gown was briefly shown. A formal gown of blue with a black trim was a boudoir gown. A dark dotted gown was worn with a white underdress. A black velvet evening gown was oddly ruffled at the short sleeves and around the throat with white facings. A plain black frock had a white collar and a white net garden frock had a flat white organdie collar.

Going Places

By Cecelia Ager

Juvenile Slant on Mothers

Women, "Pecck's Bad Boy" discovers with slowly mounting conviction, should never be entrusted with bringing up children, particularly small boys. Women, it points out sadly, are bad enough around a kitchen, with their everlasting insistence, but it's their nightly lack of understanding of the little ones

and they weren't disappointed. With the boomer at the piano is Harry Carroll. For the start she does the Kane vs. Fleischer trial scene. May be not as familiar here as it is in New York, but apparently that made little difference. Okay all the way through.

Remainder of show for most part up to nite club snuff. Booked and staged by Noel Coward, and Billy Arnold, it has six pony chorines and four show girls who have three numbers, couple of them led by cute Helen Manning, talented singer, dancer and Diaz, dance team, have two spots and get over in okay fashion both times.

Working all through the show as m.c. and specialist is Joe C. who rolled up a run of 23 weeks at this establishment last season. Cappa's favorite here and they ate it up no matter how far back he went. A hard working, personable performer.

Covato, one of the owners, also has the hand here and boys, together now for several years, have developed in an excellent combination. Came back here after playing all Summer at Babel's Golden Inn, Atlantic City. There are two shows nightly, one before midnight and second after a hour later. Business this week excellent, with Kane accounting for a lot of the draw, but spot should clik right along. It's probably the best town can offer for the dough.

Russian Club, St. Paul

St. Paul, Oct. 8. This spot, the last word in eclat, is without question the outstanding in night places this side of Chicago. Paul Tarnavsky, manager, is ace of the place. A six-footer, and an appealing eye-full to the ladies, he's a former White Army captain who claims to have headed it when Russia's rising sun of liberty became too hot for him—from the Czech front to the coast of China, in 14 months. Of several hundred who started with him, only he and a handful surviving. Local papers have splashed heavily on his adventurous exploits and the handsome build-up has spelled beautiful success.

Russian cuisine is by Vladimir Melnikoff, formerly of Nikolai Nikolievitch, St. Petersburg, Russia. American dishes are excellent, too, and only the finest liquors are served.

On the show side, there's Gynsy Azza, a neat black-eyed trick, who, aided by the drumming and loud shouting Doris Chmara, nightly bewitches the champagne-sippers. They do a grind-organ scene that's a riot.

Then there's a trio of two charming blonde Russ gals and a black-thatched lad whose combined efforts are full of zip and vinegar. Two of the best strutting and dancing slava balalaika, the other an American group—alternate on the two floors, so that the frequenters of the spaciolan basement taproom get the same entertainment (except for Azza and Boris) as their silk-stockinged comrades get upstairs. Cocktails, tea, and dancing are served daily from 2:30 to 5:30 in the swank mezzanine cocktail room. Walls are splashed with vivid paintings of Russian. All the girls, including the balalaika, wear brilliant blouses and stout boots so the ensemble presents a gay and colorful picture. Head waiter's a bloke who can do 10 languages, at least six of which are superfluous in St. Paul.

Tarnavsky doubles at practically everything from strutting a gaiting and dancing to the floor to becoming his deep bass with the chorus when the folksongs are unleashed. Club airs twice weekly over KSTP.

that makes women such a danger to the hope. Fathers are pretty stupid about children, but at least they mean well, whereas mothers—well, look at what Margaret Peterson's made out of Jackie Sears!

Nor is Miss Peterson especially a villainess. Her voice is sweet, she's neat and tidy and cool. Living in a small town, she dresses in small prints, steady to her environment and they say she makes good coffee, remarkable waffles. However, like all women she believes small boys should be little gentlemen and that small boys' does must not be fed at the table nor even allowed in the house.

"Pecck's Bad Boy" is concerned with presenting only the average, and therefore mistaken, women. Miss Peterson is very, very average.

A Lady Takes a Bath

Having been enthralled by Conrad Veidt's performance, wracked by the tragedy of the story of "Power," stirred by the solid beauty of the production, this department shall now talk about "Power's" bathtub scene.

Benita Hume takes a bath during the course of the picture; it seems that in the 15th century a lady's taking of a bath was as important a social and historic event as is the launching of a transatlantic liner today. All the best people used to go. Miss Hume, for instance, is at the peak of her form in the bathtub scene. A coquette in the film, she makes quite, her gayest little to-do when she catches one of her audience gazing admiringly at her toes. Lighted and photographed with complete understanding for her good attributes, Miss Hume's self-confidence this time has basis in fact.

Pamela Oatler, who plays Jew Suss' daughter, establishes her purity by speaking very slowly and dreamily, opening her large brown eyes wide, wearing simple flowing garments, letting her long dark hair fall about her shoulders, running fleetly away from the painting that villain and acting camera-shy, too. Suss' daughter appears in one scene and straightway achieves a characterization of pride, strength and mellowed kindness as Suss' mother.

They Wouldn't Know

These vaude specialty acts wouldn't know themselves, they'd be so proud, if they could see themselves on the Music Hall stage. Such lighting they get, such costumes. They become positively precious, rhinestones into diamonds. There's John Powers and Co., for instance. A skating act, a skating act, surely, but a skating act. At the Music Hall, their platform set in the cross beams of two painted back drop spotlights, lighted brilliantly, dressed in gleaming white satin, the dare-devil lady in white pyjamas with a hint of white Russian in their strass and maribou banding, this skating act is a somewhat suspiciously modern theatre. Only their bows betray them for good old vaude.

The Ballet Corps is used to this fine treatment, tender lighting, lovely orchestrations, but this week the Ballet Corps returns the compliment to the orchestra and, as it fits about in its formations, 19 new formations appear in counterpoint, accenting the embroidery of the music in graceful gesture. In white bouffant-tiered net, the Ballet Corps, with satin picture hats and old-fashioned bouquets because, children, they're little girls from the South. Nina Whitney, premiere dancer, is one too, but she, since she's head of the class, wears lavender tulle and old lace, lots of it, perhaps too much.

The Roxettes march forth in the Ace of Chivalry item looking like brave but delicately modelled knights, wearing plumes and armor and patent leather boots. It seems they're going to do their grade drill again. But no, no, no, that's it possible? It's a parade drill all right, but it's new. The Rockettes have discovered yet new maneuvers. It would take hours now, hours for the Rockettes to march through all the parade drill formations they've got memorized in their pretty little heads. But they don't give all, just enough, so that when they march forward for the finale, while the pennons dip in graceful motion, everybody still loves them for their restraint.

Football

By Benny Friedman

Prognosticating football winners is no cinch any more because of the constant shifting values in the school teams. Once upon a time the powers that be in football could be named on the finger of one hand; then there were the leading teams in each section of the country. Now it's a constant surprise. Anything can happen and everything does. Last Saturday saw old hulks as Southern California, Michigan, Notre Dame, Pennsylvania, Yale and Cornell went the hard way.

get even for those Rose Bowl fusticos. Michigan State seems to be definitely up, if the boys don't let down after the shock of beating Michigan. Carnegie Tech appears to be only a little above average this year. Notre Dame Due Both Purdue and Notre Dame lost, but the Irish looked like the better club in losing to Texas. The South Bendians are out to show Layden something and should come back this week. Stanford has been showing a pow-

Probable Football Winners and Proper Odds

October 13

By Benny Friedman

GAMES	WINNERS	ODDS
Harvard-Brown	Harvard	Even
Pittsburgh-U. S. C.	Pittsburgh	7/5
Carnegie Tech-Mich. State	Mich. State	8/5
Notre Dame-Purdue	Notre Dame	6/5
Northwestern-Stanford	Stanford	8/5
Illinois-Ohio State	Ohio State	9/5
Iowa-Nebraska	Iowa	8/5
Tulane-Florida	Tulane	7/5
Syracuse-Cornell	Syracuse	7/5
Yale-Penn	Yale	8/5
Temple-Indiana	Temple	Even
Chicago-Michigan	Michigan	Even

(Predictions based on fair weather)
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Don't laugh; but when U'stain beats Penn and Richmond takes Cornell—your pick ends old hulks. But getting down to cases for this week's struggles: Yale should take Penn. The boys at New Haven want to play and under Lucky Pond will do better. It was tough starting against Lou Little's club, but Penn looks to be as bad as last year. Neither Harvard nor Brown showed much in their opening games, look to be about evenly matched, but Cambridge has stronger replacements. U.S.C. lost Saturday and while a team that loses should come back, U.S.C. hasn't enough time to correct the faults uncovered in last week's game. Pitt is powerful and eager. Besides which it wants to

erful offense and a good defense. Northwestern has a good team, but Ohio State yielded for years about its great freshmen teams. Well, it looks as though last year's cubs had the goods and will show something this fall. In downing Indiana last week, 33-0, the Buckeyes showed enough to put them up with Minnesota as favorite in the Conference. Iowa should win this Saturday. They showed plenty against Northwestern and Nebraska will have a tough time getting over the bruising Minnesota gave them last week. But out in the corn country the boys grow rugged and can take it and the rivalry is intense. Florida, with a bit stronger than Florida, with a much better defense.

Plays on Broadway

THE FIRST LEGION

(Continued from page 60)

screen, 'Legion' would make many friends for the film industry. It will be charged that Emmet Lavery's play is Jesuit shop talk and rambling drama. This is true enough. But that's all part of its quiet spell. It weaves a mood. Along the path no crime more serious than a disbelieving doctor's hoax in the form of a faked miracle is committed, but there are several expertly contrived dramatic character convolutions. An actor is quite a lot of smartly-turned phrases that stand out and win laughs. Whitford Kane, as a parish non-signor (not a Jesuit), is a frequent visitor to the Loyola house and always good for some sly digs at the secular order. Kane's performance is a gem. A slick job of hand-picked casting is Bert Lytell's assembling of the all-male cast. Every one of the performers is a fine trouper. It is almost unfair to single any one out. William Ingersoll, as the Father Rector, lives and dies in complete character conviction. An actor for 50 years, this performer ideally interpreted the great-souled gentle autocrat of the house. Thomas Findlay, as a giant Scot who associates laughter and sin, impersonates with a fine Aberdeen twang one of the well-meaning, but short-sighted rank and file, while another grouchy father in done in his military-tempered arrogance by Phillip Wood. Part originally intended for O. P. Heggie is entrusted to monocular-wearing Charles Coburn. Like the rest, he knows how. John Little, as the athletic Father, and Harold Myron, as the non-musical, are perfect musicians, form, with Bert Lytell, the three younger and restless members of the order, whose acceptance of discipline is not completed until the drama's end. All give fine performances.

For a 10-minute bit in the final act of Act III Frankie Thomas, Jr., is getting his feet. Boy actor, like Pedro de Cordoba, has little to do, but it is most essential that the bit be superlatively well done. In both cases the actors glorify the bits. Managers Lytell and Green will

probably go after parties, societies and other potential sources of revenues, which should include the various drama, followed generally. There's a chance for a bang-up publicity and ticket-selling promoter to go places with this attraction. But the short Lady should not be left to the harsh mercies of people mentally and temperamentally incapable of the necessary sympathy. Land.

Chinese Nightingale

Play with music in seven scenes presented by the American Children's Theatre at the Theatre of Young America. By Hans Schmiedel and Lester Loneragan. Translated and adapted by James L. A. Hurley. From a story by Hans Christian Andersen. Music by Aaron Shulman. Costumes and sets by Serge Soudeikine. Staged by Lester Loneragan. Opening Oct. 8. Emperor.....Phillip Mellish Captain of the Guards.....Sidney Packer Umbrella Bearer.....Baruch Lamer First Minister (Chung).....Blake Scott Prime Minister (Chung).....Cooksey Curtis Zoologist.....Ferdinand Vician Astronomer.....Lester Loneragan Jr. Physician.....Oscar Stirling Poet.....Holla Nuckles Kitchen Maid.....Flora Le Breton Book.....Herbert Fisher First Court Lady.....Vivian Jones Second Court Lady.....Esterline Gione Third Court Lady.....Eugenia Tucker Fourth Court Lady.....Jacqueline Leland Japanese Herald.....Frederick Leland First Japanese Doctor.....Richard Allen Second Japanese Doctor.....Howard Hirt Third Japanese Doctor.....Jerry Rykova Fourth Japanese Doctor.....Jane Oakley First Soldier.....Richard Allen Second Soldier.....Howard Bird

Aim of the American Children's Theatre, as expressed by Mr. Reed, Alsop at the opening of its first production, 'The Chinese Nightingale,' at the Theatre of Young America, formerly Cosmopolitan, is to operate a theatre for children, where our kiddies' moral fibre will be comparatively safe. We shall present the best in art, entertainment and music, full of interest and excitement. We won't give goody-goody plays. Following Mr. Alsop, Dr. John Dewey characterized it as 'an idealistic effort'—a labor of love... non-profit-making organization... community undertaking by the city of New York from the civic point of view. And then the curtain went up, 40 minutes late. 'The Chinese Nightingale' is all

that Mr. Alsop and Dr. Dewey promised, save for the 'goody-goody' part. Settings—of colorful flat set pieces—and costumes by Serge Soudeikine, music by Alan Shulman, have humor, mood and taste. Staging by Lasar Galperin reveals an understanding of pantomime, repetition and grotesquery that amuses, say, little girls from five to nine, but refuses to believe that these little girls must have their tempo, too. These little girls don't like stinky waits any better than aplomb. Bring on the ballet that beguiles them in one while the scenes are changed, as soon as the curtain falls, they whisper to their governesses, ever so much later. Dietion, too, is slipshod. Little girls can't understand everything the actors say, though there's nothing in 'The Chinese Nightingale' that need be kept from them. Direction calls for a firm hand, to subdue the leading characters, consider this the chance of a lifetime and wallow in bombast accordingly, and to point the story line for those of the audience who don't know the Hans Christian Andersen original. Fuller Mellish as the Emperor, Flora Le Breton as the Kitchen Maid, Baruch Lamer as the Umbrella Bearer take it easy and turn in first-rate performances. Rest of the cast either over-anxious or amateur. Draw of 'The Chinese Nightingale' will be restricted to those protected children whose parents carefully select their entertainment and who are so crazy to give any place as a result of their parents so seldom finding anything worthy for them to see that, in spite of some restless moments, they'll love it. But, as such parents put their children to bed before 8:30, who's going to make up the American Children's Theatre's audience for its evening performances? Kiddies over nine, with later bedtimes, old enough to take a stand in such matters, are apt to balk. Aggr.

Beauty Pageant Rapped

Barney Rapp Band's Coin

Barney Rapp, ork leader, has filed suit against the Madison Sq. Garden Corp. for \$1,200, claimed due him for two-day engagement at the National Beauty Pageant, Oct. 2-4. Rapp and his agent, Phil Tyrrell, elected to sue the Garden rather than the G.O.P., promoter of the pageant, charging that the Garden, in charging in the receipts, was a partner in the beaut exploiting enterprise. Oliver, free-lance p.a., promoted the pageant and got the Garden on a percentage arrangement. The show was a financial fiasco. Fredman and McNeill are counsel for Rapp and Tyrrell.

Boulevard Cafe Bankrupt;

Ted Black Band Unpaid

Boulevard cafe, two-story affair at 1670 Broadway, which opened about two months ago, was taken to the New York Federal court last week for a financial bath. Named as operator was the spot in the bankruptcy petition was the U. S. Catering Co., Inc. Among those left unpaid in the sudden shutdown was the Ted Black band.

MARRIAGES

Margaret Murray to Ned Midgley, Jr., in Yonkers, N. Y., Oct. 6. Groom is in the radio department of the Batten, Barton, Durstine & Osborne agency. Pearl Chertok and Dr. Eric R. Wilson have filed notice of intention to wed in Los Angeles. Mrs. Chertok divorced Jack Chertok, film exec, last year. Cornelia Clampett to Galt Bell, in Yuma, Ariz., Sept. 30. Bride is an actress, and groom is producer of the 'Drums' in Los Angeles and in San Francisco. Ruth Curry to Edmund Burns, in Riverside, Cal., Sept. 25. Groom is a picture actor. Dorothy Rosenthal to Bill Rose, Oct. 6, in Chicago. Bride is a non pro and groom has been with the NDC publicity department in Chicago for several years. Josephine French to Prentiss Moore at Yuma, Ariz., Sept. 29. Bride is a film player and groom is the son of Superior Judge Minor Moore of Los Angeles. Bonnie Barron to Charles Faye at Tijuana, Mex., Oct. 1. Bride is a picture player and groom, a brother of Alice Faye, is an assistant director for Film on the Coast. Walda Mansfield to Walter Donaldson, Oct. 5, in Agua Caliente, Mexico. She's a Metro contract player; he's the songwriter, also on the MQ list.

Kraft's Verdict in Winchell Case; Will Appeal Award as Inadequate

High and Low

New Patio cocktailery on the 65th floor of the RCA Building in Radio City dispenses cocktails at 40c. up. It's on the topmost floor, the observation roof. To go up to the tower alone costs a 40c. admission, so for the same price now you can get a drink and see the view at the same time. The adjoining Rainbow Room on the same floor is not that moderate in price. Dinner is \$4 and \$5, latter on Saturday. Covert \$2 for non-dining guests after 10 p.m. Wine card is fancy and dress is imperative.

JUDGES DISAGREE AS REFF SELECTS HAMAS

By JACK PULASKI

Steve Hamas, former Penn State footballer, was almost knocked out by rany Art Lasky, of Minneapolis, at Madison Square Garden Friday (5), but he was awarded the decision of the referee after the judges disagreed. Hamas was a roger in the ninth and tenth rounds, but he refused to drop and tried to sock back. Match developed into a slugfist, as the experts predicted, the men fighting for a chance to meet Max Baer for the heavyweight title next summer. Despite the verdict, Lasky impressed as the more formidable opponent for the champ. Crowd was wildly excited after being bored with low class preliminaries, one of which was stopped by the referee. On the strength of his record Lasky was quoted two to one in the betting, which overruled last winter. Fans and fight writers were divided over the split decision and one of the latter declared Lasky got the worst of a rank decision. System Rapped

New York's system of judging fights came under fire. It is the third successive important fight where the judges disagreed and the say was up to the referee. Same thing happened in both the Ross-McLarnin matches. Observers figured that as Hamas was so badly battered in the last two rounds the worst Lasky should have gotten was a draw. But the rules call for scoring points by rounds and count showed that Hamas had the edge. It Won't Help Probable outcome will be another meeting between the pair—but that doesn't appease the boys who lost their dough betting on Lasky. The big Lasky impressed in more ways than one. He not only demonstrated that he can sock but he also can take it—that's the thing fight bugs like just as much. Hamas is not a cream-puff hitter himself and he planted quite a flock of wallops on Art's kisser. That Lasky didn't sag probably discouraged Steve. Up until the ninth round Hamas acted as a crook which made him a difficult target. Lasky was aware he would have to show his best stuff to make up for the points piled up by the other fellow. He smashed in several body blows and Hamas straightened out. That's all the westerner wanted and he went to work. Looked like Lasky isn't hard to hit and, should he be eventually matched with Baer, it's just a guess how long he would be able to take it on the chin.

Mary's Swank

(Continued from page 1)

her role in 'A Church Mouse,' the veteran actress made three costume changes. That's quite a turn around from the old order of hopping up to the mike with anything that happens to be wrapped around the torso. Supporting cast of five also was decked out in formal attire.

BIRTHS

Mr. and Mrs. Sam Nelson, son, Los Angeles, Oct. 6. Father is production manager at Columbia.

Harry Kraft, former art director of the J. P. Muller advertising agency, who was termed a 'rat' in Walter Winchell's column in the N. Y. Daily Mirror, and who sued the Broadway columnist, the Daily Mirror, Inc., and Armando Araujo for \$25,000 damages for alleged slander, was awarded \$3000 against all three defendants by Justice Isidor W. Wexler, in N. Y. Supreme Court last week after two days' trial. Trial was without jury.

Kraft's trial counsel, Richard J. Mackey (Martin J. Desmond is the attorney of record) states he will appeal from a verdict which his client deems inadequate. Issues involve the expression of 'rat' which the Appellate Division ruled was a term which held up any individual to contempt, ridicule and is possessed of 'repugnant qualities'.

The first named defendant, Armando Araujo, is now art director of Lord & Thomas ad agency. Known in the trade as 'Armando' (his first name), he was a former employee of Kraft's when the latter headed the Muller agency's art dept. When allegedly dismissed by Kraft for being tardy to work, Armando eventually developed into a high salaried man with the Lord & Thomas staff. Circumstances by which Kraft allegedly fired Armando constituted the piece Winchell wrote in the Mirror, the contents or identity of which are not denied by any of the three defendants. As a partial defense by Winchell and the Mirror, justification is claimed. The yarn had to do with Kraft dismissing Armando because he was late and allegedly, with full knowledge of the advent of a new family addition in the Armando Araujo household as the reason for the tardiness. Winchell's piece continued that five years later the tables were reversed and Kraft, out of a job, alleged sought out Armando in the L&T agency for a job, and stated, 'I know I was a rat to do that to you, Armando, but I've lost my job. I have no money and my wife is having another baby.' The story concluded that Armando, instead of raising Kraft, gave him a job because he (Armando's) family also had another addition, having arrived that morning.

Kraft's attorney denies that he (Kraft) ever called himself a 'rat,' that he lost his job, had no money, his wife wasn't having another baby and, in fact, denies all details. Originally Kraft's complaint was ordered dismissed by Justice Ford in N. Y. Supreme Court, but on appeal the higher judicial body, the Appellate Division, opined (for the first time establishing the legal interpretation of 'rat') that:

'The word "rat," as frequently used in the context of denials and publications, has been variously defined in dictionaries as meaning a person in contempt, one who is regarded as base and sneaking in conduct; a "person who is considered to act in some respects in a manner characteristic of rats—a renegade"; a sneak, informer, turncoat; a mean skulking fellow; the word is used in obfuscation and has come to be regarded as an opprobrious epithet. In the popular vernacular it is a term which a jury may find descriptive of one who has reached so low a state of degradation as to be a virtual outcast. Assuming, as we must, the falsity of the article, the plaintiff stands self-accused of possessing such repugnant qualities. Unquestionably a jury may award damages if they conclude that the article was written of and concerning the plaintiff, and that, in common speech, it tends to hold him up to public ridicule and scorn.'

Armando's answer admits having told Winchell the yarn but denies some of the details which, he states, Winchell filled in or embellished. Latter denies generally, as does the Mirror corporation, but as additional affirmative defense claims justification and truth. The lower court had originally dismissed the suit as a 'damnable joke' but the Appellate Division held otherwise and ordered it to trial.

Attorney Mackey is the same trial counsel who won a damage suit against Winchell and the Mirror in the Fleetwood Foundation case.

Broadway

Marty Culhane into the Sun Dial.
Artie Stebbins in from coast on talent hunt.

Joe Hess over from Berlin on a looking trip.

Anatole Friedland buffeting band.
Louis Allen Woolf.

Louis Olms, box office man, lost his father last week.

John Wenger's water color exhibit at Montross Gallery Oct. 8-29.

Abe Lastfogel piloting reorganized Friars' membership drive.

Jeanette Macdonald back to Hollywood in the course of this week.

Al Smith and fruit showed up at the first night of "The First Legion."

The Harlan Thompsons (Marion Spitzer) on route east from Hollywood.

Jimmy Miller, manager of St. James hotel in Philly, a quickie visitor.

Monday (15) reopens the Cheesecake weekly luncheon meets at Sardis.

Max Tishman has mothballed the striped pants, so the summer must be over.

Bob Ritchie spent \$130 carting golf clubs around Europe and played 12 holes.

One Munson losing her musical comedy background and going dramatic legit 100%.

Charles McClintock ahead of Cornelia Otis Skinner with Ainsley Whitteville back.

Beaut show at the Garden a wash-out; more contestants than customers at certain hours.

One Woolson figure veering towards the juvenile type after sojourning in Vermont.

Rockefeller Center Weekly's first issue out; plugs everything in R. C. including Stars and Stripes.

Don Dillaway is back around the Lambs Club after three years of screen work in Hollywood.

William Gilman back from London and a G-B film back to the Coast this week on his Warner contract.

Attorney Samuel Jesse Buzzell flew hurriedly to the Coast at brother Eddie Buzzell's behest last week.

Maurice Mackenzie of Hays office, laid up with gripe, on the mend and probably back some time this week.

Den Ueberall's ill-fated Boulevard Terrace cafe on Broadway and 53d up for public auction yesterday (Monday).

Mark Hellinger dedicates his new book, out this month, to Mark Hellinger, because he can't find anybody else to bill.

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M. A. Schlesinger, president of General Talking Pictures (DeForest) left for Hollywood Thursday (4), accompanied by his wife and niece.

Mrs. L. B. Mayer remained aboard the S.S. Paris upon arrival and moved direct to the special train for Hollywood rather than going to a hotel overnight.

Well-dressed men's ensembles is another publicity outlet for the radio-band boys in the metropolitan tabs. Probably because m.c.'s wear their taxes so well.

Jack Krup, assistant to Henry Herzberg, legal head of the Paramount Coast studio, in New York with his family on vacation; returns to Coast around Oct. 15.

Jack and Ethel (C2) enter the coffee liquid degustations for the Continental Varieties at the Little.

It's a special bunch between acts in the European. Formerly they served coffee in the lounge.

Lots of spots couldn't serve even beer Oct. 2 through not having their liquor license renewals okayed in time by Oct. 2nd.

Application was made a week or so in advance.

Casino de Paris programs now

credit all song material solo to Ballard Macdonald, collaborator with Billy Rose. All Hays authorship credits off the new editions of the programs.

Reformed speaks that did okay before repeal are mostly mourning for the good old prohi days. New hot spots and better grade niteries are a lot better than ever under legalization.

The dapper stepper-enters on a bicycle last week between the ultra Waldorf (Lombardi). Billmore (Whitman) and Rainbow Room (Rockfellers) niteries premieres one night after the other.

Norman Krassna, who authored "Small Miracle," is said to have written it in about three weeks, working on the script in creative heat and turning out the working script within a month.

Strolling and ciggie smoking fumes, solo and escorted, setting to be a thing on the boulevards. Auggie well for the tobacco stocks the way the gals do their nicotineing right out loud.

Gladys Glad (Mrs. Mark Hellinger) recuperating from a bad attack.

Tony Sarg decorated the new "Keyhole-Bar" of the Hotel Montclair, so that was an excuse for another cocktail party last night.

Eddie Cantor goes to London in about eight weeks at Sam Goldwyn's expense as a sort of bonus.

It will be an advance builder-upper for "Kid Millions" which doesn't open abroad until next February.

Armand Tokatyan, Park Central hotel, singer, in voluntary bankruptcy \$25,841 liabilities, no assets.

Edith Piaf (Mrs. Mark Hellinger) Village "writer of business stories"; debts of \$2,453, no assets excepting insurance.

Armand Murphy, of the old act of Murphy and Willard, in to look the town over, then back to the chickens in Audubon, N. J. Murphy, who used to write the old "Adam Sonny" letters for "Auntie," now scripting for air acts.

Shops in Radio City name their apparel modes after the NBC artists and announcers. Met Chaplin, for example, are labeled the Bond, the Clancy, the Wallingford, et al., the names of these NBC announcers lending themselves to such a thing.

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Can's ace spot when the house went all-picture, has assembled a 15-piece band.

Eddie Duchin and the boys encountered immigration trouble at the border for that Gardens engagement.

Tommy Munger opens a new office here for Walt Disney novelties exploitation and, with the missus, is looking for a home.

Bushman's holiday for Maureen O'Sullivan and John Farrow, caught here ducking in to see "Here Comes the Navy" and "One Night of Love."

Hallroom dancing "Collette and Harry are really Jean Hemsworth of the old Imperial line and Harold Galloway of Cameron Matthews stock."

London

Marcelle Rugez an appendicitis victim in London.

George Arliss elected a Fellow of Royal Society of Arts.

"Sporting Love" celebrating 200th performance at the Gaitey.

Johnny Walker here on the alert for a directorial assignment.

Clifford Metcher receiving Helen Chandler around London spots.

Allied Film Productions, Ltd., formerly Vogue Films, in receiver's hands.

Wife and daughter of Sir Henry Wood, conductor, in auto smash, Sept. 27.

Jan Flah, branch supervisor for Wardrobe Films sales department, resigned.

John Barrymore with Alexander Korda at the premiere of "Josephine" at His Majesty's.

Elliott Makeham interrupted his film-making to marry Betty Shaie in London, Sept. 24.

Binnie Barnes, Renee Houston, Sam Joseph and Edith Bloom making whoopee at Margate.

Gracie Fields held over at the Palladium for a third week, duplicating "Whispering Willows."

Prince George and his fiancée, Princess Marina of Greece, at the Empire seen "Treasure Island."

Paul Murray and Harry Hilling have joined McKelvie & Elliott, Ltd., former as general manager.

Freddie Craig, Jr., laying off week to have 16 uppers pulled, and trying to figure how the new ones will fit.

Dorothy Hyson back in "Touch" about after illness. Show passed 150th performance at the Haymarket.

"She Shall Have Music" enters into second edition at the Saville, original production being embellished by Archie Pitt.

Binnie Barnes attending trade-showing of "There's Always Tomorrow" at the Regent.

Violet Melnotte and Peter Haddon staging matinee of "Who's Who?" at the Duke of York's in aid of Welsh mine disaster fund.

Freddie Craig, Jr., served with summons for wife desertion on his opening at the Palladium and found to be the wrong Craig.

Marion Lorne-Walter Hackett play at the Apollo will be "Hyde Park Corner," Oct. 4. This will be first of a series of three.

Cliff Whitting's latest Dorchester show has 12 girls, using 9,000 silk roses for their 12 dresses; almost 100,000 in roses.

Julius Hagen has bought film rights to "Vintage Wine," currently at Daly's theatre. Will do film with Seymour Hicks in his original role.

Look like "Dubarry" will at last be produced by British International. It has been on and off for nearly a year, due to casting difficulty.

Lucy Beaumont returning to New York after appearing in two films here, "Recipe for Murder" for Twickenham and "Antonia" for Gaumont-British.

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Mollere's "Love Is the Best Doctor" makes a splendid dual bill.

Jessie Matthews signed new three year contract at Metropolitan Theatre for \$250,000. Contract calls for two pictures per year, with star permitted to do other work, providing it does not interfere with her film-making.

Budapest

By E. P. Jacobi

Sari Fedak to New York. ("It's All About Studying Ballet")

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tions commissioner who looks after Hungary's finances.

"When Ladies Meet," Rachel Crother's play, successful at the National theatre, Gizi Bajor and Aranka Vraday in it.

Istvan Szekely to direct "Ball at the Savoy" at Hunnia. He is now in London to choose a team of girls to dance in the musical film.

"House of Rothschild" (U. A.) considerably cut by censors here, who objected to such things as the Jews keeping their hats on when they speak to high potentates, etc. Picture flopped.

Zita Perel, after playing the lead in two new Hungarian pictures not yet released, got contract offer from Ufa in Berlin. She can't sign. National theatre, of which she is a member, won't let her go.

Francy Gaal working on "Peter" last picture that she is to make for Universal in Germany at Hunnia Studios. When finished, she goes to London to learn English and go into English-speaking pictures for U.

Premiers of "The Lion," play by Elizabeth Ligeti, actress, was preceded by much pow-wow because manager of Belvaros theatre found her unsuited to play the lead, which she had written for herself, and left the authorities of the cast. Play was a flop, too.

Archduke Joseph Francis has written a play in blank verse, "Columbus," to be presented on the river Danube on a boat that is a reproduction of the galleon Santa Maria in which Columbus discovered America. Spectators will be in the audience, a single charity performance is contemplated.

A. Financs, 22, negotiating for lease of Burger theatre.

Erlich Engel starting "The High School," talker, Sept. 23.

Kraner-penismarkt negotiating to appear in London legit.

Film and stage star Gretl Berndt here to star at Reinhardt's.

Actor Philip Zeska elected official producer of "The High School," talker, Sept. 23.

Frantz Werfel's "Jüarez Maximilian" translated into Hungarian.

Dela Lipinska contemplating appearing London engagement in Dec.

John Drinkwater expected over for "Abraham Lincoln" premiere at Burg.

Richard Duschinsky's new comedy, "The Measure Is Full," completed.

Local release for Conrad Veidt talker "Rome Express" (G-B) in English.

Bruno Frank's "Storm in a Teacup" with Sari Fedak starring in Hungary.

Jens Locher's dramatization of Hans Palada's "Little Man, What Now?" due in fall.

After State's opera success in Venice, ensemble invited for musical festival in Florence in 1935.

Drinkwater's "Robert B. Lee" likely to alternate with "Abraham Lincoln" at Burg theatre.

Oscar Straus to conduct radio concerts in Athens, Brussels, Amsterdam and perhaps New York.

Plans to replace Richard Tauber by Jan Kiepura in Tauber's own operetta. Instead Tauber will conduct.

Calderon's "The Constant Prince" to be revived at Burg theatre.

Ronald Adam arranging to revive "Miracle at Erdum" at Embassy theatre, London, for Armistice celebrations.

Styria Film Co. preparing "A Star Falls from Heaven" as first local feature. Schmalz music by Hans May and Max Neufeld to direct.

Gerhart Hauptmann severely attacked in German press because in congratulating Franz Werfel on his birthday he speaks of a spiritual link with the latter. Werfel is Jewish.

Sabbath meeting between Elizabeth Bernger and Karl Zschmayer in which the latter promised to write film scenario for former, re: trial in semi-official ban of Zschmayer's Jews in Germany. Elizabeth Bernger is Jewish.

Police warring on spiritualistic fakirs.

Foreigners dominating wrestling show cards.

Mary Boland, Katherine de Mille and Frances Drake here.

"Nana" (U. A.) and "Operator 13" (M. G.) current cinema push-overs.

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Hollywood

Charles Laughton has lost 20 pounds.

William Anthony McGuire III with pleurisy.

Paul Muni on three-week vacation from WB.

Maj. Joseph Donovan out of town on biz.

Oliver Rogers abed a day from too much sun.

Filmites given the go-by by Maybelline on the Coast.

J. P. McEvoy wants to shake the mist of Upton Sinclair.

C. B. De Mille in the Cedars of Lebanon for a minor op.

Berta Singerman, Fox Spanish player, off a personal tour.

Vincent Lopez heading a gang of screenwriters at the Bewhills.

Harry Beaumont is here from Chicago, planning to locate.

Hobe Erwin joining Walter Winchell's outfit, art director.

Pat West and Charles Callaghan have completed a play 'Stage Fright.'

J. J. Franklin cabled his biz on opening of his Roosevelt theatre in Honolulu.

Charlie Murray and the Mrs. are sailing to N. Y. on their 28th honeymoon.

Maxwell Coleman, once headed for stardom by Cecil De Mille, is Mady Christians' standee.

Gordon and Revel say (of course) they have a smash in 'Stay As Sweet As You Are.'

Met Nathan Levinson reappointed head of the technicians branch exec committee of the Acad.

Ross and Sargent, now appearing at the Kings club, head to the Mayfair in London shortly.

Major Frederick Herron, treasurer of the Hays office, is back from Mexico, before heading east.

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Bert Nelson, formerly in vaude with his Honess Princess Tat, plans some animal pix for state rights.

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Her housemaid, a minor, has filed suit against Jocelyn Lee seeking \$20,000 damages for alleged assault and battery.

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Richard Arlen's eye injury held up 'Heldorado' at Fox, while Victor McLaglen's bad cold likewise stalled 'East River' temporarily.

Mrs. Edith Simons, wife of the late John Simons, is opening a Bewhills agency with Irving Simons. Agency still to maintain its N. Y. office.

Hollywood Plaza hotel has filed suit against a waiters' union for allegedly annoying guests by wearing lab coats between the hotel and Levy's Tavern.

Minneapolis

By Les Rees

Warner Brothers' club holding forth part of year.

Bess Crane, Pantages secretary, home ill a few days.

Marguerite Craigan of RKO office week-ended in Chicago.

Annette Fawcett, publisher, taking over long night club.

Charles 'Furber' Fox reopening with Jack Keller as manager.

Harry Arnie new comedian with Gaiety stock burlesque troupe.

Sol Lebedoff, night exhib, taking early-morning hikes for his health.

Eugene Weber here to direct six-week stock season at Shubert, starting Oct. 28.

Eddie Timmer, manager of Metropolitan, legit road show house, back from New York.

Archibald Zacherl, Universal salesman, lost for several days in North Dakota snow drifts.

J. L. Stern of Capitol, independent exchange, has taken over Majestic franchise for territory.

John Sherman, Star drama editor, went on air to plead for support from public for drama.

John Leiber in Shakespearean rep to open Metropolitan legit road show season first week in Nov.

Harry Dickerman's remodeled and redecorated Coxy theatre, neighborhood house, to reopen next month.

Nebraska-Minnesota football game here drew 30,000 at \$2.20 per, a record crowd for early non-Conference tilt.

Bob LeFevre of the Lyric ran special ads for 'Death on the Diamond'

In local newspapers sporting section.

Scale \$1 top for Repertory theatre's premiere production, 'Camille,' playing week stand at Woman's Club theatre.

Shreve M. Archer, manufacturer, made Mayor A. G. Bainbridge, former showman, gift of a brand-new 12-cylinder auto.

Mixed match between Charley Ketzlaff, heavyweight boxer, and Abe Kashay, wrestler, at auditorium, drew big crowd.

Eugene Ormandy, conductor of Minneapolis Symphony, en route back to United States from Europe, with first concert scheduled for Oct. 19.

Art Goldberg, local boy who had his own orchestra playing at local night spots, now in Hollywood, has sold two songs and changed his name to Arthur Morton.

Out-of-town exhibitors visiting film row included Sidney Johnston, Jameville, Minn.; A. M. Inman, Fairfax, Minn.; and E. C. Hackelman, Cannonville, Minn.

Alder Herman M. D. Robb told newspapers his favorite actress is Greta Garbo, fellow city council members obtained autographed photo of Swedish star and presented it to him with impressive ceremony.

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Baltimore

By Albert Scharper, Jr.

Lyric concert hall interior has been refurbished.

Bill Saxton now a member of the Washington Variety Club.

Big biz opening nite at Lou Becker's new nite, Penthouse.

Wells Hays, local lad and vet, circling, occupying from long illness in N. Y.

The National Agency has had all its reception room furniture painted a flaming red.

Herman Weinberg has an article on Will Hays in current issue of 'Panorama,' arty mag.

Gibbs Penrose, local lad, will make 'I-way' debut in Max Gordon's 'Farmer Takes a Wife.'

Phil Ahearn, assistant treasurer at Ford last season, currently nite-clerking at Shubert club.

Tom Cushing turning some coin with his 'Drunkard' presentation at Lehman's. Will follow it up with 'East Lynne' and 'Tom's Cabin.'

Continental Varieties

(Continued from page 61)

less, Balleff has a rep and knows how to knit shows together. His appearances in between the various numbers help a good deal. He really should, however, not have attempted to do specialty with the dummy. It's been done, and better, in ordinary vaudeville in this country.

First number in the program is Raphael, a short, fat gent with a cherubic face who seems to be a stock drawing come to life. He plays fine music on a concertina. A definite novelty and a surprise. But the audience, the first night, had a tougher time making up its mind whether they were supposed to laugh or not.

Lydia Chialpine is second. She sings gypsy songs and accompanies herself on a piano. Later, Emma Banich sings a duet with her. Both are okay, but still a No. 2 act.

Escudero follows in a number with Camilla, the gypsies do six numbers. Balleff does that dummy midket specialty and Escudero does two more numbers on his own. Then Miss Boyer sings five for a sock finish for the first half. All special material, all in French and finishing with 'Parlez-moi d'Amour,' which she introduced and which preceded her across the ocean.

Second half starts with Escudero, his gypsies, Camilla and Escudero again. Then comes an exceptional, all-cyber, leg-dominant worker. He serves any kind of drinks out of a pitcher of water, audience calling for and getting benedictine, absinthe, whiskey or almost anything else. It's a specialty which has made him a name in Europe and it's good. But he should dispense with that final trick of clanging water into ink.

Miss Boyer comes back for six more songs. In this last group are 'Je Ne Sais Pas,' which ought to be a hit as a tune on this side and 'Parlez-moi d'Amour,' which, too, ought to click.

Henry Dreyfus staged the show and supervised the decoration of the theatre. Later, in a simple, yet absorbing manner, with caricatures of prominent around the bar. During intermission free punch via a tleup with a drinker. There's a six piece string orchestra accompanying Miss Boyer and a pair of the others.

CHATTER

Chicago

Harry Delf in town.

Lon Cowan to N. Y.

Spanish Village operating again.

Harry Rice offering his Fair boats for sale.

George Isaacs sitting around the country.

Frankie Quartel playing at the Club Seidel.

Spot Herman redecorating the Cort theatre.

Fred Rosenthal on a trip to N. Y. to pick up acts.

Sol Ehrenberg, well-known poster man, to the Coast.

Veloz and Yolanda returning to the Palace for a week.

Clyde Elliott taking out his 'Hollywood' show for down state run.

Cherry Sisters getting newspaper stories and reviews on their revival.

Mary Eaton Webb and Mrs. Hazel Sidney doing the Fair in rickshaws.

Gene Murphy has quit Balaan & Katz to go with 'The Drunkard' show.

Frank Glimko through town on way to the Coast A. F. of L. convention.

Gus Hill negotiating to open his 'Jiggs and Maggie' farce comedy near Chicago.

L. M. Rubens reappointed the foreign representative of the International Chiefs of Police.

Don Donahue, stock company at Benton Harbor having an average of two sell-outs a week.

Joe Meloy, of Meloy Brothers' poetic works in Shelbyville, Ind., in town looking over the town.

Richard Hood, owner of 'Streets of Paris,' contemplating using the same layout for his place in Florida.

W. A. S. Douglas, star, correspondent of the Baltimore Sun, finishing his 'Black Ulsterman,' to be published by Alfred A. Knopf.

Harbous and Franz celebrated their four-month run of 'The Drunkard' and 'The Demon Barber' with a midnight show in Milwaukee for show people.

WAGON WHEELS

(Continued from page 18)

also well handled via solos, a quartet and with a chorus.

Story follows the pioneering wagon train from its mobilization in Missouri through hardships, villainy, Indian attacks and the romance of Randolph Scott and Gail Patrick. Scott plays the chief scout of the train who initially turns down the girl's admittance to the caravan because her equipment was inadequate. She obtains from the heavy (Monte Blue) who turns Indiana on the train eventually as an agent of foreign fur traders who don't want settlers to invade Oregon.

A skirmish with Redskins is effectively produced, together with sequences which deal with fording of rivers and following mountainous trails.

Billy Lee, a kid actor of personality, in color and in forest while comedy honors go to Raymond Hatton as a weather-beaten old frontiersman.

House Reviews

CHICAGO

(Continued from page 22)

this audience and the dancers left the stage in almost a deadly silence. Adams pair demonstrated clearly why the team of Veloz and Yolanda, for instance, are such an attraction in the nation today with their clean, comic dancing.

Stanley Morner was on the show for vocalizing, particularly as accompaniment for the line girls. Business was good at the last show on Friday, the picture being 'Girl from Missouri' (MG).

COLISEUM

For an act to click with last Saturday night, it had to be a show loud or fast or both. First two shows of the day accounted for capacity houses with easily half of the turnout youngsters. Murrin the kids set up showed no room for anything even bordering on the subdued or the funny. Venita Gould exercised good judgment in doing three bits and calling it a performance. The youngsters wanted lowdown hoke and any turn that could not come up, or down, to this requirement was just so much excess baggage.

Every other act on the bill, however, set up enough of a din and fast time tempo to keep the younger element interested and applauding. Jimmie Wong, a young fellow, took the initial inning and filled it with a mass of simple but fascinating-to-the-kids

samples of acrobatic contortion. Sight of one of the Chinese youngsters doing a tap on one foot while the other limb was tucked up around the shoulder tickled 'em to a fare-the-well. Fact that there was a Lilliputian in the act that followed, Pettet and Douglas, also scored with the youngsters. This twosome tossed off some persiflage that made little headway because of the noise out front but once the edifying turned topsy and sportily rowdy the kids became all attention and unanimously voted the gobs-garbed duo honorary admirals in the State of Nebraska Navy.

After Venita Gould gave up trying to contend with the furor, Joe Besser sailed out and gave the youngsters the very thing they had been clamoring for: Besser's roughhousing with his straight developed into one steady stream of high and low pitched mirth. Act bowed off with a big selling point that reached from the pit to some place around the picture booth.

Task of yielding to the feature picture, 'She Loves Me Not' (Par), went to Colonel Fedor's Russian levels. Big selling point was the colonel's act is the gilt-clad girl. Even if her dancing defies classification the paint job done on her body is a fetching one. Colonel has instrumentalists in his troupe, switching them at will from balalaika to jazz combos, with the results of minor import. Turn also took a hook, straight to the door, and acrobatic fly-flopping. It all registered nicely, particularly the blonde bit of whirlwind who did the fly-flopping.

HIPP, BALTIMORE

Baltimore, Oct. 5.

After the many mediocre bills this indie has dealt 'em all, the customers had reason to cheer over this one. Aside from 'Age of Innocence' (Radio), the management has featured the stage with five acts the sum up into a flat hour of wholly satisfactory entertainment. There is but one short show-stop down the route. Roscoe states in the fancied but not the fact, the dancing turns sprinted across fore and aft the sock act with telling effectiveness.

Starting gong sent the Five Women Girls into the arena. In sum, an alton, an alton, an alton, exhibit of flashy formation and solo acrobatic dancing. Highlights are solo blonde's rhythm taps in rhinestone braids, a blonde, a roller skates, slips into a spill and that position heaves self across the rostrum, and the small girl who does a feet succession of no-hands Arab jumps on a disc.

Shirley Howard, brunette warbler from the other environs, decorated her entrance with a chorus of three chants, all of 'em pops and first pair of pretty aged vintage. Her face was entirely masked by a mask for first chat, then she waved and act the display of her slender angle, at which time those seated in center of lower floor got their first gander at her features. Works without a plant and got over nicely.

Will and Gladys Ahearn trod the red, abetted by an unblinded guitarist, who, when he wasn't flicking the strings, did a general stooping act. The music was a gibbering and at audience by pair got over and the only bright moments noted were when Gladys strutted through a scorching squirm early in turn and when Will had his arms at close with his peculiar kind of hook hooping. The billed pair's rope-spinning evoked mild response.

Toscoe Ates drained the next-to-top, requiring 22 mins. too long, but sound all the way. If he cut a portion, would condense turn into a more compressed sock. This family audience heaved right out into the aisles at his gibbering and stammering, though most of his gags are bearded. A stunning action femme flit stooped a major portion of the set, and got over nicely. Her words couldn't be heard more than half way back on lower level, and probably it was pantomime to collect the folks in upper reaches of seat. Doesn't sing, hoof, or smile often. Just stands out there and pops the guys' orbs. Ates ends with some hoked trombone and fiddle playing.

Corking corker was the dance flash, Mann, Rosemond and Smith. Act was over at the rival Century just three months back, rather close repeat for this town, and the turn was a little better. The act, the blonde boy's arm-and-shoulder control dance capped as before, though the efforts of the other lad, and the last rated reasonably in contrast to the other acts.

Pathe clips and trailers round out the bill. The pit ork has apparent to forego pictures; hasn't delivered one in months. His off second show Friday.

Pittsburgh

By Hal Cohen

Perry Nathan in town.

Tom Bailey in from the Coast.

Sam Stern has just finished a portrait of Mrs. Henry Kalmine.

Variety Club's enlarging dining room at headquarters to seat 100.

George Shaffer and the Mrs. will make their home here for the winter.

Buzzie Schwartz and band inaugurated nite club policy at Commodore.

Variety Club's banquet Oct. 14 comes a day after Pitt-USA game, making it a swell week-end for guests.

The John Harishes to Detroit to take in baseball classic with Joe E. Brown.

With Variety closed for week, George Jaffe is taking in the series in peace.

Helen Jean Moorhead back in town after a week at the Hotel Summitt.

Lulu May Hubbard, formerly in stock here, to turn up on E-way in 'Order.'

Clare Tree Major Children's theatre to present series of six at Nixon this year.

Mark Hollander and the frau heading a Broadway delegation here for Pitt-USA game.

Fritz Leiber and his Shakespearean troupe pencilled into Nixon week of Oct. 22.

Johnny Perkins wanted to call off his week at Alvin to take in World Series, but no go.

Joe Rubin has reopened his black-and-tan spot in the Hill district after summer shutdown.

Caron Sisters, who have been at the Towne Club for a while, joined Olsen Johnson unit at Pitt.

May Beagle concert season opens at Mosque Oct. 30 with Metropolitan quartet headed by Grace Moore.

Earl Hoover, ex-song plugger, worked a day as a coal-and-iron policeman extra in 'Black Hell.'

Labor legislation in this state against unions on stage, keep Jackie Cooper from playing here.

Mrs. Joe Feldman, wife of WB's publicity chief here, to New York to spend some time with her mother, who is ailing.

Kansas City

By Will R. Hughes

Senator Bernfeld is peddling jewelry, it is reported.

Lou Mayer back at the Mainstreet with Lawrence Lehman after a siege in Columbus.

Jack Hollander, of Star, still a summer widower. The Mrs. is back in Old Virginia visiting folks.

'Three Cornered Moon' will be the Kansas City Civic Theater's first offering Oct. 12 is the date.

W. A. Finney, Loew's western division manager, here this week to let contract for repainting Loew's Midland.

Fred Goldman, local jeweler, announced as director of the new Auditorium now under construction. Gabe Kaufman is being considered as assistant manager.

Junior League will revive its 'Polles' this year. The show will be given at the Shubert Nov. 8-9-10, and will be directed by William Marlatt, of N. Y.

W. P. (Bernie) Bernfeld, exploiter for 20th Century, is credited with being the most accomplished manager in the city. He speaks seven languages, including Brooklynese.

The Tattler (George Bowles), KC's local feature, is a Winchell thought he had the press agent job for the Kansas City Philharmonic Orchestra sewed up tight, but he didn't.

Local NRA board working hours are against any code, according to McManus, Loew's man here. First time he served on the board he was tied up for several days, and busy all the time.

New Haven

By Harold M. Bone

Earl MacDonald still around.

Jos. Ellen a local first-nighter.

Francis Joannes an inveterate promoter in the city.

Harry Berman has revived his Little Symphony.

Walter Hampden repertoires at Shubert Oct. 9-10.

Ernest Bennett to direct this town's PERA band.

Columbia Opera Co. will do 'Otello' here Nov. 7.

Fishman Bros. reopen Winchelter after three years in a Winchelter.

The Perry Drinks now have six pounds of girl to feed.

Doe Haynes lands comedy role with Light Opera Guild.

At 14, it's been a Steffer's kid, Dick, knows all the answers.

Paradise Club squared off with the law on liquor charge.

Itney Players set for local benefit with 'The Merry Wives of Windsor.'

Shubert first nights this season.

Ben Parker will have a hand in Branford Players' first production.

Theodore L. Brown, M-C-N chance worker, killed in accidental fall (27).

OBITUARIES

ANDREW J. CALLAGHAN, 46, vice-president of Technicolor, died at the Queen of Angels hospital, Los Angeles, Oct. 4 during an operation.

Callaghan, one of the best-known executive personalities in pictures, had been contact man between Technicolor and the studios for the past eight years and was credited with the penalty contract which was held by Technicolor against all studios during the color wave which made the studios guarantee Technicolor so much work for a number of years. Though color fell off, Technicolor still collected on the contracts.

Before aligning with Technicolor, Callaghan was a distributor and producer. He brought "Caheria," one of the first multiple reel foreign features to this country; imported a number of pictures during the early picture period, particularly those starring Pola Negri. Later he produced for several years, but became interested in color. His first color association was with Kelly Color. Later he went with Multicolor. Recognized as a color promoter, he was engaged by Technicolor, and was credited with interesting William Travers Jerome in the company. Immediately following his joining Technicolor, the company jumped to the front of the color field and has remained there.

He is survived by his wife, a son, Andrew, Jr., and a daughter, Frances.

Funeral services were held today (Monday) in Hollywood.

CHRIS LEE LANDRY

Chris Lee Landry, 62, in legit for about 45 years as stage carpenter and manager, died Oct. 2 at his home, Century Farm, Bowdoinham, Maine. He toured last season to the Coast with Eve Le Gallien, a reporter company and was at the Majestic, New York, early in the summer. He was prominent in the L.A.T.S.E. No. 1.

Landry was connected with the old Century Theatre, New York and the Winter Garden for about 20 years. His wife, Helen Landry, an actress, died last November. He is survived by a sister, Mrs. Annie Donahue of Lawrence, Mass., and by two foster sons, Roger and Lee Landry of Bowdoinham. A nephew, Bob Landry, is on Variety's New York staff.

Burial in Lawrence, Mass.

WILLIS HALL

Willis Hall, 70, veteran stock actor and producer, died Oct. 5 in Chicago following an operation.

He began his career more than 40 years ago as a stock actor in and around Chicago. Then he became a producer for the Redpath Lyceum bureau in Chicago. He was one of the leading actors in the "Wings of a Century" pageant at the World's Fair.

Burial in Chicago.

W. V. D. KELLY

W. V. D. Kelly, 57, pioneer in the color picture photography field, died in Los Angeles Sept. 30. Kelly was born at Trenton, N. J., and went to the Coast 10 years ago. He was the inventor of a color technical photography process.

Survived by two sons and a daughter. Funeral services were held on the Coast.

BERT SCHWIMMER

Bert Schwimmer, 39, died at the N. V. A. lodge, Syracuse, Sept. 29. He was a brother-in-law of A. J. Jaller, superintendent of the Polytechnic hospital, N. Y. C.

His wife, Ruth; daughter Sally, three brothers and two sisters survive. Interment Brooklyn, N. Y.

CY DE CRY

Cy De Cry, 75, who, for 33 years was director of the Lincoln Park Zoo in Chicago, died in Los Angeles, Oct. 2. Since 1919 he had been on the Coast in charge of the old Selig Zoo, now Luna Park.

FRANK H. ZANUCK

Frank H. Zanuck, 73, father of Darryl Zanuck, died in Los Angeles Oct. 6 from cardiac involvement after a two weeks' illness.

In addition to his son, three sisters and two grandchildren survive.

Albert L. McCaffrey, 50, picture cameraman, died in Los Angeles Oct. 2. He was born in Ireland and went to Los Angeles 10 years ago. Survived by his mother and a

brother. Funeral was held in Glendale, Calif.

Harry L. Spencer, 57, former vice president of the IATSE, died in Galveston Oct. 1. He was stage manager of the Majestic, Houston, for many years. Interment was in Galveston.

Gertrude Howard, 40, negro actress, who played opposite Clarence Muse in "Porky," and more recently in Coast pictures, died in Los Angeles Sept. 30.

OHIT

Herbert Goodman, 15, son of Al Goodman, musical director at the Winter Garden, died in New York Oct. 5 following an operation for appendicitis.

Mrs. Mary M. Chenet, 90, mother of George A. Chenet, veteran Syracuse theatre manager, died Oct. 7.

'Great Waltz'

(Continued from page 1)

work plugging the show and several times the finale was put on the air locally by one of NBC's two metropolitan stations, WFAP.

Trailers

Trailers in RKO theatres aid in exploiting "Waltz." At the Radio City Music Hall a trailer includes scenes from the show, adding descriptions and credits and mention of the lead players. In other theatres the trailers are captioned "Music Hall presents," with credit to the producer, Gordon, and stager, Hassard Short.

Such a set-up is partly the answer probably to the dissenters at the premiere, including those reviewers who praised the show in one sentence and rapped it in another. The answer is a fairly sturdy line at the Center box office. The lower priced tickets are sold out nightly, there being some trouble getting the lower floor properly tenanted. That is partly because of the side sections which may be reduced. Whole floor of about 1,500 seats is scaled at \$5.30 at present.

Further exploitation of "Waltz" began Sunday (7) when NBC switched the regular General Motors program from its studios across the street to the Center stage. Upper balconies were shut off, with 2,300 tickets distributed for gratis admission. Program was announced as being broadcast from the Center, with "Great Waltz" getting a mention.

Because of the people attracted to the G-M Sunday night broadcasts the Center box office will be kept open for "Waltz" ticket sales on those evenings. Above figures on the show do not include \$140,000 for reconstructing the stage, and this sum is not chargeable to production.

Rosy Mum

(Continued from page 4)

Ralph Blum, have entered the campaign to have the agency hearing set for the coast. A petition is being circulated among agents, writers and directors to be sent to the President, Rosenblatt and Farnsworth. Petition sets forth the unfairness of holding the hearing in Washington which many of those interested will be unable to attend.

Proposed article 13 of the code, which would give the local agency committee a final say on all disputes involving agents, clients and producers, has been dropped on the reminder of the C.A. that the last word belongs to this unit.

This leaves only article 5 in dispute. This is the clause which deadlocked the agency committee and is still the fighting issue, with agents and talent lined up on one side and the producer element on the other.

This article deals with the amount of representation an agent should accord a client in dealing with the industry. Scrapping feature is that the producers want this limited to a minimum with the agents and talent saying no dice on any of the code unless this clause is changed.

PITTSBURGH

(Continued from page 3)

Lowry, who heads stage show, and he can be credited with most of the \$17,500 in prospect. That's only fair, but without him it would more than likely be a brutal session for house. Stanley has "Belle of the Nineties" and nothing out of the ordinary for West Ficker, maybe \$11,000, but no more than that. Monte Cristo continues to be the talk of the town at Fulton, now in third week and still going strong. Wind-up session should account for pretty close to \$5,000 and after a \$15,000 fortnight, that's sensational. Alvin inaugurates stage shows with Johnny Perkins unit and "You're Telling Me," but competition is pretty close to \$5,000 and after a \$10,000, oke. Olsen and Johnson sending 'em in at Pitt but that low scale militates against coming chances to roll up big gross and unlikely that \$3,000 mark will be passed.

Estimates for This Week

Alvin (Harris) (2,000; 25-40)—"You're Telling Me" (Par) and stage show. Monte Perkins (UA) First stage show. This site but opposition is tough, and that, together with present monetary condition of this burg reduces house's chances of \$10,000. Good considering. Last week "Charlie Chan in London" (Fox) pretty brutal at \$3,300.

Fulton (Shen-Hyde) (1,750; 15-24)—"Monte Cristo" (UA) (3d week). First picture to snare that sort of run around here in years. Concluding session should see pretty close to \$5,000, which is good considering. \$17,500 second week and \$8,000 for the first. "Gift of Gab" (U) comes in next, but there's still a chance that "Cristo" may round out at a month.

Penn (Loew's-UA) (3,300; 25-35-40-60-75)—"You Belong to Me" (Par) and Ed Lowry. Whatever house gets this week it can attribute to local popularity of Lowry, who has a great following here since his m.c. run at opposition Stanley for a week.

Shen-Hyde (UA) (1,750; 15-25-35)—"Jane Eyre" (Momo) and Olsen-Johnson unit. Comics bringing 'em in but that low scale makes it impossible to get more than \$4,000, which is a good thing. Last week "Unknown Blonde" (Indie) and "Dames on Parade" unit around \$6,000.

Staley (3,600; 25-35-50)—"Belle of the Nineties" (Par). West picking house up a bit, but even so \$11,000 can hardly be considered in the big dough. Swell campaign for this one brought in \$11,000. Would have brought even better results if town was in any kind of healthy condition. Last week "British Agent" (WB) (3,300; 25-35-50).

Warner (WB) (2,000; 25-40)—"Lost Lady" (WB) and "Last Yacht" (Hiale). Combo gave house best opening week in town. Would have strength should be enough to snare \$3,500, despite general so-so quality of product. Last week "Class of Hooligan" (WB) and "Green Flirtation" (Par) around \$1,700.

Zoning

(Continued from page 5)

squawking the board of the city may agree with the industry. The indie people were compelled to defend the Z-C setup as it now stands, almost continuously throughout the hearing.

Repetitious Delays

That of itself was an incongruous angle. West Coast squawking led by one of its New York attorneys, E. T. Powers of the Fox home office. His complaints and objections were terse and technical. Other lawyers also attended.

It was also shown that the squawking heard in N. Y. was merely repetitious of the merey heard at what has taken place before the z-c setup as it stands was agreed upon.

The hearing took three days with Ed Kuykendall, MPTOA head, sitting as neutral chairman. Part of the time he didn't hear the session. With him, comprising the appeal board, were E. T. Goodman and Harry Shiffman. Commercial is in.

Ben Bernstein and Harry Hicks, from U. A., led the defense of the z-c as presently set up.

Much of the talk at the hearing delved into technical discussion of definitions and customary in the business. There were arguments pro and con as to whether the zoning and clearance schedule should be set up as it is apparently based on price scale. The majors were against this.

Any upset of the present zoning and clearance schedule would throw the whole Coast situation back to before-the-code days. That looked to be the angle for which the Fox West Coast reps were signing in their complaints.

It will probably be several weeks

before the appeal board will hand down a decision. Its procrastinating manner of working is indicated by the z-c thing first having come up in January, 1934, on the Coast. Now, 10 months later, the same squawks are heard on appeal in New York.

It is not unlikely that even if the appeal board makes its finding all of it will go to Washington, and maybe to the President himself. That means that it is hardly likely that a schedule can be made workable this year at least. In essence if that's the way it goes, the situation looks like a victory for the majors and F-WC, with the indie getting none of the benefits they hoped for through codification.

'Caravan,' 'Cleo' and 'Vode At Loew's, Mont', All Big

Montreal, Oct. 8.

Two stand-out pix currently and continuing first-class vaude at Loew's put the main stems on the map and give it the most grosses after a reasonably good seven days last week. Capital with "Caravan" opened six o'clock Thursday night and is running for 7½ days which means gross around \$10,000. Palace has "Cleopatra" and should be \$9,500 and maybe also five figures, judging by opening nites, although attendances are liable to fade later in week. Loew's has its usual above average vaude which rates at least \$11,000.

Princess repeats "One Night of Love" and "Girl in Danger" and did panic big last week and should get another \$7,000 currently. Nabes are doing quite well.

Estimates for This Week

His Majesty's (1,600; 10-32)—"Shakespeare Plays, Three nights and mat from Oct. 4. Should gross around \$4,000. Last week dark.

Palace (F) (2,700; 50)—"Cleopatra" (MG) (25-35-50-75)—"Always Tomorrow" (L). Different sort of picture than the usual run of foreign films offered at this house.

Loew's (F) (3,300; 50)—"Dent on Diamond" (MG) and vaude. Capital (F) (2,700; 50)—"Caravan" (Fox) and "Human Side" (UA). Another good bill that rates \$10,000 easy and maybe more. Last week "The House of Wax" (Fox) on Thursday after \$7,000, not so good.

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Pic-Air Coin

(Continued from page 3)

Among the more prominent are Bebe Daniels, James Dunn, Cary Grant, Adrienne Ames, Bruce Cabot, Douglass Montgomery, Lupe Velez, Colleen Moore and Ricardo Cortez.

For varying sums, in the three main classes can be had Ralph Bellamy, Genevieve Tobin, Alice White, Ginger Rogers, Stuart Erwin, Gene Raymond, Ralph Forbes, Heather Angel, Paul Lukash, Reginald Denny, Gloria Stuart, June Knight, Marian Nixon, Bob Armstrong and a score of lesser lights. This group has participated primarily in west coast shows and have rarely been used on transcontinentals.

Figures

Various subterfuges are being used by agencies to get around paying the fancy figures. One glaring instance is of recent vintage and a certain featured player is burning plenty. She was told that her appearance was complimentary to a certain fan mag. Several days later there was delivered to her home a basket of articles which the commercial, in the picture according to the fan mag, she refused to accept, claiming she never did anything for them. She found out later she did plenty.

Past one slipped over on a prominent blonde star has soured her on further airings. She was advised that her appearance with the leading man of a recent pix in which she was co-starred was arranged for the publicity according to the film, which was then in first run. Being eager to help along her own film, she consented. It later developed that the leading man got a nice hunk of dough and she got nothing. Male star's alibi was that he thought she was getting the same piece of dough. Agency thought all the time that he would split the fee a fifty-nifty with him, and he lined up the femme.

MINNEAPOLIS

(Continued from page 8)

Judge Priest (a Fox). Rogers boxed out a picture which has been cheering. Tough opposition but nevertheless should breeze through to a big \$10,000. Last week, "Servants Entrance" (Fox), \$7,200, oke. Work (Seffers) (MG) (25-35-50-75)—"Always Tomorrow" (L). Different sort of picture than the usual run of foreign films offered at this house. Face of strong comeliness, may land good \$2,000. Last week, "Ghoul" (MG) and "All for Love" (Majestic), \$100 very poor and yanked after opening.

Time (Johnson) (250; 25-35)—"Young and Beautiful" (Mascot). Tough going against sterling opposition elsewhere in loop. Will be lucky to top \$700, light. Last week, "I Give My Love" (U), \$900, light.

Uptown (Public) (1,100; 25-35)—"Treason" (Public) (MG) (25-35-50-75)—"Always Tomorrow" (L). Different sort of picture than the usual run of foreign films offered at this house. Face of strong comeliness, may land good \$2,000. Last week, "Ghoul" (MG) and "All for Love" (Majestic), \$100 very poor and yanked after opening.

Grand (Public) (1,100; 25-35)—"Ghoul" (MG) and "All for Love" (Majestic), \$100 very poor and yanked after opening.

Aster (Public) (900; 15-25)—"Here Comes the Navy" (WB) (Born to Be Bad" (UA) and "Charlie Chan's Courage" (Fox). First named third loop run, two later second loop run, split, \$1,200, good. Last week, "Handy Andy" (Fox), loop second run, \$1,000, oke.

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Census Fig

(Continued from page 2)

and advertising pictures, which were cut about 50%.

Total cost of negative films was set at \$82,279,869, against \$108,559,975 in 1931. With the number of theatrical films dropped from 1,227 to 829, cost of features slumped from \$100,064,532 to \$73,535,515.

Lumping news and advertising figures for last year to avoid disclosing figures about individual establishments, Census showed a drop from \$8,955,916 to \$4,576,421 in outlay for such products. Educational films represented an expense of only \$167,933, against \$499,497 two years ago.

Studios had an investment of \$11,581,457 in unfinished product at the end of the year, a drop of only \$147,223 below 1931.

Considering lab work, producers paid \$7,621,761 for positives, in contrast to an outlay of \$12,556,231 in 1931. Laboratory receipts for work done for other establishments amounted to \$11,835,9

South Feels Push of Chi Fair; Local Events Perk Up Midways

Birmingham, Oct. 8.

What's back of it no one seems to know exactly, but fairs this year have staged a comeback in the South. Some carnival folks with the Royal American Shows believe the Chi fair has served to make the public more fair-conscious and has taught them the thrill of walking down the midway; a thrill almost forgotten by the present generation.

Royal American Shows, one of the largest carries on the road, is venturing into the South for the first time this year, and has found the dimes flowing freely. Last week at the Alabama State Fair the midway was crowded every night. The Alabama State Fair was held this year for the first time in four years. P. T. Strider, of Florida, came up to serve as secretary-manager. Arrangements were made for the week on a sort of co-operative basis with a looking agency out of Chicago sending down the agents.

During the week a total of 264,806 persons passed through the gates, plunking down a paid admission of 25c for the privilege.

Last three years not a large fair was held in the State of Alabama and only a few were held throughout the South, the outstanding ones being the Tennessee at Nashville, the Mid-South at Memphis and the Mississippi at Jackson.

The old fair grounds here were falling to pieces when Strider came up from Florida. Now local fair folks are talking about building new buildings for next year.

Optimistic Memphis

Optimistic reports have been gathered from Memphis, where the Mid-South was to go this year. Last year this was probably the largest fair in the South, but business was just fair. The Tennessee event at Nashville just barely pulled through. In Mississippi this week the Alabama-Mississippi is being held at Tupelo, after which will follow the Mississippi State at Jackson. A financial break with one or both of these will ruin the angle as far as the season in the South and everybody will be satisfied.

This year's events have been modeled something after the Chi exposition and exploitation has been more or less along these lines. Furthermore, backers got away from the agricultural exhibit angle as much as possible with the idea that people wanted to be entertained. Still, enough agricultural exhibits were had to interest the farmers.

Faster and more sensational rides seemed to be the order. Even the ferris wheels and whips had greater speed to them. This in answer to a theory that people with streamlined cars and accustomed to speed wanted a thrill which could not have been received from the old style of the horse and wagon.

The carnies said that business was 30% better than they had anticipated.

Success will probably mean a number of new fairs next year. The Montgomery fair may be revived. In Atlanta the Southeastern fair is under way, but no reports have been received as to business there.

Hoping to catch a few dollars of the money so anxious to go for outdoor amusements the Russell Brothers circus is in the Southeast. This is a change in the route of this show since it has stuck to the territory west of the Mississippi for a number of years.

A better financial security on the part of farmers has been another factor. Regardless of what some agricultural men say, the farmer of Dixie is in better shape today than he has been since the days during the war.

'Europe' Gag

(Continued from page 1)

worth. First thing the p. a. thinks of is Europe.

Gag worked several times, but it didn't take the studios tonight to get help. Though it petered out, personalities still trying to work it feel that even if the studios won't fall, the published offer gives them practice in Hollywood.

Gag is also used by agents who claim foreign affiliation. It is mainly used when they are trying to cop the other agents' clients and usually makes a good wedge to get a selling hearing from talent.

TESTING PUP PROMENADE

Postponement Granted in Hearing On N. J. Races

Trenton, Oct. 8.

Argument on a rule to show cause attacking the issuance of licenses for four dog racing tracks in New Jersey has been laid over by the Supreme Court until the January term. Senator Emerson L. Richards, counsel for the Atlantic City Kennel Club, raised a number of objections to the proceedings, stating that his client had not been served and that there were other irregularities. The continuance was with the understanding that all of the parties be served and that the prescribed procedure be followed in every respect.

The action was brought by Walter Rende, Asbury Park theatre operator. The rule, which was allowed a month ago by Justice Case, calls upon the State Bar to be authorized to defend the licensing of tracks at Atlantic City, Long Branch, Pennsauken and Linden, and is in effect a test of the constitutionality of the act passed by this year's Legislature to legalize dog racing with pari-mutuel betting. The tracks closed shortly after Labor Day.

CIRCUS CHANGES NAME FOR WINTER SEASON

Portland, Ore., Oct. 8.

Folack Brothers' Circus, formerly the Eastern States Circus, played the opening engagement of its fall and winter season in Great Falls, Montana, last week to a large attendance. Business was reported good during the past few weeks.

Irving Frank, director, has a last moving group of entertainers which include the Le Tourneaux, Enos Family, Vivian Nelson, Hood Sisters, Don La Voila, Wheeler-McMahon Troupe, Peerless Flyers and the Olympia Boys. Band is in charge of Everett Conway.

The circus, under the management of Louis Steens, leaves by motor, using 15 automobiles and 2 trucks. The show will move into Canada for a tour of several weeks.

Circuses Concentrate — In S. Atlantic States

Birmingham, Oct. 8.

Circus outfits are centering in Alabama and Tennessee, it appears, and a battle is looming here in Birmingham. For the first time in many, many years Birmingham is to have two consecutive circus days. Russell Brothers has posted paper for Oct. 15 and 16 and the next day along comes Haggenbeck-Wallace.

The Russell show in the South for the first time appears to be following the old standby route of the Haggenbeck show.

The Ringling big show hops into the South about the same time with a date set for Oct. 15 at Memphis. This probably means closing along the latter part of the month, allowing two weeks for playing the balance of Tennessee, Alabama and Georgia. Last year this was what happened.

Rodeo Man Gored

Portland, Ore., Oct. 8.

Church Roper, cowboy, was injured painfully last week while bulldozing a steer at the Wallawa county fair. The steer's horn entered at the front of Roper's neck, barely missing the jugular vein. He was taken to the hospital.

Pitted the Neighbors

Tacoma, Oct. 8.

Western Washington fair at Tualup, suburban town, turned out nearly 200,000 for week, profitable. This year day show repeated at night under huge arena. Midway reported its business 60% over last year's gross.

Largest attendance during week from Tacoma, Seattle, which formed caravans on certain days, in competition this year winning with a 46,000 attendance one day. Seattle close behind.

New Low

Trenton, Oct. 8.

A new low in chance wheels was established at the Trenton Interstate Fair, with players so thick that they had to wait their turn. The play was 2 cents.

BUDGET HEARING OCT. 22 IN WASH.

Washington, Oct. 8.

Hearing on the proposed operating budget for the burlesque Code Authority has been set for Oct. 22 at the Raleigh hotel here. All protests, in order to rate a hearing, must be filed with Deputy Administrator William P. Farnsworth no later than Oct. 20.

The hearing was requested by Izzy Hirst of Philadelphia in behalf of himself and two other minority (inde) members of the nine-member burlesque C.A., of which I. H. Hork is chairman and executive secretary.

Proposed budget amounts to \$21,700 a year, which the minority contends is too high. Assessment plan provides for a levy of \$10 a week on each theatre during periods of actual operation, with an outside collection limit of \$400.

STOCK BURLEY IN PITT SUCCEEDED BY WHEEL

Pittsburgh, Oct. 8.

After six weeks of stock burlesque, George Jaffe, operator of Variety here, has had enough of it and swings over to the Herk outfit for bookings next week. House has been operating at a loss since reopening early last month and figures to make a clean start with wheel shows.

Last of stock productions wound up Saturday night (6), with-house closed this week and reopening Monday (15). Jaffe is retaining 12 of his permanent chorines to do runway specialties and has also switched regular weekly midnight show from Sunday to Friday.

Burlesque Routes

Week of Oct. 8

New York, Minsky's Republic—'Streets of Paris', 'Shim Sham Shamblers', 'Albany, Capital—'Temptations of 1934', Newark, New Empire—'Cairo Nights', Philadelphia, Shubert—'Venus in Paradise'.

Week of Oct. 15

New York, Minsky's Republic—'Venus in Paradise', Brooklyn, Minsky's—'Tangle-Flange', Boston, Parks—'Miss America', Albany, Capital—'Shim-Sham Shamblers', Newark, New Empire—'Temptations of 1934', Philadelphia, Shubert—'Cairo Nights'.

SCANDALS OF 1934

Portland, Ore., Oct. 5.

What may be a new N. W. epidemic of hooch started with opening of Sam Goldberg's 'Scandals of 1934' at the American. It's a sort of near-burley, with the dialog laundered and some starch in the burlesque. Otherwise the formula is the same hash of bits, chorus numbers and terse gear-shifting.

Director Jean Evola believes in weight for the chorus line. There are only 12 girls, but there's enough avoidup to match a larger chorus anywhere. Al Franks, Walter Owens and Buddy Clark are the comics. They gag and ad lib while the clothes are being changed.

Jim West and Bill Jackson do straight, Arlene Phillips and Barbara Brent correspond to what would be the strapping end. But now it's a case of take off the least limit before going on. 'This isn't as easy as the old method,' it just straighten showdown, with no one getting the draw. In a sense the police censors here have degraded the peeling art and boiled it down to about the excitement of changing a pair of tires.

Goldberg's opera probably won't like the censors, but whether it will bet much at the b. o. depends. Show is clean and so is the wardrobe.

12 Attractions Head for Tours Following Chi Expo Buildups

SHEESLEY SLIDES TAXES

Court Holds its Fairs Are Bona Fide Rurals

Lynchburg, Oct. 8.

A permanent injunction that will keep the city and state from collecting \$3,000 in taxes was won in circuit court here Friday (5) by Mighty Sheesley Midway, Inc., which leased the fairgrounds for this year's Interstate Fair.

City and state claimed the concern was not putting on a bona fide fair, and therefore was not entitled to come under the tax exemption granted to agricultural fairs. City-state witnesses testified that the exhibition of last week was not up to par, while testimony from the Sheesleys was that the showing represented an average fair and that probably more money was spent on the exhibition than if it had been put on by private interests. Judge Don P. Hankey declared verbally, at the close of the hearing, that he was satisfied the fair was genuine and not required to pay carnival taxes. Decision is expected to be far-reaching in the state, because similar fairs conducted by the Sheesleys in other places.

BUMPS 50% CONCESSION AT FREDERICTON FAIR

St. John, N. B., Oct. 8.

Within a few hours of the opening of the annual Fredericton, N. B., fair, the fair association had closed 50% of the concessions on the midway, including practically all the chance games, on the ground of crookedness. Several of the shows, including the 'Streets of Paris' offering, the largest on the grounds, were shut up in the same drive for indecency.

The games and shows were supplied by the Winfield Shows, a carnival organized in New York city, and which until this year bore the title of the Williams Shows.

Following a deluge of complaints after last year's tour of the northern eastern fairs, decision was made to change the title for this year's fall fair tour over the same territory. The Fredericton fair had the smallest midway in many years, because of the radical cleanup, although other concessions replaced some of the closed exhibits the latter part of the fair week.

The vaudeville show consisted of Alf Loyal's Dogs, Actor Four, Redm Troupe, Eugene Troupe, latter three equestrian acts. Harness racing was offered for three afternoons.

SARRASINI DIES AT 61

World Famous Circus Man Had Suffered Financial Reverses

Buenos Aires, Oct. 8.

Hans Stoch-Sarrasini, one of the world's foremost circus men, best known in Europe, died suddenly of heart failure in San Paolo. He was 61.

Sarrasini, as he was known on the Continent, was out of Europe's acts, especially in Central Europe. He was a German Jew and met with a number of reverses of recent years. After an unsuccessful tour which terminated sadly in The Hague he sailed for Cuba, there and thence to South America, but there, too, failed to do good business.

Circus Routes

Week of Oct. 8

Haggenbeck-Wallace
Oct. 9, Charleston, S. C.; Columbus, 10, Augusta, 11, Anderson, 12, Greenwood, 13, Atlanta, 14, Miami, 15, Tampa, 16, Jacksonville, 17, Orlando, 18, Fort Lauderdale, 19, Miami, 20, Tampa, 21, Jacksonville, 22, Orlando, 23, Fort Lauderdale, 24, Miami, 25, Tampa, 26, Jacksonville, 27, Orlando, 28, Fort Lauderdale, 29, Miami, 30, Tampa, 31, Jacksonville, 1, Orlando, 2, Fort Lauderdale, 3, Miami, 4, Tampa, 5, Jacksonville, 6, Orlando, 7, Fort Lauderdale, 8, Miami, 9, Tampa, 10, Jacksonville, 11, Orlando, 12, Fort Lauderdale, 13, Miami, 14, Tampa, 15, Jacksonville, 16, Orlando, 17, Fort Lauderdale, 18, Miami, 19, Tampa, 20, Jacksonville, 21, Orlando, 22, Fort Lauderdale, 23, Miami, 24, Tampa, 25, Jacksonville, 26, Orlando, 27, Fort Lauderdale, 28, Miami, 29, Tampa, 30, Jacksonville, 31, Orlando, 1, Fort Lauderdale, 2, Miami, 3, Tampa, 4, Jacksonville, 5, Orlando, 6, Fort Lauderdale, 7, Miami, 8, Tampa, 9, Jacksonville, 10, Orlando, 11, Fort Lauderdale, 12, Miami, 13, Tampa, 14, Jacksonville, 15, Orlando, 16, Fort 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RAILROAD HISTORY entered a new phase as the Burlington's gleaming "Zephyr" flashed like a silver streak across the Great Plains. Nonstop from Denver to Chicago in 13 hours and 5 minutes—1015 miles in 785 minutes—setting a whole flock of new records! Jack Ford's steady hand was on the throttle. Below he tells what the long, non-stop trip felt like, and what Camels meant to him after it was over.

Get a **LIFT**
with a Camel!

SPORTSWOMAN PILOT. Mrs. Cecil Kenyon says: "Camels are the mildest cigarette I know. Morning, noon, and night I can smoke them steadily—with-out a touch of upset nerves."



COLLEGE STUDENT. "Camels never upset my nerves," says John Birgel. "When mental fatigue sets in, I just smoke another Camel and soon have the energy to concentrate again."



SECRETARY. Says Elizabeth Harben: "You can feel plenty of nerve strain being a secretary to a busy executive! I smoke a great deal, but I am careful in my choice of cigarettes. I prefer Camels. They don't make my nerves jumpy."



A PLEASURE that drives away fatigue and listlessness!

Jack Ford, engineer of the Burlington on the "Zephyr's" amazing "dawn to dusk" dash, says:

"When the 'Zephyr' rolled to a stop at Chicago, what I wanted to do was let go of that throttle, pull out a deck of Camels, and light up.

"I'd been through a lot of excitement and strain, and felt pretty much used up. But a Camel quickly gave me a 'lift' and I felt O.K.

"Most railroad engineers prefer Camels. They have a rich, good taste. And engineers can smoke Camels a lot without affecting the nerves. Camels also help to increase their energy when they feel worn out. I've smoked a lot of Camels in my time, and that goes for me—all the way."

Everyone is subject to strain—whether phys-

ical, mental, or emotional. So, whatever your rôle in life, it's important to know that Camels do release your stored-up energy.

The findings of a famous scientific laboratory have confirmed Camel's "energizing effect." So begin today to enjoy Camels. Enjoy their wholesome and delightful "lift." Enjoy their mildness and rich, good taste. Enjoy them *often!* For the costlier tobaccos in Camels never affect the nerves.

LEAF-TOBACCO EXPERTS AGREE:

"Camels are made from finer, more expensive tobaccos—Turkish and Domestic—than any other popular brand."

CAMEL CARAVAN with Glen Gray's Casa Loma Orchestra, Walter O'Keefe, Annette Hanshaw, and other Headliners—over WABC-Columbia Network.

Tuesday, 10 p. m. E. S. T. Thursday, 9 p. m. E. S. T.
—9 p. m. C. S. T.—8 p. m. —8 p. m. C. S. T.—9:30 p. m.
M. S. T.—7 p. m. P. S. T. M. S. T.—8:30 p. m. P. S. T.

Camel's Costlier
Tobaccos never get
on your Nerves!



VARIETY

PRICE
15¢

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RADIO GOES INTERNATIONAL

How Leslie Morson, Actor, Landed Job In Skin Colony; Learned Part Too Well

At least one young legit actor has deserted the stage for nudist camp activities in the city of New York. This was disclosed by an inquiry to Equity in an effort to locate one of its members.

Nudist camp thing has expanded so that it isn't just a place in the outdoors, but rendezvous for persons to disport themselves indoors sans clothes. It appears that a Leslie Morson applied for a job with the so-called American Gymnosophical Associates, office in midtown, and got the job of camp manager of the altogether sessions, being paid either five bucks or seven. Herman Soshinski, who made the complaint, hadn't made up his mind just which amount was correct.

'Not Grateful'

Anyhow, Soshinski alleges that Morson, instead of being grateful, poisoned the secretary's mind, ran away with her, and, having copied the files and membership records, is starting a new nudist camp. Fellow with the squawk explained the young actor was 'admitted to our high type nudist group' and feels that decamping with the files data was not ethical. He added that verbally he could tell more about the ex-manager.

Accompanying the complaint was a folder explaining how the group (Continued on page 19)

Morro Castle's Hulk, Cleanup for Resort To Go, Ending Boom

Asbury Park, Oct. 15. Asbury Park's wave of prosperity threatens to be terminated within the next few days, with officials of the State Board of Commerce and Navigation voting to move 'as soon as possible' the desolated hulk of the ill-fated Morro Castle, beached off Convention Hall Pier after the tragic fire at sea Sept. 8.

After visiting the remains of the once luxurious liner, J. Spencer Smith, chairman, and J. Raymond Tiffany, counsel of the board, stated they had fixed responsibility for the hulk's disposal. They declined to reveal their decision. Tiffany, however, indicated the Ward Line, which operated the ship, would not be required to take care of the removal.

Since the ship was beached Asbury Park has been playing host to thousands of visitors from all parts of the country, resulting in an unprecedented volume of business for the shore and saving many from bankruptcy.

Efforts of City Council to rent the ship's hulk as a 'drawing card' proved fruitless. The idea meeting with united opposition from women's clubs and other organizations.

Solon Acts

Hollywood, Oct. 15. Congressman John F. Dockweiler of California has been set to do the Congressional scenes in Walter Wangler's 'The President Vanishes' for Paramount release.

N.Y. DAILIES MAY SUSPEND PUB. SATURDAYS

Conferences are being held among New York newspaper publishers for the reported purpose of discussing advisability of suspending Saturday editions. Since NRA and the five-day week, with lessened business activity on Saturdays, the dailies are reported as having suffered.

Understanding is that discussions so far are preliminary and that an agreement may be reached to publish just one or two papers on Saturdays, others laying off. Or it may end up in being a rotating matter, with one morning and evening paper each Saturday, sheets taking their turn.

The five-day week in the newspaper field is another question either suspending or curbing of Saturday publication would help settle.

REFORMATORY BOYS APE EDDIE CANTOR

Elmira, N. Y., Oct. 15. Novel program on WJSG is weekly broadcast from the Elmira reformatory every Thursday from 3:30 to 4 p.m.

Programs following the opening will be broadcast entirely by inmates, patterned after the Eddie Cantor air revues, with regular concerts by the Reformatory band. Bits from the inmates' annual minstrel show also will be used.

Congressman's Socialite Daughter in N.Y. Niter

Buffalo, Oct. 15. Evelyn Wadsworth, professionally Eve Symington, daughter of Representative James W. Wadsworth of Genesee, and known to Western New York amateur theatricals and society as Mrs. W. Stuart Symington, III, debuts as entertainer at the Place Piquante, New York. Piquante is a Broadway niter.

YANK SPONSORS READY TO POP

Pepsodent, Sunkist, Bauer & Black, Kleenex, Lady Esther Among Prospective World-Wide Sponsors

TALENT EXCHANGE?

Number of American manufacturers interested in penetrating foreign markets through the use of broadcast ballyhoo has mounted to impressive proportions. In the majority of cases the coin for the air campaigning will be forthcoming as soon as they have established sales and distributing organizations in the spots selected.

Of the major bankrollers of radio advertising in America, Pepsodent particularly would like to get its sales messages to listeners in the British Isles. Ways of reaching this market from transmitters spotted on the Continent are being studied by the drug and cosmetic maker.

Commercial with the most pretentious plans as far as foreign broadcasting is concerned is the Kotex Corp., which also manufactures Kleenex. This concern is figuring on using radio in Mexico, Cuba, Porto Rico, the Philippines, South Africa and the Shanghai section of China, with the idea of plugging both products.

Wrigley Gum is giving thought to launching an elaborate ether campaign in both Japan and China, while Princess Pat, Bauer & Black and Lady Esther are each working on propositions that will bring their products to the attention of set owners in Brazil, Argentina and Chile. Also on Lady Esther's prospective broadcast list are Mexico and Porto Rico. With things now on the upbeat in the Latin-American (Continued on page 19)

Roosevelt Fireside Chats Priming English Interest in U.S. Political Talks

About Face

Broadway columnists aver they're through with the 'guest star' idea in personal appearances on vaudeville dates, radio, etc.

They admit there's been too much criticism of these bookings being personal benefits.

England is displaying marked interest in American internal political affairs. A series of talks under the heading of 'American Points of View' have been set by Cesar Soerhinger, European director for CBS who is over here for a few weeks. He acts for both CBS and NBC who are cooperating.

Credited to President Roosevelt's Fireside Chats and the New Deal which is attracting widespread comment abroad, England has now come forward to sponsor this group of outstanding speakers through trans-Atlantic pickups. Under the banner of NBC, Series starts this coming Sunday (20) with Stuart Chase giving the lowdown on current events.

Others lined up as speakers include: Frances Perkins, William Allen White, Sidney Hillman, Owen D. Young, Sinclair Lewis and possibly Herbert Hoover. Each will be presented during a fortnightly interlude so as to cover the entire winter and early spring months.

England up to this time has been (Continued on page 27)

NIX 'COCKTAIL' MENTION ON BEER SHOW

Chicago, Oct. 15.

Beer accounts are the most fussy sponsors, according to radio managers and brewery magnates can object to more things on a program than all other sponsors combined. Particularly do the brew men get excited about songs their shows, seeing in every tune and title another deep dark scheme of a rival industry to steal business away from the brown bottles.

Schlitz had its agency in a turmoil here, kicking out song after song because of non-beer tendencies. Schlitz refused to allow its program to include 'Cocktails for Two' on the contention that the song tied romance in with cocktails instead of beer. Refused to okay 'Vive La France' because France is associated with wine and not with the brew that made Milwaukee famous.

Radio Buying Up Air Rights to Old Broadway Stage Hits for Future

To assure themselves of enough manuscripts for their dramatic programs, ad agencies are seeking to obtain the radio rights to the entire libraries of prominent legit producers. J. Walter Thompson has started the ball rolling in this direction by signaturing John Golden to a contract which gives that agency's clients exclusive call on all Golden plays.

Other agencies interested in the same idea of reviving old stage hits have approached A. H. Woods, Sam H. Harris, the estate of Henry W. Savage and Arch Selwyn, still

other agencies, with thoughts of bringing back to listeners musical comedy hits of the past 20 years, have their eyes peeled on the scores and books controlled by Selwyn & Mandel, Arthur Hammerstein, Jones & Green, the estate of Charles Dillingham and Lyle B. Andrews.

In the case of the Thompson agency, the task calls for a different dramatic revival each week for both the Lux and the Royal Galas (the Mary Pickford) programs, and a musical comedy excerpt for the Kraft whirl with Paul Whiteman Thursday nights.

Rockefellers Offer Reinhardt 'Guest' R.C. Stage Production Post

If accepting the Rockefeller's offer, Max Reinhardt will come east shortly for a limited period as stager of shows at the Radio City Music Hall in New York. Leon Leonidoff, M. H. production head, made a recent flying trip to Hollywood, commissioned to talk turkey to the imported impresario, and is understood to have received a favorable although indefinitely dated answer.

Reinhardt is currently in Berkeley, Cal., duplicating the 'Midsummer Night's Dream' spec, which he presented last month in Hollywood. He has a contract to direct a film for Warner Bros., but the date is sufficiently far off to permit his coming into Radio City as 'guest' producer.

Hauptmann Trial Pitchmen

Trenton, Oct. 15. Some of the burghers of Flemington, seat of Hunterdon county, think the various concessions during the trial of Richard Bruno Hauptmann would be profitable and they have asked the borough clerk for the exclusive rights to vend peanuts and otherwise pitch outside the court while Hauptmann answers to the Lindbergh baby charges.

The borough clerk told the concession seekers they would have to pay a license fee of \$5 a day and that there would be nothing exclusive about the concessions.

Pic Stars' Etherizing Time Has Studio Execs Tearing Their Locks

Hollywood, Oct. 15.

Although the advantages or disadvantages of picture stars broadcasting has long been a pro and con argument among studios, the whole affair is becoming decidedly con at Paramount, where seven of its featured players are now or will be within the next month on weekly broadcasts. Bing Crosby and Lanny Ross are currently on the air, Charles Ruggles and Mary Boland start a weekly etherization on the Hall of Fame program next week. Burns and Allen and Jessica Dragonette are due here shortly for pictures and will broadcast from Hollywood.

That means that Paramount will lose, during each week the broadcasting players are in picture production, some 14 or more working hours. Due to the difference in time, most national ether programs originating here must go on between 4-2 p.m. Minimum working day time taken up by the players for rehearsing and broadcasting is around two hours. Picture production in which they are concerned must therefore be stopped or switched around so that the players can take care of their radio work. So far studios have been unable to make the two jibe so that they will not rehearse with production. Time consumed by those mentioned is in addition to the incidental programs such as the Campbell Soup hour, which takes players from all studios for single air shots.

Par's Daily Problem

Metro, Radio and Universal are fortunate in that they have no players on regular programs. Warners has but one, Dick Powell. Radio during the Hollywood on the Air program found that picture production schedules were messed around at times. Only Paramount, which has been bullish on air names, finds the broadcasting by its stars a daily problem. During the production of "College Rhythm" with both Ross and Joe Penner in the cast, production schedule was kicked around daily so that the two airers could rehearse and broadcast. This particular picture suffered heavily through Ross having two commercial broadcasts weekly, necessitating some four hours weekly away from the studio.

Just what the air has cost Paramount no one has figured, but it has added several days to the production of the one mentioned picture. However, it is pretty well agreed that the broadcasting of the two players, so far as their picture is concerned, will not bring the production loss back to the box office.

Lloyd Heads Acad.

Hollywood, Oct. 15.

Frank Lloyd has been elected president of the Academy, succeeding J. Theodore Reed. Warner Baxter, Howard Estabrook, v.p.'s, and Major Nathan Levinson, secretary. William Sistrum reelected treasurer.

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On the Fence

Hollywood, Oct. 15.

Studios have discontinued requests to players to lend their services to anti-Sinclair broadcasts. Too many refusals. Players figure that if they complied they would be in the dog-house should Sinclair get the office.

Par Adaptors Bathe 'Sailor'; 'Twas Tough, Cleansing It Again

Hollywood, Oct. 15.

Paramount's instructions to Frank R. Adams, Dorothy Parker and Allan Campbell on the adaptation of "Sailor Beware!" was to retain all the elements of the play—but to keep it clean. Trio tried hard, but it was a struggle. Script is being worked over again. Meanwhile, Bing Crosby, slated for the picture, is without an immediate assignment and if "Sailor" hasn't had its bath for morals by next week, crooner will go east for three weeks of personals.

COSTAIN NEW STORY ED FOR FOX IN THE EAST

Fox's eastern story department gives title of head man to Thomas B. Costain, formerly an associate editor of the Saturday Evening Post. Title has been held for the past year by Hunter P. Lovelace, ex-Hollywood story agent.

Costain's appointment is not as successor to Lovelace but as an addition to the department. Lovelace is expected to remain in the eastern office.

Costain will leave shortly for the Coast for a series of story confabs with studio execs.

Set Warners' 'Dream'

Hollywood, Oct. 15.

Charles Kenyon and Mary McCall, Jr., have been assigned to do the screen play on "Midsummer Night's Dream" at Warners.

Warren William, Guy Kibbee, Bottom Josephine Hutchinson and Jean Muir in the cast. Max Reinhardt returns from Berkeley next week to start preparations for production.



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 but shown more appreciation than they did last night."

Direction
Wm. Morris Agency
Mayfair Theatre Bldg.
New York City

SHIPMATES

French Tennis Spotted in Next LeRoy Flicker at WB

Hollywood, Oct. 15.

Shipboard friendship developed between Mervyn LeRoy and Paul de Ricon, French tennis player, resulted in de Ricon getting a Warner acting contract.

Frenchman was on the round-the-world trip on which LeRoy and his wife honeymooned. When the boat hit L. A., LeRoy made a test of his friend, de Ricon, who landed here last week after getting parental okay on a screen career.

Grand Opera May Defer Grace Moore's Next Pic

Following on the heels of her Columbia picture, "One Night of Love," Grace Moore is considering an offer from the Chicago Opera company to sing "Mamou Lescart."

If Miss Moore accepts it will mean that her next picture will be set back.

Dot Arzner—Asso. Prod.

Hollywood, Oct. 15.

Dorothy Arzner, until recently the film colony's only femme director, now becomes Hollywood's only femme assistant producer. Signed a pact with Columbia Saturday (13).

Viertel Has His Theories

Director Says Stories First, Not Stars—And, Above All, Simplicity

The development, betterment and future of pictures depends, Berthold Viertel believes very earnestly, on stories—on ideas you believe in, that you want to fight for. The future of pictures lies in doing themes you burn to do, that you're interested in, that have something you want to say, that you feel you've got to say.

Mr. Viertel directed for Paramount and Fox in America. Here he found the necessity of feeding stars with material so driving that it's almost futile to propose stories to producers. Straightaway the producers want to know "who it's for. Who can we fit it to?" Here material is purchased for a star.

Perhaps the director is allowed to choose one of ten stories purchased for the star he's assigned to direct; perhaps he can pick the story he likes best of those on hand. Always it's the star who is of prime consideration, not the story, not an idea. And there are more stars and good actors in Hollywood than good stories, Viertel says. And the story is still the cutest, and that is the trouble.

In England he made a picture for Paramount-British and things were different. He found a novel, "Little

Friend," and the company took it. Then:

"Well, it was our great luck to find Nova Filibom. Now that we found her, we had to handle her like a grownup, like an intelligent person. Children are best that way. Reading rehearsals, learning, understanding her role from beginning to end before we shoot. We did not try to catch the child when she did something, and then string the shots together into a picture as is too frequently done. She was not coached for just one line, then shot. She was not coached at all. She was herself, true, responding naturally, a child. Simplicity, sincerity, incident—that's what we strove for. It's this time and often that Hollywood too frequently won't take.

Placers are turning toward simplicity, Mr. Viertel is sure. "That's what's so fine about Capra. He doesn't inflate. No inflation of actors, no inflation of the director. Let the story carry.

"Don't inflate—period!" urges Viertel. "The story must be in every detail, but a story that's important, that has meat, vitality, that's fundamental. If a picture has human appeal, it must go."

Hollywood Shopping for More Operatic Scores for Musikers

Hollywood, Oct. 15.

Major studios are finding themselves in a tough spot in their attempt to get music for pictures with operatic backgrounds. Of all the operas written less than two dozen musical numbers have been accepted by the general public as popular music. Music lovers may go into glee over operatic scores but the rank and file of theatre attendants accept only the 24.

Columbia has used arias from "Butterfly," "La Traviata," "Martha," "Cavalleria Rusticana" and "Carmen" in "One Night of Love." Paramount's "Enter Madame" contains excerpts from "La Tosca," "Rigoletto," "Il Trovatore" and "Rustiana," both Paramount and Metro are planning other pictures with opera sequences. By the time these are produced, about all the acceptable arias will have been used. From then on, public will have to listen to repeats or studios will have to hunt more or less unknown operas for tuneless numbers to insert into their pictures.

Death of opera music which has become popular has the studios looking over the scores of every heavy musical play written in the hopes of unearthing something that can be transferred to the screen without giving the highbrow atmosphere to features.

Operas which have been popularized in this country outside of those named are "Barber of Seville," "La Boheme," "Faust," "Lucia," "Il Pagliacci," and "Aida." Less popular and containing few numbers that could be used in pictures are "Girl of the Golden West," "Masked Ball," "Mignon Lescart," "Otello," "Pearl Fishery," "Sadko," "Silver Bell," "Thais," "La Tosca" and "Zaza."

Producers now are trying to reserve rights and tie up the various performing rights for films. Though many of the operas are not protected by copyright, most of the performing rights are controlled by the Italian publishing houses, C. Ricordi, of Milan and New York. In Hollywood, contact for the performing rights of most operas is through Abe Meyer.

According to how the various programs are lined up at present, about a dozen pictures with operas tied in somewhere in the script will be on the market before the spring. "One Night of Love" is to blame for it all.

Fitzgerald to Fox

Harry Fitzgerald joins the Fox studio staff, leaving for the Coast end of this week.

On general assignment.

SAILINGS

Nov. 19 (Honolulu to Sydney), D. Davis (Montevideo).

Nov. 1 (Naples to New York), Charence Brown (Hlex).

Oct. 27 (New York to Rome), Alex. Thurn-Taxis (Conti de Savaia).

Oct. 26 (San Francisco to Honolulu), D. Davis (Laurine).

Oct. 25 (London to New York), Sophie Tucker, Ted Shapiro (Manhattan).

Oct. 20 (New York to London), J. C. Stein (Le de France).

Oct. 17 (Geneva to New York), Rufus Le Maire and wife (Conti di Savoia).

Oct. 17 (Los Angeles to Sidney), Grace Gibson (Mariposa).

Oct. 15 (Los Angeles to Shanghai), Montell Webb (Tri-Color).

Oct. 13 (Los Angeles to Honolulu), Mr. and Mrs. Buck Jones (Laurine).

Oct. 13 (New York to London), Al Goodman, Maurice Sigal (Lafayette).

Oct. 10 (London to New York), Charles B. Cochran (Aquitania).

Oct. 10 (London to New York), Forsyth, Seamon and Farrell (le de France).

ARRIVALS

W. T. Tilden, Ray and Harrison, Artie Clifton, Fred Duprez and son.

Charles Farrell, Louis, Burnoff & Wensley, Rosita Dandy.

Eugene O'Roan and Vladimir Golechmann, Katherine Woods, Ray Francis, Trim.

Yvonne Printemps, Pierre Fresnay, Charles Farrell, Marcel Achard and Florence Walton, Nina Tars.

Check Columnists

Metro, in checking syndicate writers and news services to see which hits the largest circulation, discovered that the Dan Thomas column from Hollywood, syndicated by NEA, takes first place. He tops both A. P. and Louella Parsons, according to the Metro count. Thomas, a vet around the studios, arrives in New York today (16) to write a series of articles on the drama after viewing current play productions.

Metro planted an exclusive story with each service and then checked the clippings from over the country. Howard Strickling directed the job.

Burned Pants Too

Realistic at Studio

For Bob Montgomery

Hollywood, Oct. 15.

In a scene in Metro's "Forsaking All Others," it was necessary for Robert Montgomery to have the seat of his pants burned. Liquid smoke—an actor was used. Acid got out of control, burned through the material and inflicted severe burns on Montgomery's body.

A man from the chemical company who supplied the acid was on the set at the time. Some urgent to appease the pain and burning was called for. Chemical company employee said he didn't have any with him but knew how to make some. Director of the picture told him to get busy. Man said it was no go as the preparation was a secret formula known only to his company and the government and that he could do nothing about it.

Montgomery continued to suffer until the acid had burned itself out. He'll be out of the picture for several days with the company working around him.

Hellman-Yellen on 'Scandal'

Hollywood, Oct. 15.

Sam Hellman is en route to New York to work with Jack Yellen on Fox's new "Scandal."

Yellen was on the previous "Scandals."

BABY'S DAY

Keeps Louise Fazenda Out of Pix—Option Taken Up

Hollywood, Oct. 15.

Her option contract at Metro expiring, Louise Fazenda asked that her contract be revised so she would not have to work Wednesdays, explaining this is the maid's day out and she wanted to take care of her baby that day.

The option was taken up.

Dorothy Lee's Shorts

Dorothy Lee cancelled passage to London Saturday (13) when a last-minute deal with Warners broke for her in New York. She'll make six shorts at the Flatbush studio, starting next week.

Charlie Morrison, who handled the shorts deal for Miss Lee, is also negotiating with Lew Brown on her behalf for the Brown-Warner Bros. "Calling All Stars" musical (stage).

Anna Sten's Personals

Anna Sten, coming east for a personal appearance at the Music Hall, N. Y., Nov. 1, with "We Live Again," may be spotted for p.a.'s on other deluxe dates with picture.

Plans for another picture for Miss Sten will prevent her from going to Europe.

MAXINE DOYLE PERSONALS

Hollywood, Oct. 15.

Maxine Doyle left yesterday (Sunday) for Washington, D. C., for a personal with Six Day Billie Rider at the Earl. Miss Doyle appears in the WB picture.

Heyer also will probably appear in Baltimore. Expected to return to Coast in about a month.

NIGHT BASEBALL LOOKS IN

Canada's Real-Life 'Healer' in 'Miracle Man' Film, Rex Beach Script

Toronto, Oct. 15. Dead is on for a new version of the 'man with the miracle hands' theme, with shooting scheduled to start within 10 days. The Rex Beach tag goes on the scenario, with the writer to collaborate on a 6-reeler which will be a dramatization of the life of Dr. Locke, the famous healer of Williamsburg, Ontario. Tentative title is 'Healer of Men'. Beach has been plaguing Dr. Locke in national periodicals.

Corporation papers now going through for the formation of a Canadian indie firm capitalized at \$5,000 for the one picture. No stock to be sold. Three-man syndicate has been formed, this headed by Meyer Brenner, prominent figure in Canadian steel industry. Proposition has a patriotic sugar-coating but trio, nevertheless, expects to make money.

Idea arose from the international interest in Dr. Locke engendered by an article in last month's Cosmopolitan in which Beach eulogized the healing powers of this country practitioner. Since the appearance of the Beach story, the Ontario hamlet has been the daily mecca of thousands of halt and lame, some arriving on stretchers. One day last week saw cars from 32 States. Sufferers line up for treatment as early as 6 a. m.

Town is buzzing with tales of miraculous cures. Dr. Locke is supposed to have found a cure for the dread arthritis. Cures of sufferers of infantile paralysis are also reported. Beach was reputedly suffering from a case of fallen arches, so serious that he had to give up golf. The Locke treatment literally put him on his feet again, according to the Beach-Cosmopolitan piece. (Continued on page 23)

ROGERS TO METRO, BUT NOT FOR 'WILDERNESS'

Hollywood, Oct. 15. Will Rogers goes to Metro on loan for one picture. Not expected that it will be for the Cohan part in 'Ah Wilderness'. Irvin Cobb is at work on an original for Rogers.

U's Elaborate Buildup For Francisca Gaal

Elaborate buildup for a foreign import is set by Universal for Francisca Gaal, Hungarian actress. Company signed her on a long term contract in Berlin two years ago when it was in production there. With the Nazi regime and disruption of U's ambitious central European production plans, Miss Gaal was retained and moved to Budapest where company continued making a series of German language films starring her. Now it's figured she's ready to spread out so she's been ordered to London. She'll study in London for a year or so, possibly also doing a bit of minor film work. Then, with a base of English, she'll go to Hollywood to study six months more and then go into pictures.

EDGAR BERRY KILLED

Half Brother of Rocketts Auto Crash Victim

Hollywood, Oct. 15. Edgar Berry, 29, half brother of Al and Ray Rockett, and unit manager for Al at Fox, died here today (Monday) from injuries sustained in auto wreck at Bridgeport, Cal. Al Wright, Fox soundman, accompanying Berry, received a broken arm.

Widow, formerly June Rand, dress designer for First National and now in New York, survives Berry.

Too Anxious

Hollywood, Oct. 15. On his way to Warners for his first day's work on 'Sweet Music', Rudy Vallee was ticked off by a copper for doing 40 on Sunset Blvd.

ACADEMY EDGE FOR ASST. DIRECTORS

Hollywood, Oct. 15.

Major producers have ratified an Academy code of ethics and fair practice for assistant directors, independent of NRA code provisions, which gives this craft more dignity, allows for six months' contracts and gives assistants hired for one or more pictures a bonus of a week's salary at the end of each engagement.

The code goes into effect immediately, although through recent producer parleying several of the studios have already put under contract some of their top assistants. More are now expected to get these pacts.

Unique angle of the producer-assistant get-together is that the assistants are scarcely mentioned in the NRA film code and that the new pact is the result of a promise made by producers for a better deal at the time the junior megrers sent a delegation to Washington to get a break in the Government code. At that time the assistants were informed that if they withdrew from NRA negotiations that they would be given an even better break through an Academy agreement.

According to the wording of the code the week's bonus is given to those working from picture to picture in exchange for a concession by which the assistants do not limit their daily hours during film production.

Code further provides that the Academy will from time to time publish the names of the first assistant directors, so that although not getting screen credit they will nevertheless get suitable industry recognition.

VELEZ GETS \$7,500

Although Rowland Decided Not to Make 'The Girl Friend' Pic

Hollywood, Oct. 15.

Just because William Rowland Productions decided not to make 'The Girl Friend' after signing Lupe Velez for the lead was no fault of the actress and therefore her salary claim of \$7,500 should be allowed.

That in substance was the verdict handed down by the Actor's Adjustment Committee of the Academy Thursday (11) after deliberating over the evidence for a week. Attorney H. Ralph Blum represented Miss Velez.

Only recourse left through arbitration for Rowland execs is appeal to the Conciliation Committee of the Academy. Reversal would be predicated on the following grounds; that fraud was committed; that the committee exceeded its legal authority; that no contract existed. There can be no, quid pro quo, with the evidence.

Members of the actor's committee were De Witt Jennings, George Irving, Lucien Littlefield and Raymond Hatton.

SURVEY SHOWS RAPID GROWTH

Staged Strong Comeback Last Summer—Regarded as Salvation for Second Division Minor League Clubs

WRITERS NO LIKE

Birmingham, Oct. 15. Night baseball, believed to be washed up two years ago, staged a comeback this year and is gaining, according to a national survey made among theatre managers, sports writers and baseball executives.

Practically every minor league in the country now plays a majority of its mid-summer games at night. The Southern league, long an exception, is falling in line. Of the eight clubs in the league Nashville, Little Rock, Atlanta, play owl ball. Memphis and Birmingham may join the throng next year. Tom Watkins, president of the Memphis club is going into professional football this year and hopes to make enough from it to install lights.

Officials at Birmingham offices (Continued on page 19)

FOX SCRIVENER LIST HITS TOP

Hollywood, Oct. 15.

Though Fox studio has always maintained that a large writing department is not necessary, in the last two months studio has done an about face. Now has 40 scribes under contract. This is the studio's all time high for yarn weavers.

For a number of years Fox writing list was stationary with 16 scribes pounding typewriters. Studio in those times was turning out the same number of features as now.

According to execs, change came about through musicals. Idea is that the regular non-musical writers are not sufficiently versed in the construction technique of musicals to work out the stories, therefore additional writers were necessary. Also more writers are needed for musical ideas than are necessary on straight dramatic pictures.

Unlike other studios, Fox has had little or no turnover of writers. Of the 16 of five years ago, 12 are still on the lot, which is a Hollywood record.

Reasons Galore Why Pic Names Won't Come East for B'way Legit

Hollywood, Oct. 15.

Although New York stage producers and agents have tried everything to get picture names for Broadway productions, chances are about nil for any player of reputation taking a chance in a New York show. A year ago it wasn't so tough, but since Katharine Hepburn's fliv of last year in 'The Lake' none wants to take a chance. Too many obstacles in the path of a pleasant and profitable stage engagement to get them east of Pasadena.

First and most serious hurdle are the economic New York critics. Another thing against a New York engagement is the no salary limit during rehearsals. That's money out of the pocket for services rendered. In pictures, rehears-

Acad Reports Actor Arbitrations, Setting Precedents for Studios

Triple Play

Hollywood, Oct. 15. Newest studio gag is a stand-in for a stand-in. Stand-in for Freddie Bartholomew, the kid 'David Copperfield' at Metro has a stooge who relieves him of his job of substituting under the lights for Bartholomew.

STEBBINS, NED MARIN SUE FOR 600G

Los Angeles, Oct. 15.

Damage claims totaling around \$500,000 were filed in Superior Court last week by Arthur W. Stebbins and Ned Marin against the Moore Transportation Co., echo of the tragic smashup on the Bakersfield road on Aug. 30, which snuffed out the lives of Mrs. Kitty Marin, Mrs. Arthur Stebbins and the two Stebbins children, Gerald and Lila Belle, and the serious injury of 12-year-old Ann Marin.

Charging the Moore company and Thomas Lee Williams, driver of the truck and trailer which figured in the accident, with responsibility because of allegedly reckless driving, Stebbins demands a total of \$358,000 for destruction of his family. Marin asks \$251,000 for death of his wife and injury of his daughter, who is still under doctors' care.

Ned Marin is a Metro producer. Stebbins is identified with a Hollywood agency. Mrs. Stebbins was a niece of Jos. M. and Nick Schenck. Ill fated party was on its way home from a vacation.

Metro After Bing

Hollywood, Oct. 15.

Metro is seeking to make a loan or swap deal with Paramount for Bing Crosby. If successful the crooner would top the new version of 'Broadway Melody'.

Faith Baldwin's First

Hollywood, Oct. 15.

Faith Baldwin gets here Wednesday (17) under contract to Metro. She will be attached to the Hunt Stromberg unit and write her first story directly for the screen.

Hollywood, Oct. 15. Approximately \$500 a week is paid additionally to actors by major studios through arbitration of their peevish by the Actors' Adjustment Committee of the Academy. This is shown in an annual report of the committee just issued which manifests that eight major disputes and 75 lesser important ones are settled each month by this unit. Since 1930 the studios have forked over \$112,000 on verdicts against them.

During the past year, survey of the report shows, many most questions arising between actors and producers, involving salary claims, with the adjudicated verdicts expected to set a precedent for future relations. Majority of the cases are settled in favor of the player.

Some of the recent cases adjusted by the Academy on which precedents are set follow:

Actor finished a part and was told that he would be wanted for a week's added scenes but that it would take a week to build a set for this scene. Verdict: Actor entitled to salary for week during the added scene but not during the week required for set building.

Actor finished a part, left for New York and studio called him back for retakes. Verdict: Studio to pay all costs of transportation to Los Angeles and back to New York, plus actor's daily salary pro rata of his weekly salary under the previous contract.

Extra Pay

Actor engaged on a minimum contract, not needed for two days on a picture for which he was hired was used on another picture. (Continued on page 23)

SOME 400 ATTENDED MANNY COHEN FETE

Hollywood, Oct. 15.

Paramount employees, from the back lot to the front office, honored Emanuel Cohen Friday night (13) with a testimonial dinner at the Hotel Ambassador. It was strictly a studio affair, more than 400 attending.

Shindig was in the form of an observation of Cohen's passing the three-year milestone as production head. To remain three years at the top of any studio calls for cheers and Paramounters cognate of this took time out to celebrate. Commentary on the uncertainty of remaining tops that long in the picture industry is that in any other line of endeavor an exec would have to put in 25 years to get as many verbal bouquets as were thrown at Cohen that night.

Entertainment features were by varied contributors from the Par contract list. A. M. Botsford, toastmaster, who dead panned a line of nonsensical chatter about the sex life of bees and butterflies also registered big.

Max West, headed the committee in charge and contributed to the post-prandial speechmaking. J. P. McEvoy m. c'd the entertainment.

Agent Plaster on Nat Pendleton for \$1,330

Los Angeles, Oct. 15.

Nat Pendleton skipped a pay check last week when the sheriff's minions at the Beyer-MacArthur agency plastered his stipend at Metro to back up a commission suit for \$1,330 filed against the actor.

Complaint states that the agency secured a contract for Pendleton with Metro on Sept. 18, 1933, and that the studio took on a year's option last month. During that time the player received \$14,300 salary, but paid only \$100 on the 1933 commission Beyer and MacArthur claim.

Pendleton will resist the suit on ground that he be discharged by the agency.

Fox Racing Hearst Into N. Y. On Assassination Newsreel Shots

Paris, Oct. 15.

Newsreel shots of the Marseilles assassinations of King Alexander and Premier Barthou are now racing across the ocean to the U. S. Looks from here as though Fox will get a beat on the shots by at least a day, having got its clips on the S. S. Washington, which arrives in New York Thursday (18). Hearst Metrotone reel is on the S. S. Albert Ballin, which gets in a day later.

French government at first banned all newsreel shots of the affair and, at the last minute, police ordered off several companies' stuff just as the S. S. Bremen was about to sail Wednesday (10). None of it was allowed out, and also some shots carried by airplane to Le Bourget airfield was cancelled by police. Next day, however, after examination, the reels were freed and allowed to circulate. From that point on it became a race to get ready and grab whatever boats were available.

None of the newswear boys got actual shooting scenes, although most of them were on hand at the celebration. Several of the boys got almost everything except the actual shots, there being a camera record of the celebration, the cops and the victims just a few minutes after they had been shot.

Assassination happened so fast that none of the boys could turn their cameras around and begin cranking in time, although it is understood that at least one cameraman got a clear shot of the assassin being hacked to ribbons by the cops a few minutes after he had fired his gun.

It was this actual shooting and brutality stuff that the French government and police feared when they ordered the reels completely banned in the first place.

Newsreel offices in New York were in a turmoil last week following dispatches from Europe that the French authorities had declared an embargo against the shipment of newsreel shots of the assassination of King Alexander of Yugoslavia. After being held in suspense for two days without an official explanation, editors were notified that the censorship had been partially lifted and that some of the footage would be released, immediately for shipment to the United States.

Int'l Mixup Over Brit. 'Blossom Time' Title; To Rename It for U. S.

Toronto, Oct. 15.

International mix-up on the title rights to "Blossom Time" (HIP) has been cleared up on the understanding that the picture will be released in Canada under the tag "Thine Is My Heart," first line of the theme song as reprised by Tauber, tenor lead. In the U. S. the flicker will be titled "When Lilacs Bloom," according to HIP's Canadian rep.

Picture, dealing with incidents in the life of Franz Schubert, hit a snag on this side of the Atlantic when it was learned that the Schuberts held rights to the title of "Blossom Time" because of their operetta of that name, although the film had been released for some weeks in the British Isles and the continent under that label.

Further complications in that the music in the Schubert operetta and the British picture, both admittedly based on the Schubert melodies, is similar. HIP has sought to protect itself by changing the lyrics in the film, these being rewritten by John Drinkwater. Adding to the controversy, an operetta based on the life of Schubert was produced in England under the title of "Lilac Time" prior to the Schubert's "Blossom Time."

Idea was to call the HIP film "Lilac Time" on this account, only to discover that an early talker with a war theme, starring Colleen Moore, had already been made under this title.

G-B Holds Waxman

A. P. Waxman has signed a long-term contract with Gaumont-British as American chief of advertising, publicity and exploitation.

Waxman originally joined the company on a one month deal to handle "Chu Chin Chow" and "Power" for premieres in New York.

He will now close down his own publicity office and drop his outside accounts. On an arrangement with G-B he will be allowed to continue as advertising consultant to Harold B. Franklin.

GOLDWYN MAY DO AT LEAST 8 FOR '36

Next year for the 1935-36 season, Sam Goldwyn will increase his production program with a schedule of pictures which is expected to keep his Coast plant in full swing throughout the year. He is planning to make a minimum of eight, six of which are set this far in advance.

They will consist of two starring Miriam Hopkins, two Anna Stens, one Eddie Cantor and "Wizard of Oz." Two others will fill out the minimum of eight, with possibilities he will turn out 10 or 11.

This season Goldwyn is at his all-time low as a United Artists producer, with only three releases, "We Live Again" (Sten), "Kid Millions" (Cantor), and "Wedding Night" (Sten). "Night" remains to be completed, production probably starting in November and the studio closing down for a longer period than usual on its completion.

Einfeld Reviews

Charlie Einfeld, publicity head for Warners, is now viewing all New York legit openings for his company.

It's a new assignment for Einfeld and gives WB a two-way slant on the plays, the shows being a must for Jake Wilk, head of the story department on this end. Both men report back as to suitability for pictures.

Disney Loses Before U. S. Sup. Ct.

Highest Tribunal Decides for Photophone on Technicalities

Washington, Oct. 15. The U. S. Supreme court today refused to grant a writ of mandamus to Walt Disney, nullifying orders referring the patent infringement suit brought by RCA Photophone to a special master for hearing.

Walt Disney Productions, Disney Film Recording Co. and Disney appealed for writ compelling Judge Harry A. Hollzer, Los Angeles, to vacate his order assigning the case to David B. Head, master in chancery, in order to speed proceedings. Court refused to permit Disney to file petition for mandamus but gave no explanation for stand.

Mickey Mouse creator complained that Judge Hollzer violated the Equity procedure rules and imposed needless burden of expense. Disney asked the court to free "patent litigants in this district some relief from the intolerable conditions now existing in Southern California court."

Pointing out that the rules provide for reference to special masters only when "exceptional conditions" exist, the producer contended these are not unusual circumstances requiring speedy disposition, and

100% Newsreel Nix

Paris, Oct. 15.

Newsreel clips of the King Alexander-Barthou assassinations have been barred for showing completely in France. Also has been barred by the governments of Germany, Austria, Italy and Switzerland, making the most complete European banning of a newsreel item in years.

Authors Sue WB In Hungry Over 'Wonderbar' Coin

Budapest, Oct. 4.

"Wonder Bar" (WB) is about to be shown here, which occasion served as a welcome one for the authors. Gera Herczeg, Karl Farkas and Robert Katscher, who filed a suit against Warner Bros. at the Budapest Law Courts.

Suit was filed here because Warners have a branch office, property and an income here. Authors allege that Warners broke several clauses of their contract. They ask for damages because the scenario wandered through so many hands until it got to the point of production and so many commissions were deducted from the price that authors feel they got almost nothing.

Also they maintain that the authors' names were left out of advertisements, etc., as the contract stipulated. Composer, Katscher, says Warners had no right to replace his music by strange numbers without his consent, and that they got round the contract clause referring to their obligation of using his music by using his best numbers as a sort of illustration, played softly in the distance, instead of putting them in the spotlight.

They also protest, through the Authors' Society, against the conclusion of the picture, the "Nigger Heaven" scene. Authors allege that this scene offends the moral and religious sense of the public, although Hungary's strict censors had nothing against it.

Warners' local branch says it's no business of theirs, since WB, New York, contracted for the picture and made the picture. It is for the courts to decide whether the Budapest branch can be made responsible or not.

YOUNG ON SEARCH

Felix Young, recently allied Radio Pictures associate producer, is in from the Coast to see Broadway plays for stories and talent. Young shifted over to Radio from Columbia, where he was also an a. p.

Argument Before N.Y. Appeals Court To Decide an Important Par Point

NO COL. CHANGES

Same Directors—Harry and Jack Cohn's Contracts Extended for 3 Yrs.

"Annual stockholders' meeting of Columbia Pictures Corp. went off smoothly Tuesday (9). Board was re-elected 100%, Harry and Jack Cohn, prez and v. p., respectively. New service leases were signed with these two for an additional three years retroactive as from July 1, this year. Extension of the Series 'A' stock purchase warrants held by Harry and Jack Cohn also was made for three years. Meeting was previously scheduled for Sept. 19, but postponed.

Harry Cohn didn't attend this session, his presence being needed at the studio. No figures were made public on the company's earnings for the quarter ended Sept. 30, 1934, but official announcement was made that such earnings should compare favorably with the same period, 1933, when earnings were around \$1.35 per share.

Dr. A. H. Giannini, one of the three voting trustees of Columbia, attended the session. Giannini, as trustee, succeeds Joe Brandt, resigned.

Following directors were re-elected: Harry and Jack Cohn, Leo M. Blanche, Nathan Burkan, Abe Schneider, S. and H. Bornstein and J. Kerner.

PAR'S M.D. OK'S NRA'S HEALTH BENEFITS

Improvement in health and efficiency among its employees is one of the hitherto undiscovered and unpublicized benefits the Blue Eagle and the five-day week is rendering the picture industry. In the first year of NRA, based on a compilation of statistics made possible by Paramount, the weekly decline in illness among its workers amounts to 40%.

These figures, accepted as representative for the entire industry, are supplied from files and a weekly check by Dr. Emanuel Stern, official company medic.

Since employees of Par at the home office are required to report to him on first signs of any illness for treatment or advice, records of these compulsory visits are kept by Dr. Stern, making it possible for him to compare the amount of sickness since NRA as against the year previous.

On the five-day week, allowing for two days of rest and recreation, employees have a greater opportunity, it is argued, to indulge in exercise, take better care of themselves and build up resistance by increased relaxation. While the question of efficiency bears also on the value of two days for leisure through the natural tendency to perform work better and more happily, an important feature in this respect also is that fewer workdays are lost as a result.

Lubitsch Not for Toeplitz Until His Two More for Par

Ernst Lubitsch, in New York for his "Merry Widow" premiere at the Astor, returns to Hollywood and Paramount for two more pictures.

He may then tackle a picture or two for Lady's Toeplitz, the London indie producer, but not until after the Par deal.

'Evergreen' Into M. H. Around Xmas Time

"Evergreen" Gaumont-British picture starring Jessie Matthews, comes into the Music Hall, N. Y., in December.

It's the second of four G-B pictures which the Hall has contracted for this season.

Long sought answer to the question whether bondholders may sue directors of a company independently or whether that right remains only with the trustee for bondholders, may be near with argument scheduled for tomorrow (Wednesday) in the highest tribunal of the state, the Court of Appeals at Albany. Case in question is of long standing and is on appeal up here in a Supreme Court action that was previously appealed to the Appellate Division by a Par bondholder, Robert S. Levy, on behalf of himself and all other persons similarly situated.

Suit is a comprehensive one, naming as defendants Paramount Pictures; Film Production Corp., subsidiary set up for hypothecation of film negatives on a \$13,000,000 bank loan; the Chase National Bank as trustee under Par bond issue; a group of eight Wall Street banks involved in the film-hocking deal; Columbia Broadcasting System and its president, William S. Paley, and a group of 23 directors or former directors of Paramount.

Attacking the film-pawning bank deal, purchase of 50% interest in CBS and its turnback to Par, the Chase bank for alleged misconduct as bond trustee and Par, plus its directors, for authorizing acts complained of, the suit wants a ruling on legal points which seemingly stand in the way of relief sought by litigation.

This ruling has to do with whether bondholders may take action themselves or whether the trustee in this case Chase) has the sole right. A point on argument of Levy, militant bondholder in the Par matter, is that while the general rule in this state is that an action against directors for an accounting must be by a judgment creditor the rule has always been subject to certain well-defined exceptions dispensing with necessity of a judgment. These exceptions are: (1) where corporation is insolvent, (2) where special circumstances made it impossible or useless to first obtain a judgment; and (3) in a comprehensive suit in equity for recovering its assets and redressing wrongs to avoid a multiplicity of suits.

Another point made is that where the relief sought is primarily enforceable by the trustee (Chase bank) the bondholder is entitled to demand such relief where the trustee has adverse interests or is acting fraudulently or connivingly and its removal is sought in the same action. A trustee cannot be expected to sue himself, it is added.

Zirn's Appeal

Samuel Zirn, who originally began this action on top of the Par bankruptcy, argues it on appeal in the Appellate Division. For argument before the Albany Court of Appeal tomorrow (Wednesday), he has obtained George Trosky, who has been associated with Judge William Seabury since 1916 and was chief of staff of the Seabury investigation which ousted Mayor Walker.

During the past week in behalf of Zirn and his clients, Trosky argued before Justice Cotillo in the N.Y. Supreme Court an action against the same group of defendants as in the Albany suit requesting the right to examine these defendants. Also wanted are records, papers, etc., covering a large miscellaneous list of transactions, acts and questions. The complaint is voluminous, reciting in detail questions of a doubtful character that are raised and on which examination of defendants, including all of Par's directors and former directors is desired. Justice Cotillo has reserved decision.

It is estimated that if the examination before trial is granted by the court, it will take from two to three months to complete it, together with production of papers, records, etc. Opinion is that such a protracted examination would not necessarily interfere with a reorganization plan for Par because the action is primarily pointed toward recovery for Par which would be returned to the benefit of the company and its creditors, adding to conditions as they existed on a reorganization.

SEE FILM PATENTS POOL

Other RKO Biz Settled, Sarnoff Turns to Firm's Financial Problems

With the present setup of RKO apparently permanent, David Sarnoff now begins work on the financial reorganization of the company. Working with Sarnoff on this is M. H. Aylesworth, RKO president. Sarnoff's titles are: Chairman of the board of RKO, also president of RCA, and chairman of the board of NBC.

Closer harmony with the principal owner of RKO, namely RCA, has been accomplished by reason of the present setup. Achievement of this aim seems to have been the purpose of the RKO higher-ups over the past two years.

Recently harmony also was reported achieved with M. J. Meehan. Latter is the biggest individual stockholder in Keith-Albee-Orpheum, RKO theatre subsidiary. Together with RKO, Meehan controls the KAO majority stock. Meehan owns slightly over a third of the KAO preferred, while RKO owns a third of the KAO preferred and all of the KAO common. Selection of Herbert Bayard Swope as chairman of the KAO board smoothed over the Meehan difficulties.

Diet and Foreign Improvement

RKO has been in receivership around 20 months. In that time much of its deadwood material was thrown overboard and the studio situation overhauled. Presently RKO distribution income is running ahead of last year, being considerably increased by improved sales on the foreign end, which has jumped around 80% over last year. The theatre grosses were on a favorable comparison with the 1933 grosses until around the middle of last month. Since then there has been a steady drop. But with expenses considerably lowered, the RKO theatre even with this drop is working for the most part in the black.

Much of the gross trouble lies with the metropolitan group of RKO theatres. Whereas the out-of-town theatres seem to be building grosses upward, the met theatres are those which show a decline. The new theatres recently taken on by KAO have somewhat choked the intake of the met houses aggressively. The newer spots taken on apparently haven't proved so fruitful as income getters.

At the same time the outlook is for improvement. Sarnoff's bickering with Loew has been settled through intervention of Aylesworth.

JOCK WHITNEY FILMING G-S OPERETTAS

Hollywood, Oct. 15. Head is on between Jock Whitney and the D'Oyly Carte company, currently in New York, for the production of one or more of Gilbert and Sullivan operas in color by his Pioneer Picture Co. Socialite-producer feels that "Pinafore," particularly, would lend itself to the screen.

English company which has the performing rights to all G. & S. operas is the leading exponent of the team's works and have been for the past 40 years an outstanding attraction in the British empire.

Whitney figures the picture will be a big grosser outside of the United States, where G. & S. vogue has languished for the past two decades. Reception of the D'Oyly Carte company in New York, however, has influenced Whitney to regard the proposed picture as a good bet for this country too.

If the deal jells, D'Oyly Carte will move over to Radio studios for the picture following the close of its two-week run in Los Angeles in February.

NO 'CLOWNING'

Hecht-MacArthur and Metro's Similarity of Titles

Title of the second Ben Hecht-Charlie MacArthur picture starring Jimmy Savo, "Laugh, Little Clown," has been dropped following complaint of Metro which owns "Laugh, Clown, Laugh." Feels that the similarity of titles may prove hurtful in the event Metro should remake this picture.

Instead of picking a substitute title themselves, Hecht-MacArthur have asked Paramount to do it.

WB'S POST-PIX B'WAY LEGIT PRODUCTION

Warners is currently mulling plans for a further invasion of the legit field. Reversing the usual process of filming plays after they've been produced on the stage, WB plans legit productions of two pictures following their screen release. The pies under consideration are "Living on Velvet" and "Flirtation Walk," the former starring Kay Francis, and the latter, a story of West Point, starring Ruby Keeler and Dick Powell.

No definite decision but the plan is meeting with favorable reaction among the top execs.

WARNER BLDG. PROGRAM WAITS ON ELECTION

Hollywood, Oct. 15. Although originally planned to be put into operation this month, Warner Bros. have deferred inauguration of their expansion projects, which will cost \$400,000 and include the building of four new sound stages. Work will not commence until after election.

Well authenticated reports indicate that Warners will not begin this expansion until it is seen who has been elected. Program will provide employment for 2,000 workmen for at least three months if put into effect.

Efforts to learn whether the delay is occasioned by a genuine fear of what would follow Sinclair's election with its taxation program and social experiments, or merely a political gesture, failed to bring any response from Warner execs.

Jno. Stuart New Haysite Clipper in Hollywood

Hollywood, Oct. 15. John McHugh Stuart, former newspaperman and advertising agency rep, starts today (Monday) as a member of Joe Brown's publicity squad at the Hays office.

Stuart, a former INS correspondent in Europe, was recently with the Irwin-Wazey Adv. agency in New York.

He will be on the board of seven which split up the job of previewing preliminary to sealing.

WANGER, MILESTONE PARLEY

Hollywood, Oct. 15. Walter Wanger expects to close deal with Lewis Milestone for this week for the latter to direct "Private Worlds."

Pictures will be Wanger's second independent production for Paramount.

RESULT OF FOX'S TRI-ERGO EDICT

Interpreted as Means to Hasten A. T. and T.'s Divesting Itself of ERPI—Brings DeForest into the Picture Importantly—U.S. Supreme Court Decision Not Unexpected

GREAT FOR LAWYERS

With the validity of at least two of William Fox's Tri-Ergon patents having been certified by the courts, grounds have been provided the American Telephone & Telegraph Co. for cutting loose of Electrical Research Products, Inc., its subsid. ERPI's severance from A. T. & T. has been on the tapis for some time.

Such a severance will be purposeful, however. If ERPI is cut loose from the A. T. & T. affiliations it will be for a price. Conditions which will surround such an eventuality would call for ERPI to become an integral part of a consolidated unit of various talker patent companies. These would include not only Tri-Ergon, but also General Talking Pictures (DeForest), according to trade opinion.

In that setup DeForest Phonofilm will ride importantly. And this is the ultimate picture of the talker patent situation in film-dom.

The combination which will result will be international, but will form a more beneficial unit for film-dom than has been offered the industry by the electricians individually. Within this combination there may be tied at least one American major film concern and one British film and theatre concern.

All of this has been in the brew for many months. Even ERPI has been in the knowledge of these plans.

From which it may be gathered that when the U. S. Supreme Court declined to review lower court decisions on the flywheel and the double print process patents as held by Tri-Ergon, the legal batteries on either side were not surprised.

There have even been direct offers to ERPI to buy that outfit, but ERPI has not capitulated so far. The William Fox victory can change the picture. However, the extent of the picture's shift for the immediate present is one that is predicated on many surrounding conditions.

Up to ERPI and RCA. It is the opinion of film-dom that (Continued on page 18)

All Forces Urge Par Trustees And Attorneys to Speed Reorg For Jan. 1 as Psychological Date

SCRIPTLESS SANTELL

Clive Brook Walks, Returns When Director Outs

London, Oct. 15.

Dissatisfaction over what was alleged to be an insufficient script has Al Santell out as the director of "The Dictator," first film to be produced by Ludovic Tueplitz productions.

Trouble started first when Clive Brook, starred in the picture, walked, claiming he couldn't work without a script. Now, with Santell out, Brook has returned.

Victor Saville, ace director of Gaumont-British, was loaned by that company to G-B to go on with the film, G-B having local release of the film.

FILMUSICALS TO BE PROD. IN ITALY

Hollywood, Oct. 15.

Filmusical operettas in English, using two leads with box office draw in this country, will be produced in Italy by Cines-Pittaluga Co., largest producing firm in Italy which is subsidized by the government.

Plan of C-P is to make pictures on the order of "The Mine Tonight" and "One Night of Love," utilizing the scenic backgrounds of Italy for the filmusicals. Productions will not carry any Fascist propaganda with C-P and the Italian government desiring only to give the world entertainment and a glimpse of the scenic wonders of Italy.

C-P has three large sound stages, and uses Western Electric recording.

In making the English filmusicals, C-P will also produce an Italian version simultaneously. Alex Thurn-Taxis left here Sunday (14) for the east, and sails for Italy on Oct. 27. He will handle direction of the English features and will undoubtedly recruit a crew of technicians from Hollywood.

It is understood that a releasing deal for the pictures in this country has already been set with one of the major companies.

With various forces urging the Paramount trustees and attorneys to speedier action on a reorganization, hope within Par is that the company may be free to start the new year off Jan. 1 from scratch, unshackled by bankruptcy. Par's fiscal year ends on Dec. 31 instead of June 30, as with some companies. Early reorganization of Par has become imperative. Not only are creditors' squawking about the delay but disappointment is openly expressed within company ranks.

Among the problems attendant to an immediate reorganization, although creditors' parties have agreed on a plan, is a question of settlement with Electrical Research Products, Inc. (ERPI), one of the large creditors of the company.

Another point has come about through certain stockholders' propaganda efforts to upset the possible reorganization plan so far tentatively agreed upon. This involves a possible assessment of \$2 on stockholders in reorganization. This assessment actually is a right to subscribe to second preferred with common stock.

Considering the improvement in income made by Par, trade opinion wonders how long and why reorganization continues to be delayed.

The annual meeting every year is held on the third Tuesday in April. When there is a receivership or bankruptcy there are no annual meetings nor does the board function. Should Par find it possible to start the new year (1935) off with a clean slate, showing of the reorganized company would be complete on the first quarter for announcement at the annual meeting. A reorganized Par that is ready to function on its own again on Jan. 1, 1935, would also avoid cutting up the year 1935 when it came to a balance sheet to cover operations of the new company.

Granting that no serious upsets occur and that creditor groups will not unnecessarily delay approval of a reorganization plan, attorneys be-

(Continued on page 22)

5-DAY WEEK TO HOLD; CUTS BACK?

The Hays organization in continuing the five-day week believes that all its members should remain on this schedule.

After experimenting with a five-day work week during the summer, it reached an agreement with all major producer-distributors, and all have indicated that a sixth day will not be added for the fall or winter. Question of returning salary cuts is also up.

O'HERON TURNS ASSOC. PRODUCER FOR RADIO

Hollywood, Oct. 15. Frank O'Heron, who has been vice-president in charge of operations at RKO Studios for the past four years, starts as an associate producer on the lot. His first picture will be "Cape Cod," which is being scripted by Josephine Lovett for direction by John Robertson. Joe Nolan, who has been assistant to Ben P. Blood at the studio, swings over to take the spot vacated by O'Heron and will handle all commitments and agency contracts for the company in the future.

Tri-Ergon Decision Starts Studio Probe on Single Sound System

Hollywood, Oct. 15. With studios and electric companies evidencing no great concern over William Fox's Tri-Ergon patent victory, all, however, issued immediate orders to their sound engineers to attempt to perfect the single system of sound recording, which will offer one phase of the Fox patent angle. In respect to the other, the flywheel patent, sound companies and studios seem to minimize that.

Single system, such as is done by most newsreel companies, eliminates the necessity of double printing on which Fox has the patent. So far, system has been used little in the studios due to difficulty in editing. Fox studio for the first year of sound recorded only by the single method, which does both photographing and recording in the camera. Later it

switched to the double-negative. With little call for single systems outside of newsreel and travel pictures, sound companies and studios neglected this method of recording. Now with Fox holding the decision over them on the two-way method, attention has been turned to the earlier method.

Highest sufferers, if the single system is put in use, will be the raw stock people. Camera recording eliminates the use of the second negative, which will cut negative film sales in half.

Day following the Fox decision, ERPI had eight technicians tearing a single unit apart to ascertain what could be done to eliminate the bugs. ERPI also was contacting the studios in preparation to an educational campaign which will remove some of the objections to single system editing.

12 Leading Amusement Stocks Reach 225/8 Average in Active Market Week, Best Since June; Three Hit New Highs

Another listless Monday session yesterday (Monday) saw the stock market close irregularly. Most price changes were fractional, though metals and smelting stocks were higher early in session. Eastman Kodak made a new 1934 high at 104 1/2. Loew bonds climbed to a new top for year at 163. Many amusements eased slightly at close.

Talk of inflation plus belief that business for fall was on upturn revived all markets in the short 4 1/2-point last week, sending volume on stock exchange to highest point since July. Wednesday was virtually a million-share day and saw a new 1,500,000 Thursday. On this strong volume, Dow-Jones industrial averages penetrated the 96-point level Thursday to close that day at 92.50. There was profit-taking Saturday, after Columbus Day holiday, and tendency of more timid dealers to fear that inflation- and business might not be as good as pictured in mid-week.

Despite this, industrial averages closed Saturday at 94.90, or 2.05 points higher than previous Saturday's 92.85 closing figure. Rail and utility averages also held well, being off only fractionally from highs of week and well above previous week's close. Amusement group remained firm Saturday, averages for group of 12 representative issues closing at 225 1/8, where group was up 0.655 points from previous Friday. This group hit 23 1/2, highest point reached since late in June, and never sagged below 21 1/4, half a point below previous close. It was emphasized here last week that amusement group might be given an opportunity to really demonstrate its strength with market recovery, better and manner in which these issues came through in past week consequently was highly encouraging. Volume of amusement group was nearly double that of preceding week, the total of 222,100 shares, being largest since late in July.

New Tops
Strength of group sent three stocks to new 1934 highs. Radio Preferred A stock, which is seldom active, shot up to 48 early in week, a new top, and 4 1/2 points above previous week's close. Stock wound up at 46 1/2, a net gain of 2 1/2. Only 4,300 shares changed hands all week in this issue. Columbia features certificates climbed to 39, a new 1934 mark. This stock wound up at 38 1/2, where it was up two points. Eastman Kodak shot up nearly to 103 close Saturday, a new high, after making a previous high mark for year on Thursday. It closed at this high point for a net gain of 2 1/2. Radio Preferred A also was felt in Radio Preferred B, which climbed to 31 1/2 on heavy volume, where it was only a few points from its previous high. Stock wound up at 30 1/2, for a net advance of 1 1/2 points. This advance marked the fourth successive week that the issue has gone up. Stock never fell below 28 1/2, a half point under preceding week's high. The 37,300 shares that exchanged hands represented the largest trading in Radio Preferred last May. It was more than three times as great as previous week.

Loew's common, after a little setback in previous week's trading, forged steadily ahead, reaching 104 1/2, where it was only about four points from 1934 high. It, too, advanced on heaviest volume in about three months. Loew's closed at 30 1/2, for a net gain of 1 1/2 points. Fox A stock, as was stated here last week, in week before seemed to be coming to a plateau in its upward climb. And this issue came through in nice shape, going up to 13 1/2, the highest level reached since July 7, when it was slightly above 14. Close was at 12 1/2, a gain of three quarters of a point. Amount of trading in this issue also was an encouraging feature. If this stock can get through next advance point between 13 1/2 and 14 it should be better.

Warner Brothers common about held its own and closed unchanged at 5. Apparently there is considerable stock for sale just above 5, but once it gets up over 5 1/2, next noticeable resistance level on upside is around 6.

Paramount certificates, which have been pushing steadily ahead, suffered a setback, closing at 4, for a loss of nearly a point, and only less suffered in amusement group on big board.

Others to show good gains included Consolidated Film Industries Preferred A, up 1/2 at 14 1/2; Loew's preferred, up 1/4 at 32 1/2; Pathé A, up 1 point at 11; and Warner Bros. preferred, up 2 1/2 points at 15 1/2. Consolidated Film Industries (Continued on page 23)

Yesterday's Prices

Sales	High	Low	Last	Net
400 Col. Pict. 104 1/2	104 1/2	104 1/2	104 1/2	1/2
100 Con. Film. 34 3/4	34 3/4	34 3/4	34 3/4	1/4
500 East. K. 163 1/2	163 1/2	163 1/2	163 1/2	1/2
200 Fox A. 13 1/2	13 1/2	13 1/2	13 1/2	1/2
4,000 Gen. Elec. 15 1/2	15 1/2	15 1/2	15 1/2	1/2
2,500 Loew 30 1/2	30 1/2	30 1/2	30 1/2	1/2
11,500 Par. 48 1/2	48 1/2	48 1/2	48 1/2	1/2
100 Pathé A. 11 1/2	11 1/2	11 1/2	11 1/2	1/2
6,200 RKO 25 1/2	25 1/2	25 1/2	25 1/2	1/2
400 RKO 25 1/2	25 1/2	25 1/2	25 1/2	1/2
2,500 W.B. 15 1/2	15 1/2	15 1/2	15 1/2	1/2
CURB				
100 Trans-L. 1 1/2	1 1/2	1 1/2	1 1/2	1/4
500 Tech. 12 1/2	12 1/2	12 1/2	12 1/2	1/2
BONDS				
\$4,000 Keith 62	62	62	62	1/4
4,000 Loew 102 1/2	102 1/2	102 1/2	102 1/2	1/2
1,000 Par-P.L. 50 1/2	50 1/2	50 1/2	50 1/2	1/2
31,000 RKO 25 1/2	25 1/2	25 1/2	25 1/2	1/2
5,000 Par-Pub. 37 1/2	37 1/2	37 1/2	37 1/2	1/2
5,000 Tech. 12 1/2	12 1/2	12 1/2	12 1/2	1/2
4,000 W.B. 15 1/2	15 1/2	15 1/2	15 1/2	1/2
New 1934 high.				

Incorporations

NEW YORK

Atlas Broadcasting Service, Inc. Albany, N.Y., general broadcasting business; capital stock, 100 shares, no par value; Leon Neelitz, 100 East 10th street, New York, N.Y., president; and Pauline Kresel, all of 233 Broadway, New York, N.Y., directors.

Burstar Theatres, Inc. Albany, N.Y., operate places of amusement; capital stock, \$10,000. Harry Stearnes, 151 West 47th street, New York, N.Y., president; and John Hartig, 144 West 47th street, and Philip Melebrun, 1775 Broadway, all of New York, N.Y., directors.

Hobby & Radio Shop, Inc. general radio business; capital stock, \$2,000. Rochester Herald Co., filed by Harry Heller, Taylor, Goodwin, Nixon & Hargrave, Rochester, N.Y., directors.

Walton-Burnside Amusement Corp. Filed by Leopold Friedman, 1540 Broadway, New York, N.Y.

Radio Playhouse Corp. Filed by company, 25 West 47th street, New York, N.Y.

Reichman Herald Co. Filed by Harry Heller, Taylor, Goodwin, Nixon & Hargrave, Rochester, N.Y.

Statement and Designation
Henry T. Neumann Research, Inc. 100 West 16th street, Wilmington, Del.; color photography and color processes; New York office, 123 West 44th street; Henry T. Neumann, president; 2,500 shares, no par value. Filed by Cuguenheimer & Untermeyer, 30 Pine street, New York, N.Y.

MISSISSIPPI

The Independent Theatres, Inc. of Vicksburg. The capital was given as \$5,000.

TEXAS

Kieberg County Fair and Raffle Association, Kingsville; fair; no capital stock. Incorporators, Robert J. Kieberg, William Finkle, L. M. Threet, Ervin J. Brandt, D. W. Burchfield.

Leo Theatres, Inc., Dallas; entertainment; capital stock, \$25,000. Incorporators, L. M. Threet, Ervin J. Brandt, D. W. Burchfield.

Judgments

Armando Araujo, Walter Winchell and Daily Mirror, Inc.; Harry Kraft; \$300.

Vanderbilt Enterprises, Inc.; Lyle D. Andrews, Teeddy Corp. and Lyle D. Andrews; Branch Securities Corp.; \$5,090.

Bernard Ackerman; Elarom Theatre Co., Inc.; \$2,708.

Derval, Paris Producer of 'Folies Bergere,' to U.S. for 20th C.'s Prod

Paris, Oct. 15. Twentieth Century Films has arranged for Paul Derval to come to New York around Christmas time to personally supervise New York and Chicago production of his 'Folies Bergere.' It is a 45-minute stage unit of his French revue for the picture houses.

Minute Derval arrives in New York he will cancel his agreement with Clifford C. Fischer whereby the latter has American production rights to the show and over which rights there has been so much wrangling. Derval's contract with Fischer has a clause, he says, which allows him to cancel the entire deal if and when he comes to America personally to do the show.

Derval sold the film rights of 'Folies' to Twentieth Century Film, with Fischer immediately squabbling through legal channels that they had the American rights and should be accorded consideration in any film production.

Several arguments, charges and denials have been flung across the scene by all parties concerned with the action. Threatened several times by all parties.

PRINZ DUEL AFTERMATH

Up Again As Wife Seeks Divorce in L. A. from Dance Director

Los Angeles, Oct. 15.

Reference to the purported saffire duel between LeRoy Prinz and an unnamed adversary on the night of Feb. 1, 1934, somewhere in the purple of Hollywood, over some mysterious feud is made in the complaint of Mrs. Agnes Prinz for divorce on file in Superior Court against the dance director.

Charging cruelty, Mrs. Prinz asserts in her complaint that Prinz has a penchant for practicing the art of dueling and saffire fighting and that on the date named the director returned home with cuts across his face, chest and arms, causing her extreme worry and apprehension.

Hollywood also was so exceedingly boreome to Prinz, his wife declares in her recital, that he was constantly threatening to scam the town and his home for adventurous journeys to far places.

Indiscriminate loans to friends and obligations on notes, Mrs. Prinz also regarded as failings of her husband, she declares, all of which were contributory causes to her asserted sufferings and humiliations. She asks for custody of their six-year-old daughter, Dolores, and court confirmation of a property and maintenance settlement. The Prinzers were married in Mexico City in 1926.

DASCOMB STRICKEN AT HIS PARIS DESK

E. Brooks Dascomb, general manager of European operations of Paramount News, died suddenly Saturday (13) in Paris, was stricken at his desk by a cerebral hemorrhage. Dascomb was 33.

Born in Texas and graduated from Annapolis, he joined the editorial staff of Par News in 1927.

The body will be brought back to the States for burial at Mercer, Pa. Dascomb is survived by a widow and mother.

Chi Film Relief Dance Nov. 2 to Raise \$3,000

Chicago, Oct. 15.

Film row is getting behind a second benefit dinner and dance for the Film Relief organization. Next benefit affair will be held at the Medinah Club here on Nov. 2. This dance follows a similar relief dinner held at the club last March 2, at which time some \$3,000 was raised.

General committee for the Nov. 2 relief dance is composed of more than 75 people from all branches of local show business. Tickets to the dance are being limited to 1,000 and are selling at \$5 per ticket.

DUMMY BUYER?
Sale of 4 Theatres—Report Pseudo Purchaser Acting for Someone
Philadelphia, Oct. 15.

The Orphans' Courts of Philadelphia and Delaware counties have appointed John Blessing, Jr. and Donald Hamilton, lawyers, of Philadelphia and Chester, respectively, to take testimony and report to their courts as to the advisability of granting approval of the sale of the four theatre properties (the Roosevelt, Frankford, Nixon and Tower) owned by the William Froehner and Fred G. Nixon-Nirdlinger estates.

Minnie's Good Report

Minneapolis, Oct. 15.

Theatres are reopening in wholesale numbers and a record number of new sound equipment installations are being made throughout the territory, indicating a distinct turn for the better.

Latest Code Authority bulletin reported 17 theatres reopening, two new houses and 18 theatres replacing discs with track equipment. Bulletin covered only a week and is one of the best reports made in the past three years.

MG and Spurin-Callia

Joseph Spurin-Callia, featured in Courtney Burr's 'Small Miracle' (legit), has a deal on with Metro for the usual seven-year term, first option to run six months.

Salary start-off reported at \$1,000 and deal not commence until he is through with his Broadway legit run.

Blumey Will Appear at Fox Theatres Hearing, So Body Attachment Is Out

1st Runs on Broadway (Subject to Change)

Week of Oct. 19

Paramount—'Now and Forever' (Par) (2d wk).
Capitol—'Outcast Lady' (MO).

Musie: Hall—'Age of Innocence' (Radio) (18).

Strand—'Happiness Ahead' (WB) (2d wk).

Rox—'Little Friend' (G.B.).
Rivoli—'Last Gentleman' (UA) (17).

Rialto—'Case of Howling Dog' (WB) (17).

Week of Oct. 26

Paramount—'Mrs. Wiggs of Cabbage Patch' (Par).

Capitol—'What Every Woman Knows' (MG).

Musie Hall—'Pursuit of Happiness' (Par) (25).

Strand—'Madame DuBarry' (WB) (24).

Rivoli—'Last Gentleman' (UA) (2d wk).

Rialto—'Lemon Drop Kid' (Par) (24).

AFL DUCKS ISSUE ON ASC DISSOLVING

San Francisco, Oct. 15.

American Federation of Labor convention shunted resolution here Friday (12) asking dissolution of American Society of Cinematographers.

Resolution was referred to I. A. T. S. E. and M. P. T. O. of A. with help in conferences promised by the exec council of the A. F. L.

Geo. Fisher Heads New Milwaukee Variety Club

Milwaukee, Oct. 15.

With 12 charter members, the Milwaukee tent of the Variety Club has been organized and officers elected. Club will be limited to about 75 from a list of 500 eligibles.

Officers include George Fisher, Fisher Theatre Circuit, president; David Westner, district manager for Warners; Charles Trampe, Cimax theatre; Sam Schurman, Metro manager, v.p.s.; H. J. Fitzgerald, general manager Fox theatres; treasurer; Don Koenig, attorney for MPTOA, secretary.

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The Tower is in Upper Darby (Delaware County); the others in Philadelphia.

L. M. Maeder, of Albert Greenfield & Co., is named as the buyer, but it is asserted that Maeder is merely a straw figure. The name of the real purchaser is not disclosed in the papers filed in the Orphans' Court.

A week ago local papers all broke the story that the purchaser was Harry M. Warner and that he was buying the theatres for himself and not for Warner Bros. The WB prexy afterwards made a vigorous denial of this. The purchase price named is \$1,645,000.

HAMBICK'S 4TH IN SEATTLE

Seattle, Oct. 15.

John Hamrick has leased the Orpheum, to open Oct. 26 with vaudeville policy at 25-25c. George Hood manager.

Bert Levy slated to book the acts. This gives Hamrick four Seattle first runs.

Attorney Archibald Palmer has decided not to press for a body execution against Albert C. Blumey in connection with the latter's failure to answer a subpoena for his, Blumey's appearance, in Federal Court last Tuesday (9) before Judge Manton. This hearing concerned an inquiry into the 'good faith' of the involuntary petition for reorganization of Fox Theatres under Section 77B of the new Corporate Bankruptcy Act.

Attorney Palmer decided a body execution would be unnecessary when Blumey countersigned a letter written by Blumey's lawyers, the Nathan Burkan office, assuring Blumey's presence when the hearing resumed on Thursday (18).

The question of a body execution arose at the first hearing date when Palmer brought the court's attention to the fact that although Blumey was subpoenaed, the reitor was not in attendance.

The hearing lasted around two hours, during which time certain testimony was given by Mrs. M. J. Rogers, of Boston, a sister of Blumey. She is among those who are sponsoring the involuntary petition. Her claim revolves around certain commissions once claimed by Blumey against Fox Theatres in connection with the one-time involuntary petition. She claims that Blumey's role in Boston for the purpose of erecting a theatre thereon. The project never moved forward. Some \$350,000, which had been on deposit reputedly as security for commissions involved, has since become the subject of involved Massachusetts litigation.

Not One of Those Things.

The hearing held in Federal Court before Judge Manton upon adjourning figured to be one of those things which later examination of two witnesses, parties arose before the court and suggested getting together about the claims involved against Fox Theatres. Judge Manton indicated that such a confab may speed up things for all concerned. He had indicated some of similar procedure some time back, also.

In the meantime, much revolves around the attitude which present receivers of Fox Theatres may hold as regards the pending involuntary petition against the company. Specifically there is no indication whether they favor or do not favor the involuntary reorganization of the circuit under Section 77B.

It was explained, however, that officially the receivers are neutral. But at the same time, it was indicated that this neutral position may be predicated on the expectations by the receivers that in all probability they would be continued as trustees in the event the 77B proceeding proves successful.

The importance of the Fox Theatres situation arises only from whatever possible valuation the court may eventually put on the claim. As the 100% stockholder of Fox Met, a reorganization of Fox Theatres under Section 77B, with claims such as are being put forth for Fox Theatres as regards its asset value, may have a most important bearing on Fox Metropolitan, presently also under Sec. 77B, but under the jurisdiction of Federal Judge Mack.

When Judge Manton's ruling to prevail in Fox Theatres, a possibility exists that Fox Theatres and Fox Met would be joined under one jurisdiction, probably that of Judge Manton.

L. A. to N. Y.

Douglas Shearer.
Benjamin Glazer.
Dave Epstein.
George Lovett.
Sam Goldman.
Leo Bullock.
Alex. Thurn-Taxis.
John Nolan.
Helen Gahagan.
M. A. Schlesinger.
Maxine Doyle.
Ruth Peterson.
John Paddy Carstairs.

N. Y. to L. A.

Ray Noble.
Harry Fitzgerald.

Sept., 1934, B.O.'s Up 15% Over Year Ago; See Healthy Signs in Wider Spending, Gen'l Film-Mindedness

Chicago, Oct. 15.

Atlantic theatre drew a deist order from the code board last week on lotteries. California theatre complained that the competing house had been running country store nights and contests, like wood sawing, for prizes.

Also on a complaint from the Public Great States at LaSalle, the E. E. Alger theatres of Peru, LaSalle and Mendota were ordered to desist from distributing ad passes that admitted customers for 10c.

'Barretts' at \$20,000 Mops L. A.; 'Mrs. Wiggs' Nice with \$14,500, but 'Du Barry' No B.O. Vamp in 2 Spots

Los Angeles, Oct. 15.—'Barretts' took the town by storm and has the field pretty much to itself at Loew's State, where it is cinched for two weeks. Getting away to better than a \$10,000 start, Norma Shearer opus is top-notch town handily and set new record for sound in straight sound. All houses have peaked up, due to cool weather.

Indifferent was the 'Du Barry' opening Thursday at both Warners Hollywood and the downtown RKO Hillstreet. Each house had tilted its audience campaign by several grand and a minimum of two weeks was expected before the opening. But the patrons aren't in droves, though at Hollywood it will be okay at \$7,500.

Warners Downtown dumped its dual policy for the current week, and starting Thursday (18) adds a six-act vaude bill, which it is figured will help restore the house to a commanding position.

Paramount is doing nicely with 'Mrs. Wiggs', in for nine days after 'Lemon Drop Kid' halted out, and then follows with 'De Wits' 'Cleopatra', for which big things are predicted.

Million Dollar, one time ace de luxe, reopened last week with management of Harry Popkin, operator of a string of houses on Main street and East Los Angeles. Policy is dual pic, subsequent run, plus a well balanced vaudeville stage which, at 20c matinee and 25c nights, is excellent value.

Estimates for This Week
Criterion (Partmar) (1,600; 30-40-55)—'Night of Love' (Col) (4th and final week). Continued first run has to be curtailed because pic is being released to the nabes. Final week at this house good for an easy \$6,000, plenty oke. Third week topped \$6,400.

Downtown (WB) (1,800; 25-40)—'Howling Dog' (WB). Return to single bills spelled a few extra dollars in take with first week of new policy grinding out \$4,000. Last week \$4,000. C. C. Princess (WB) and 'Name the Woman' (Col) not so hot at \$3,500.

Hollywood (WB) (2,750; 25-35-40-55)—'Du Barry' (WB). Big returns expected from this pic failed to materialize, and personal by Miss Del Rio opening night did not help much, but picked up for possible \$7,500, okay. Last week 'Desirable' (RKO) fair \$6,000, fair.

Orpheum (B'way) (2,270; 15-25-35)—'Crimson Romance' (Masco) and 'Pursued' (Fox) split and vaudeville. House will be lucky if it hits \$5,000 this week. Last week with the Three Stooges on stage, and given the heavy play, plus '365 Nights in Hollywood' (Fox) gross reached \$8,800, oke.

Pantages (Par) (2,700; 25-40)—'Love Time' (Fox) and 'One Exciting Adventure' (U) split. Little in sight for this pair of step-children, with \$4,000 big, it reached. Last week 'Girl of Limberlost', aloof, hit close to \$5,000, and could have been topped had house extended itself on any kind of campaign.

Paramount (Warners) (3,595; 30-40-55)—'Mrs. Wiggs' (Par) and stage show. Rushed in on Tuesday, this one headed for a healthy \$14,500 on nine days, with Rube Wolf helping on the draw. Last week 'Lemon Drop Kid', for five days, a few dollars better than \$9,500 which was not forte.

RKO (2,950; 25-35-40)—'Du Barry' (WB). Emulating its day-and-date partner, the Warners Hollywood, house struggled desperately over the weekend to build up anything like a substantial gross, but the best in sight is \$6,000, if engagement runs the full week. Last week 'Desirable' (six days) a fair \$5,100.

State (Loew-Fox) (2,024; 30-40-55)—'Barretts' (MG). Hey matinee play and with nights holding up this Metro opus looks headed for an easy \$20,000, a record high for straight sound here. Last week, 'Caravan' (Fox), distinct disappointment at \$9,500.

'Du Barry' Gets Nowhere Fast in Lincoln, \$2,300; 'Gift of Gab' \$2,700

Lincoln, Oct. 15.—The current stretch among the film exhibitors here is very average looking this week with possibility of only one house being able to really show some stuff. 'Lemon Drop Kid' with 'Gift of Gab' and Ruth Etting, the Nebraska kid, being plugged to the limit. 'Madame Dubarry' is doing very poorly.

Another house is to open within two weeks with the near compie-

tion of remodeling at the Variety, a number of the Westland group. This house has been holding back a string of pretty fair draws and is situated down among the shooting galleries where most of the amusement money circulates at present.

Estimates for This Week
Colonial (LTC) (750; 10-15)—'Death on the Diamond' (MG) and 'Down to Their Last Yacht' (Radio). Split, got on the first half and took \$850, nice. Last week 'Strait is the Way' (MG) failed \$750.

Kiva (Westland) (500; 10-15)—'Silver Bullet' (Indie) and 'Lady For a Day' (Col) split, good \$800. Last week 'It Happened One Night' (Col) for fourth run did well at \$700.

Lincoln (LTC) (1,600; 10-15-25)—'Gift of Gab' (U) with Cartoonland Revue in the current bid for money and will be on the upper side of \$2,700 for the run; very good. Last week 'Hideout' (MG) was a swell, grabbing currency in the amount of \$2,600.

Orpheum (LTC) (1,200; 10-15-25)—'She Was a Lady' (Radio) and 'Southland Revue on stage with Dragon Rider Case' (WB) following in for an average week at \$1,800. Last week 'Love Captive' (U) and stage show followed by 'Friends of Mr. Sweeney' (WB), did a usual \$1,400.

Stuart (LTC) (1,900; 10-15-40)—'Madame Dubarry' (WB). Nobody going and seemingly nobody even interested in 18th century sin. Take will be \$2,300, away down. Last week 'Last Gentleman' (WB) kept the Arliss average untampered with a \$2,900.

MRS. WIGGS' HOT \$15,500 IN CINCY

Cincinnati, Oct. 15.—

'Mrs. Wiggs of the Cabbage Patch' is the popular cinema dish this week and its palatable \$15,500 covert is the dominating biz aroma. 'Age of Innocence' is trailing with \$11,500. 'Six Days and Seven Nights' is clicking for not less than \$7,000, which is fast going at Keith's. 'Gift of Gab' listens like \$6,000, an okay Lyric mark.

Cool weather over weekend called for revival heating system and corresponding b.o. rise. Indications are that current take will show slight bulge over last week's comfy combined receipts.

Estimates for This Week
Albee (RKO) (3,300; 35-44)—'Mrs. Wiggs' (Par). Alice Hegan Rice's famous story a lure for all. Fourteen-esters' loud in praise of Pauline Lord's work. A b.o. feast at \$15,500. Last week 'Cleopatra' (RKO), \$14,000, very good, with heaviest pull in first half.

Palace (RKO) (2,600; 35-44)—'Age of Innocence' (Radio). Irene Dunne and John Boles the magnets for \$11,500, dandy. Last week 'Judge Priest' (Fox), eight days, \$14,500, smiles.

Keith's (Libson) (3,000; 30-40)—'6-Day Bike Rider' (FN). Swell reviews for Joe E. Brown. Coasting to \$7,000, punyproof. Last week 'Kansas City Princess' (WB), \$5,500, nice.

Capitol (RKO) (2,000; 35-44)—'Judge Priest' (Fox). Second week's session, transferred from Palace, looks like \$7,000, a red hot. Same figure last week on 'Barretts' (MG), on holdover run.

Lyric (RKO) (1,400; 35-44)—'Gift of Gab' (U). Lots of revue names fetching \$6,000, good. Ditto last week on 'Death on the Diamond' (MG).

Grand (RKO) (1,300; 25-40)—'Cleopatra' (Par). Switched from Albee for second week, \$3,500, okay. Last week 'Now and Forever' (Par), repeat downtown run, \$3,000, all right.

Family (RKO) (1,000; 15-25)—'Dude Ranch' (Fox). Zane Grey authorship, George O'Brien and fifty house-ophy lobby splash, featuring life-size artificial equine, combining for a tug of \$2,400, above average. Last week 'Personality Kid' (WB), \$2,000.

Strand (Ind) (1,200; 15-25)—'Hummer Side' (Mon). Exceptional normal. Last week 'Redhead' (Mon), six days, \$1,300.

TACOMA SO-SO

'Cellini', 'Gab' Split Week, \$3,500; Operator '13', \$3,400

Tacoma, Oct. 15.

All earlier estimates were topped last week when Tacoma made a Roman holiday of it in a real 'Treasure Island' as part of the campaign for 'Treasure Island' that put the Roxy into the big money class for over six grand. A vacant lot had been leased with cash and merchandise buried, so that 3,000 employed themselves all day in the hunt, the cash prizes running up to \$10 and goods up to a \$40 radio.

'Cellini' stays at Music Box only three days and then comes 'Gift of Gab' for five days. Roxy this week has 'Operator 13' as a vehicle to get some nice take. Blue Mouse drifting along with split week, sans duals.

Estimates for This Week
Music Box (Hamrick) (1,400; 15-25)—'Affairs of Cellini' (UA) 3 days, then 'Gift of Gab' (U) five days. Around \$3,500, okay for the eight-day week. Then comes 'Last Gentleman' (UA) six days, good \$3,700.

Blue Mouse (Hamrick) (650; 15-25)—'Wake Up and Dream' (U) and 'Lost Lady' (WB) split, oke and around \$1,600. Last week 'Down to Their Last Yacht' (Radio), good. 'Roxy' (U) split, \$1,700, good. 'Operator 13' (MG). Average \$3,400. Last week 'Treasure Island' (MG) went places for grand \$6,600.

Bal'more Shding; Tour, Geo. Jessel Cooper \$17,500

Baltimore, Oct. 15.

Biz is generally easing off currently. Disappointments are maiming every marquee. Probably just a natural reaction after the hey-hey biz experience through the summer and early autumn.

Century is topping the town, but sliding way under the preanged expectations at \$17,500. Having George Jessel and Jackie Cooper on rostrum, the house expected much more.

Rest of the first-run loop houses ditto.

Estimates for This Week

Century (Loew-UA) (3,000; 15-25-35-40-55-65)—'Student Tour' (MG) and stage show topped by George Jessel and Jackie Cooper. Slipping some from hoped-for returns and just fair at \$17,500. Last week 'Outcast Lady' (MG) and Thurston on stage good \$13,800.

Hippodrome (2,200; 15-25-35-40-55-65)—'Lady by Chance' (Col) and vaude. House touted pic as successor to recently studied 'Lady for a Day', but press and public think otherwise; consequently just fair \$13,000. Last week 'Age of Innocence' (Radio) and vaude, good \$16,000.

Keith's (2,500; 15-25-30-35-40)—'Mrs. Wiggs' (Par). House had hopes, but it looks like just another session at fair \$4,000. Last week, second of 'Best of the Best', \$4,400. Fortnight total was smack \$13,400.

New Mechanic (1,800; 15-25-30-35-40-55)—'Peck's Bad Boy' (Fox). Peck's copy, only name in the pic, is concurrently appearing in person up the street at the Century, which is hurting both spots. No more than was \$2,700. Last week 'Caravan' (Fox), fair \$3,800.

Stanley (WB) (2,450; 15-25-30-40-55)—'Howling Dog' (WB). Pup can keep on howling as far as Baltimore is concerned; take won't total a facid \$4,600. Last week, 'Lost Lady' (WB) lured only \$300 more.

'Chan in London' with Arnheim Band at Par, Portland, Big \$7,000

Portland, Ore., Oct. 15.

Evergreen's new policy of pic and stage split at the big 3,000-seat Paramount is a winner so far. Frank Newman has lifted that house from a steadily low gross to the No. 1 b.o. spot, chiefly by smart showmanship. House was helped strongly last two weeks with 'Now and Forever' and 'Judge Priest'. Latter pic rang the bell in the way. 'Chan in London' with Gaynor's band, stage act, is putting the Paramount way into the front again this week. Newman's policy is to trim the stage unit in time to the maximum of entertainment value per minute.

'Barretts' just strong enough to hold at Parker's UA and now in a fairish second week. Pic can't hold up to the standard of the Arnheim band is concerned. Last Lady at the Broadway did better than ex-

Minne. B.O.'s Seeing Plenty Action; Divorcee' \$10,000; 'Barretts' \$8,000

Minneapolis, Oct. 15.

They're continuing again this week with sock attractions that belt the box-office squarely on the button. Chief among the current newcomers is 'The Gay Divorcee' at the Orpheum. It has the entire town singing its praises and bids fair to give the Slinger showhouse its best straight picture week in quite some time.

The holdover target hitler is 'Barretts', which, at advanced prices, did so well its first seven days that the momentum is carrying it along at a profitable clip into its second Century week.

'Mrs. Wiggs' is off to a satisfactory start at the State, but tough opposition makes the going anything but soft.

'Girl of Limberlost' promises to put the road 'Gift of Gab' (U) back on the map after several weeks of near oblivion. 'Charlie Chan in London' stands out at the Lyric.

Estimates for This Week
Century (Public) (1,600; 35-55)—'Barretts' (MG). Second week and still clicking. Boosting scale from \$10 to \$15. More on 'Barretts' demonstration again of the fact that if you've got what they want they'll pay to see it. Looks like swell \$8,000 after a huge \$14,000 the first week.

Orpheum (Singer) (2,800; 25-35-40)—'Gay Divorcee' (RKO). So much word-of-mouth raving, this is bound to build throughout seven weeks. Big and effective advertising campaign launched by Manager Emil Franke. Around \$10,000 indicated. Last week Amos 'n' Andy in person and 'Defense Reste' (Col) went to \$10,000. More on 'Gay Divorcee' \$8,500, with \$6,200 for two days of Amos 'n' Andy on stage.

State (Public) (2,200; 25-35-40)—'Mrs. Wiggs' (Par). Not quite up to expectations, but getting a fair play from family trade. Should breeze through to pretty fair \$7,500. Last week, 'Judge Priest' (Fox), \$10,000, good.

World (Stoffes) (350; 25-35-50-75)—'Cash' (Mundus). British picture not as heavy boxoffice. Not more than \$900 in sight at this stage. Last week 'Always Tomorrow' (U), \$1,200, fair.

Time (Johnson) (250; 25-35)—'Girl of Limberlost' (Monogram). Showing lots of box-office pep. May reach \$1,500. More on 'Gay Divorcee' and 'Beautiful' (Masco), \$800, poor.

Uptown (Public) (1,200; 25-35)—'Now and Forever' (Par). Looks like pretty good \$2,500. Last week 'Cash' (Mundus), \$2,500, good.

Lyric (Public) (1,300; 20-25)—'Chan in London' (Fox). Detective stories made to order for this house. Should garner pretty good \$2,000. Last week 'Death on the Diamond' (MG), \$2,100, okay.

Grand (Public) (1,100; 15-25)—'She Loves Me Not' (Par), second week. \$1,500. More on 'Gay Divorcee', first run, split. Will be lucky to top \$1,000, fair. Last week 'Missouri' (MG) and 'Grand Canyon', second runs, split, \$900, light.

'Thin Man' (MG), loop third run, and 'K. C. Princess' (WB), first run, split. About \$900 indicated, okay.

'Return of the Champ' (WB), loop third run, and 'Return of Terror' (FN), first run, split, \$700, fair.

Divorcee' Gay \$28,000 in HUB; WIGGS' 24 1/2

Boston, Oct. 15.

Top coin in the Hub this week is being garnered by 'Gay Divorcee', which is set for a smash \$28,000 in the Memorial, best for the house since 'Little Women'. Part of this coin was from a gate of 10,000 customers which packed the spot for Columbus Day entertainment, and a good part was brought in by the \$4,500 spent in newspapers and on other bally for the film. The pic was brought in Thursday night for a public preview, accompanied by some Grauman effects, and helped fatten up the take for the last showing of 'Count of Monte Cristo', ending its fourth week at the house.

Last week 'Count' took \$11,000 up to Thursday on its own hook, very nice, and with 'Divorcee' for one showing, took a total of \$17,500 for the week. 'Divorcee' stays for two weeks.

The Met is set for around \$24,500 with 'Mrs. Wiggs' at the Cabbage Patch, fair enough, but under what 'Du Barry', plus Ted Lewis, polled last week, \$23,400.

Another sweet piece of change is in sight at the Boston where the Gaynor film, 'Servants' Entrance', is headed for \$24,000 or better, best since the house reopened for the fall with vaude. Last week 'Wake Up and Dream' plus vaude slid to \$14,500, only fair.

State's new dual policy working out o.k., it appears from first week of 'Count of Monte Cristo' plus 'Have a Heart'. This combo grossed \$12,700, nice, but take will be higher this week, maybe around \$14,000. Last week 'Gentleman' split with 'Gratitude' (Loew) for the Orpheum, played 'Barretts' after it soaked away a record at the State before the dual policy two weeks ago, is looking for \$16,000. Last week 'Death on the Diamond', lacking the femme draw, dove to \$10,500, still meeting the gut.

The Fair has a brace of fair pic, 'Lemon Drop Kid' and 'Lost Lady', which together should fetch around \$7,100 or better. Last week 'Belle of the Nineties', second showing in town, and 'His Hearted Herbert', paid a fat \$3,200.

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Flamer Fans Oriental to \$24,000; Flock of New Films in Loop; 'Gab'-V.&V. \$26,000; 'Barretts' 23G

Chicago, Oct. 15.
Flock of new product in loop this week and a battle for patronage. Particularly among the Babylon and Katz theatres, five of which showed in new films on the week-end. Only picture which holds over from a previous week is 'Chained' at the Roosevelt.
New product is 'Barretts', which got away at the United Artists, while the others were 'Wagon Wheels' at the Garrick and 'Du Barry' at the Apollo, not including the pictures at the weekly change spots, Oriental and Chicago.
Outstanding in weekly change field this week are the State-Lake, Palace and Oriental. Oriental figures to get the best break currently, heading the list at \$24,000 with Muriel Page and her flame dance on the stage. Act is billed far above everything else, due to World's Fair publicity on the dance. Other excellent picture is 'Gab' being done by V&V and Yolanda, dancers, plus 'Gift of Gab' at the Palace.
Chicago has 'Hide Out' plus an all night show headed by the Ina Ray Hutton band.

Estimates for This Week
Apollo (B&K) (1,200; 35-65-65)—'Dulinary' (WB). Battling with 'Barretts' at United Artists for constant picture patronage. Getting by on its opening season to okay \$14,000. 'Belle of 90's' (Par) finished second week here and its fourth in the loop to fine \$9,000.
Chicago (B&K) (3,940; 35-55-76)—'Hide Out' (MG) and stage show. Hutton girl orchestra on stage. House started fairly well and should hit close to good \$10,000 on this session. Last week brutal when 'Girl from Missouri' (MG) slumped to weak \$32,400.
Garrick (B&K) (900; 25-35-50)—'Wagon Wheels' (Par) and another first runner for this spot, and one of the few westerns to hit the loop. Last one was 'Last Round Up' (Par), which did okay. This one is getting into the profit at this week's theatre at \$4,500. Last week 'Death on Diamond' (MG) cashed in on the World's Series to take good \$5,800.
Oriental (B&K) (2,200; 35-55-40)—'You Belong to Me' (Par) and vaude. Muriel Page's flame dance headlining and accounting for most of coin at register. Billed far above picture, which is playing Oriental in conjunction with several other acts. Gate sports currently to excellent \$24,000. Last week 'Ladies Should Listen' (Par) managed fair \$17,900.
Palace (B&K) (2,500; 35-55-55)—'Gift of Gab' (U) and vaude. 'Yolanda and Yolanda' the stage headliners on a repeat date and together with picture are zooming house to big \$16,000. 'Team in a Trap' in this town. Last week okay at \$22,100 for 'Fountain' (RKO).
Roosevelt (B&K) (1,500; 35-55-65)—'Chained' (MG) (3d week). Getting a great deal of it. And after doing well \$15,900 last week will finish session currently to melodious \$11,000. 'Cleopatra' (Par) set to follow late this week.

State-Lake (Jones) (2,700; 20-35-35)—'Among the Mines' (Col) and 'Gay 90's' unit on stage. Bowsy show bringing in the customers and house rides up currently to powerful \$18,000. Last week 'Billie L. Luck' (Fox) held to good \$12,200.
United Artists (B&K-IA) (1,700; 35-55-65)—'Barretts' (MG). Opened Saturday (13) and looks set for a money run despite costume picture competition. Spouting to smashing \$23,000 first week. 'Last Gentleman' (UA) finished fair two-week run at \$10,200.

B'ham Very Pango-Pango
Birmingham, Oct. 15.
Another week of rain such as was experienced last week, and they'll be putting the theatres on floors. High-pressure circus competition is no fun either this week.

Alabama
40)—'Treasure Island' (MG). Business not sensational. \$6,800, moderate. Last week 'Belle of Nineties' (Par), \$7,500, good.
Ritz (Wilby) (1,600; 25-30)—'Scurvy's Entrance' (Fox). At \$2,400 pretty good. Last week 'British Agent' (PN) (1,500; 25-30).
Strand (Wilby) (800; 25)—'Death on Diamond' (MG). A week ago during the world series this would have been a cinch, but it is doubtful. Last week 'Chan in London' (Fox) \$1,000, light.
Empire (B&K) (1,100; 25)—'Housewife' (WB). About \$1,600, fair. Last week 'Midnight Alibi' (PN) \$1,400, moderate.

N. O. GOES FOR SPECS

So 'Cleop' Is O. K. at \$11,000—
"K. C. Princesses" \$6,000

New Orleans, Oct. 15.

Cleopatra is leading the local parade this week. De-Miller will attract \$11,000 at Saenger. 'Outcast Lady' not so popular at Loew's State.
Orpheum is upping some with some 'Kansas City Princess'. St. Charles has 'Most Precious Thing in Life' and 'Caravan' is helping the Tudor.

Estimates for This Week
Saenger (3,568; 40)—'Cleopatra' (Par). Town likes specs and this one seems right down its alley; should get \$11,000. Last week 'Judge Priest' (Fox) awarded nice \$10,000.

'Loew's State' (3,218; 40)—'Outcast Lady' (UA). Bennett is on the west side of Popularity Hill as far as this burg's concerned and \$7,000 will be light. Last week 'Last Gentleman' (UA) got okay \$9,000. St. Charles (2,400; 35)—'K. C. Princess' (PN). Film fans are finding this wise-cracker to their liking and house may do \$7,000, profitable. Last week 'Dulinary' (WB) drew \$6,000, real builder-upper from low start.

St. Charles (2,200; 25)—'Most Precious Thing in Life' (Col). Old Harry McGee's touring and theatre may hit near \$2,500. Last week 'Through the Centuries' (U) got \$2,000 in eight days, good.

Tudor (700; 25)—'Caravan' (Fox). Stepping along and will grab good \$2,600. Last week 'Charlie Chan' (Fox) just passed \$2,000.

PROV. SPOTTY, STAGE'S EDGE OVER PIX

Providence, Oct. 15.

This stanza looks spotty. Stands with stage entertainment report substantial edge over straight picture fare.
'Cleopatra' at Strand on single bill, just fair. 'Madame DuBarry' on twin bill likewise, while 'Last Gentleman' sticking it out alone at \$6,000. 'Team in a Trap' in the straight picture house class.
'Roberta', musical comedy, in two-day engagement at the Carlton, only light opposition for the week. 'Burlesque' Modern, too, but not likely to put a damper on biz as Ann Corio did last week, grossing record gross for \$5,000 for the house.

Estimates for This Week
Fay (2,000; 15-25-40)—'Dude Raker' (Fox) and 'Words and Music' unit on stage. Stage show doing the pulling, and nice too; will easily top \$3,000, excellent. Last week, 'Last Lady' (WB) and 'Shuffle Along' on stage came to the front with an unexpected push that pepped things up to a swell \$7,900.
Loew's State (3,200; 15-25-40)—'Last Gentleman' (UA). House should have best gross in weeks at \$12,000. Last week, 'Outcast Lady' (UA) and 'That's Gratitude' (Col), twin bill didn't help things much, so-so at \$7,100.
Majestic (Fay) (2,200; 15-25-40)—'Madame DuBarry' (WB) and 'Curious Pals' (Fox). Double holiday opening this one doesn't look too hot. Unless there's a sudden change before the week is over gross probably won't be much over \$6,000, fair.
'Cleopatra' (Par). No indication this one is going to do anything terrific; pace is satisfying, but hopes were higher; gross will be a trifle less than last week at \$6,000.
RKO (Fay) (2,500; 15-25-40)—'Girl of the Year' and 'Fame-makers' on 13th on stage. Another nice week for this spot; house should garner a nice \$8,700. Last week, 'Once to Every Bachelor' (Lib) and vaude, nice at \$8,200.
RKO Victory (1,600; 10-15-25)—'The Fountain' (Radio) and 'Take the Stand' (Col). Will probably gross \$1,100 on split week. Last week, 'Thunder Over Texas' and 'I Hate Women', also okay at \$1,050 on split week.

'Gay Divorcee' Sends Brandeis, Omaha, Anni Wk. to \$5,500

Omaha, Oct. 15.

Brandeis leads the pack this week with 'Gay Divorcee'. Anniversary week and a sub-apical in order to celebrate the first time since building of the house, over 20 years ago, that it has been open 365 consecutive days. House has had the cream of performers in its day, but it took pictures to keep the doors open.

Picture fare at other houses good, making complete street around, but still Brandeis stands to approach its record weeks and will do at least \$5,500, bullish, and may easily hit \$6,000. Shows a day made possible by return to single features from the customary dual bill plan help considerable. Cutting out one feature, on the other hand, will not slight the house.

Orpheum and Paramount will likely run it close for top money, though they don't have the ace picture. Pictures at other houses plenty strong though, and should keep business up to last week, which was somewhat disappointing. 'Mrs. Wiggs' and Orph and 'Chained' at Par are a toss-up.

Last week disappointment was the byword at practically all houses. Mae West at the Paramount probably held little difference past the turnstiles as the Orpheum likely the least. Brandeis with Stanwyck fell off from expectations by \$1,000, while Orph and 'Chained' average to be the one consistent house. West only topped average where she has previously nudged the house record. Mummies parade Thursday night made little difference past the turnstiles as it doesn't draw the folks with show money downtown. It's more of an advertising stunt thought up and sponsored by the World Herald.

Estimates for This Week
Brandeis (Singer) (1,200; 20-25-35)—'Gay Divorcee' (Radio). Anniversary week. Music talker, one of the dual standard and allows another complete show each day. Headed for best money in months. Will top \$5,500. Last week 'Last Lady' (PN) and 'Among Missing' (Col), fell off to \$3,500.
Paramount (Blank) (2,765; 25-40)—'Chained' (MG). Solid draw and (Lib) should do around \$4,000. Last week, 'Belle of Nineties' (Par), was a good week, but no more.

Orpheum (Blank) (2,976; 25-40)—'Mrs. Wiggs' (Par) and 'Have a Heart' (MG), dual. 'Mrs. Wiggs' will draw them 'I and gross decrease upon repeat. Last week break with the Paramount, about \$6,500. Last week, Will Rogers as 'Judge Priest' (Fox), dined with 'There Always Tomorrow' (U) was solid as always, at around \$9,000, good.
World (Blank) (2,100; 25-35)—'Lemon Drop Kid' (Par) and 'Chan in London' (Fox), dual. Will do \$4,000, good. Last week, 'Million Dollar Ransom' (U) was the drawing card with 'Wake Up and Dream' (U) as a dead partner; \$3,900 a bit up.

'MRS. WIGGS' AND '6 DAY BIKE' BIG IN INDPL.

Indianapolis, Oct. 15.

Everything is going the Lyric's way this week. '6 Day Bike' will reach a new high for this season by hitting \$8,750 on 'Six Day Bike Rider' plus a six-act vaudeville bill. Joe E. Brown and 'The 6 Day Bike' to this combination has been riding true to form in this pic, aided by a strong stage show.

'Judge Priest' continues to march along steadily in its third week and it will gross \$4,500, profit. 'One Night of Love' which had a fairly good week at the Indiana in its opening week, has been moved to the Circle for a second week and is doing well there at a figure of \$4,700. 'Student Tour' is plenty slow at the Palace, fetching \$3,000.

Estimates for This Week
Apollo (Fourth Ave) (1,100; 25-40). Judge Priest (Fox) (3d wk). Rogers' b.o. appeal in third straight week at this house, \$4,500, good. Last week okay \$5,000.
Circle (Katz-Feld) (2,600; 25-40). 'One Night of Love' (Col). Moved over from the Indiana to run a second week this one is doing moderately well at \$4,700. Last week 'Dragon Murder Case' (WB) did at \$3,200.
Indiana (Katz-Feld) (3,100; 25-40). 'Mrs. Wiggs' (Par). Close to satisfactory but 'way short of last' very good at the \$5,000 mark. Last week, 'That's Gratitude' (Col) o.k. \$7,200, healthy.

Lyric (Olson) (2,000; 25-30-40). 'Six Day Bike Rider' (PN) and vaude. Joe E. Brown and a strong vaude bill, \$8,750, in pulling \$7,750, a new high for this house and socks. Last week 'Big Hearted Herbert' (WB) and vaude finished plenty strong to take \$7,500, dandy.
Loew's State (Fay) (2,300; 25-40). 'Student Tour' (MG). Business terrible at \$3,000. Last week 'Last Gentleman' (UA) good, \$6,200.

Good Weather Hypoing B'way B.O.'s; 'Priest' a Sock \$90,000; 'Now Forever' Strong 44G; 'Widow' Looks Merry

LANCASTER LAGS

Dip in Tempo Dittos Grosses —
'Barretts' Leads Town, \$3,500

Lancaster, Pa., Oct. 15.
Sudden dip of temperature sent business down with it. Off generally for everything but football. 'Barretts' doing the top business of the town.

Estimates for This Week
Grand (1,000; 25-40)—'Count of Monte Cristo' (UA). Opened well and will probably build further to hit about \$2,500. Last week, 'Belle of Nineties' (Par) very disappointing, only \$2,500.

Colonial (1,250; 25-40)—'Barretts' (MG). Probably good for \$3,500. Last week, 'Wagon Wheels' (Par) and 'You Belong to Me' (Par) with McKinney's Cotton Pickers on the stage three days, good for \$3,200.

Capitol (1,300; 25-40-55)—'Crime Without Passion' (RAD) and 'Chained in London' (Fox). Stage show Saturday. General appeal of mystery stuff, pair should be worth about \$2,500. Last week, 'Down to Earth' (Radio) and 'Destiny' (WB) under expectations with \$2,400.

3 OUT OF 5 FILMS HOLD OVER IN ST. LOUIS

St. Louis, Oct. 15.

Three holdover programs this week make box office competition somewhat unexciting. All but one of the holdovers are doing nicely. Last week 'Gift of Gab' (U) and 'Channel Crossing' (Gaumont-British) about same, okay.
Fox (F&M) (5,000; 25-35-55)—'One Night of Love' (Col) (3d week). Forcing this one; maybe \$6,000. Last week got \$10,000.

State (Loew's) (3,000; 25-35-55)—'Barretts of Wimpole Street' (MG) (3d week). Holding strong and tentative. Should do \$12,000; opening week saw \$16,000, big.
Missouri (F&M) (3,500; 25-40)—'365 Nights in Hollywood' (Fox) and 'Thirteen Commandments' (Fox) take in around \$10,000. Last week 'Wake Up and Dream' (U) and 'Dude Ranger' (Fox). Medocre \$6,000.

Orpheum (Warners) (2,000; 25-35-55)—'Cleopatra' (Par) and 'Big Hearted Herbert' (WB) (2d week). Figure \$10,000. Last week \$14,000.
Shubert (Warners) (2,000; 25-35-55)—'Last Lady' (WB) and 'Case of Howling Dog' (WB). Okay \$11,000. 'Age of Innocence' (Radio) and 'Lemon Drop Kid' (Par) garnered \$12,000.

'DU BARRY' \$5,000, N. H. Richest Girl' Okay Around \$9,800 But Town Off

New Haven, Oct. 15.

With no stand-out in town this week, business is pretty evenly seated. 'Bijou' with Loew's only flesh show, is setting one trade on its new first run policy.
General conditions here only fair these days. Natural improvement over Sunday grosses, but still a long way from normal.

Estimates for This Week
Paramount (Dulley) (2,348; 35-55-65)—'Lemon Drop Kid' (Par) and 'Wagon Wheels' (Par). Saturday opening on the opening and is probably good for \$6,000. Last week, 'Cleopatra' (Par). In for nine days and got good \$7,900.

Poli's (Loew) (3,040; 35-50). 'Richest Girl' (Radio) and 'Love Time' (Fox). Everybody happy at \$5,000. Last week, 'Monte Cristo' (UA).
Gratitude (Col). Better than just good at \$10,200.

Roger Sherman (WB) (2,200; 35-55-65)—'Last Lady' (WB) and 'Thirteen Commandments' (Fox). Does not indicate better than moderate \$5,000. Last week, 'Daily Bread' (UA) and

Fine stride of the b.o. this fall being maintained, with the week's newcomers on Broadway screens getting excellent support. Week-end weather was the best in a long time, cool temp tending to take people off the streets. Business good everywhere both Saturday and Sunday. Likewise on Columbus Day (Friday).

Pickup over the week-end on 'Judge Priest' at the Music Hall, after a weaker opening than anticipated, brings possibilities for the week nearer to a big \$30,000. At this figure the so-called Will Rogers' New York jinx will be broken.
Loew and Foreyed stand out stoutly at the Paramount, and should see an easy \$44,000. Picture will hold a second week. Another week of 'Happiness Ahead' at the Strand, on its first week ending tomorrow (Wednesday). In the neighborhood of \$24,000. 'Wake Up and Dream' at the Mayfair will bring about \$12,700 on its first week ending tomorrow (Wednesday); also remains as long as holding up. Thursday night (11) at the Astor on a \$2 two-day run and is finding business remarkably good. First week of 'Monte Cristo' brought \$12,000, and a good engagement is likely. Astor had been dark about three months.

Among the holdovers from the prior week 'Barretts' is the outstander. Currently in its third week, with indications pointing to \$35,000, it continues strong. Second week of 'Happiness Ahead' \$41,000, and over the past week-end the pace continued strong.

'Peck's Bad Boy', on second week at Hoyt, looks to be good at \$20,000, while second lap of seven days for 'Our Daily Bread' also will be okay for Rialto, around \$10,000. Final week of 'Monte Cristo' at the Rialto, ending tonight (Tuesday) will be approximately \$21,000, no complaints. 'Last Gentleman' succeeds on screen.

Estimates for This Week
Astor (1,012; \$110-\$165-\$220)—'Merry Widow' (MG) (1st week). Had its premiere Thursday night (11) and on opening and first three days played to \$12,000, indicating a healthy run. Not a sellout but considerably above average at scale, with box office in the \$12,000 range.
Capitol (5,400; 35-75-85-\$110)—'Barretts' (MG) (3rd week) and stage show. Holding up remarkably well (around \$5,000) this week (third). Second lap and seven days above anticipations, \$41,000.

Mayfair (2,200; 35-55-65)—'Wake Up and Dream' (U). First week on a repeat date, \$12,000. Will run to around \$12,700 and stick around as long as keeping pace. Predecessor, 'Wagon Wheels' (Par) did superiorly well.
Palace (1,700; 35-50-65)—'Chu Chin Chow' (GB-Fox) and vaude. Doing under average here, \$9,000. Last week, 'Richest Girl' (Radio), \$14,000, fine.

Paramount (3,564; 35-55-75-85)—'Now and Forever' (Par). Cooper's 6-act stunner off with a bank and looks to \$44,000 first week holding a second. Third and final week of 'Belle of Nineties' (Par) \$26,000, fine.

Music Hall (5,945; 40-65-95-\$110)—'Judge Priest' (Fox) and stage show. Opened under expectations but building in big way toward \$30,000. Last week, 'Belle of Nineties' (Par) fell to \$7,000, but okay at this figure just the same.

Rialto (2,000; 40-65)—'Our Daily Bread' (UA) (2nd week). Looks quite okay on holdover at \$10,000 or close to it. First week lively, \$11,000.

Rivoli (2,200; 40-65-75-55-99)—'Monte Cristo' (UA) (3rd-final week). Will end third and final week tonight (Tuesday) at healthy \$24,000, existing in favor of 'Last Gentleman' (UA), which comes in tomorrow morning (Wed). Second week of 'Cristo' was \$30,600.

Royce (2,000; 40-65)—'Peck's Bad Boy' (GB) (2nd week). Jackie Cooper draught continues on hold-over week for what looks like good \$27,000. First week was \$12,120.

Strand (Happiness Ahead) (WB). Holds for a second week on strength of first seven days' indications of \$25,000. Last week, 'Happiness Ahead' (WB), got \$18,700, fairly good.
State (2,300; 35-55-75)—'Dimes' (WB) and vaude. Looks to recover \$20,000, existing in favor of 'Chained' (MG) drew well in business, topping \$2,900.

'Big Hearted Herbert' (WB). They just wouldn't go for this one. Mild \$2,500.

Bijou (Loew) (1,500; 35-50). 'Student' (MG) and stage band. Scale upped from 25-35 for this week and house looks set for nice \$9,700. Last week, 'Student' (MG) and stage band money for 'Hide-Out' (MG) and 'Always Tomorrow' (U).

Comparative Grosses for September

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

NEW YORK

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
CAPITOL (3,644; 33-75-85-110) High. \$110,400 Low. 10,000	Chained \$30,000 (Phil Spitalny) (Stage Show)	Empress \$40,000 (Fokine Ballet)	Death on Diamond \$40,000 Jackie Cooper, G. Jessel and Ed Sullivan	Barretts \$62,000
PARA-MOUNT (3,644; 33-75-85-110) High. \$95,000 Low. 10,000	Loves Me Not \$44,100	Loves \$24,000 (2d wk)	Belle \$62,000	Belle \$34,000 (3d wk)
MUSIC HALL (5,945; 40-80-85-101-110) High. \$118,000 Low. 44,000	Night of Love \$104,000 (Stage Show)	Night \$104,000 (2d wk)	Richest Girl \$80,000	Caravan \$80,000
ROXY (6,200; 25-35-55-65) High. \$173,600 Low. 5,200	Romance in \$36,400 (Romance of People)	Human Side \$30,000	Chu Chin Chow \$32,000	Chow \$22,300 (2d wk)
RIALTO (2,400; 40-45) High. \$72,000 Low. 5,200	Without Passion \$9,000 (2d wk—5 days)	Million Ransom \$12,000 (Morro Castle 6 days)	Gift of Gab \$12,000 (8 days)	Daily Bread \$18,000
STRAND (2,990; 33-45-85) High. \$81,200 Low. 5,500	Dames \$17,300 (5th wk)	Dames \$16,200 (6th wk—6 days)	British Agent \$41,300	Agent \$21,200 (2d wk)

CHICAGO

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
CHICAGO (3,940; 33-55-75) High. \$75,000 Low. 18,500	British Agent \$40,400 (Abe Lyman) (Stage Show)	Belle \$58,000	Belle \$37,900 (2d wk)	Servants' Entrance \$51,600 (Rudy Vallee)
PALACE (2,690; 33-35-55) High. \$34,700 Low. 7,000	Vergie \$22,800 (2d wk—Vaude)	Always Tomorrow \$22,900	Richest Girl \$20,100	Age of Innocence \$22,800
UNITED ARTISTS (1,700; 35-45-65) High. \$43,500 Low. 3,300	Monte Cristo \$18,700	Cristo \$13,100 (2d wk)	Cristo \$10,000 (3d wk)	Last Gentleman \$16,200

LOS ANGELES

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
DOWNTOWN (1,800; 25-40) High. \$38,500 Low. 1,700	Dames \$9,200 (2d wk—8 days)	Midnight Alibi \$4,000 Rich Again	Dragon Murder \$3,900 (Ross-McLannin)	Housewife and Defense \$3,300
HOLLYWOOD (2,750; 25-35-40-55) High. \$37,800 Low. 3,100	Dames \$6,800 (2d wk—8 days)	British Agent \$7,600	Richest Girl \$5,500	Fountain \$4,800
PARA-MOUNT (3,500; 30-40-55) High. \$57,800 Low. 5,500	Night of Love \$23,000 (Stage Show)	Night \$20,350 (2d wk)	Belle \$25,000	Belle \$13,200 (2d wk)
STATE (2,020; 30-40-55) High. \$48,000 Low. 4,900	World Moves \$5,000	Servants' Entrance \$7,600	Chained \$14,000	Judge Priest \$12,300

BROOKLYN

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
FOX (4,000; 25-35-50) High. \$48,600 Low. 8,900	Straight Is Way \$14,300 (Stage Show)	Blind Date \$15,000 (Phil Spitalny)	Romance in Rain \$13,000	Night of Love \$29,000
ALBEE (3,500; 30-35-50) High. \$45,000 Low. 9,000	Cat's Paw \$10,000 (2d wk—Vaude)	Fountain \$14,000	Last Yacht \$13,000	Richest Girl \$15,000
PARA-MOUNT (4,000; 25-35-50-65) High. \$57,800 Low. 5,500	Cleopatra \$16,000 (2d wk)	Dames \$22,000	Loves Me Not \$21,000	British Agent \$19,000
METRO-POLITAN (3,000; 25-35-50) High. \$39,000 Low. 13,000	Hideout \$17,000 (Vaude)	Chained \$25,000	Drummond \$17,000	Death on Diamond \$14,000
STRAND (2,000; 25-35-50) High. \$28,500 Low. 3,000	Without Passion \$7,000	Scarlet Letter and Had to Choose \$6,000	Desirable \$4,000	Young, Beautiful and Belong to Me \$5,100

SEATTLE

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
FIFTH AVE. (2,400; 25-40) High. \$26,000 Low. 2,500	New Fever \$7,700	Chained \$9,400	Belle \$10,800	Belle and Barretts \$7,250 (Spill) (2d wk—5 days)
PARA-MOUNT (3,100; 25-35) High. \$21,000 Low. 1,600	World Moves \$6,600 (Stage Show)	Empress \$8,200	Hideout \$8,100	Chan in London \$7,700
LIBERTY (1,700; 30-25) High. \$12,000 Low. 2,100	Line Up and Gun Justice \$4,000	Hell Cat and Beyond Law \$3,500	Helen Stanley and West of Divide \$3,400	Jane Eyre and King Kelly \$3,700 (5 days)
MUSIC BOX (500; 25-35) High. \$17,000 Low. 2,000	Romance in Rain and Murder \$2,750	Midnight Alibi and Always Tomorrow \$2,700	Howling Dog and Adventure \$2,500	Housewife and Last Yacht \$3,700

PHILADELPHIA

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
EARLE (2,000; 40-55-65) High. \$33,000 Low. 10,500	Desirable \$16,500 (Vaude)	Belong to Me \$23,500 (Dick Powell)	Howling Dog \$16,500 (Goldbergs)	Million Ransom \$17,000
FOX (3,000; 30-40-60) High. \$41,000 Low. 10,500	Servants' Entrance \$21,000 (Stage Show)	Servants' Entrance \$14,500 (2d wk)	Chan in London \$19,000 (Thurston)	Judge Priest \$26,000
STANLEY (3,700; 40-55-65) High. \$48,000 Low. 3,750	Loves Me Not \$10,500	British Agent \$10,000	Belle \$14,000 (2d wk)	Belle \$8,000 (2d wk)

BOSTON

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
KEITH'S (2,000; 25-40-55) High. \$43,000 Low. 4,000	Fountain \$10,500 (2d wk)	Monte Cristo \$20,000	Cristo \$13,200 (2d wk)	Cristo \$13,000 (3d wk)
ORPHEUM (3,000; 30-40-55) High. \$23,000 Low. 4,000	Hideout \$18,000 (Vaude)	Cellini \$10,400	Chained \$19,700	Night of Love \$15,300
METRO-POLITAN (1,500; 35-40-45) High. \$68,000 Low. 2,500	Empress \$32,500 (Ozzie Nelson)	British Agent \$35,500 (Morton Downey)	Belle \$40,000 (Borah Minnevillech)	Cleopatra \$27,600 (Ren Blue)

ST. LOUIS

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
AMBASSADOR (3,000; 25-35-55) High. \$48,800 Low. 4,000	Always Tomorrow and Lady's Willing \$7,000	Belle \$16,000	Belle \$15,000 (2d wk)	Crime Doctor \$9,000 (Mills Bros.)
FOX (5,000; 25-35-55) High. \$48,800 Low. 4,000	Was a Lady and Servants' Entrance \$11,000	Lady and Servants' Entrance \$4,000 (2d wk)	Chan in London and Greatest Gamble \$6,000	Night of Love \$15,000
STATE (3,000; 25-35-55) High. \$31,500 Low. 8,000	Chained \$16,000	Chained \$16,000 (2d wk)	Monte Cristo \$12,000	Death on Diamond \$16,000
MISSOURI (3,000; 25-40) High. \$29,500 Low. 5,000	Defense Rents and Blind Date \$6,000	Million Ransom and Pursued \$5,000	Men Are Enemies \$5,000	Belle and Enemies \$6,000 (Repeat-Split)
SHUBERT (2,000; 25-35-55) High. \$16,000 Low. 2,000	Dames \$16,000	Dames \$9,000 (2d wk)	Dragon Murder and Now, Forever \$11,000	Sweeney and Fountain \$10,000

TACOMA

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
MUSIC BOX (1,400; 15-25) High. \$10,500 Low. 1,100	Dames \$5,100	Fountain \$3,200	British Agent \$3,000	Belle \$4,800
ROXY (1,300; 25-35) High. \$7,000 Low. 2,000	Sadie McKee \$4,000	Handy Andy \$3,900	Manhattan Melodrama \$4,000	Cat's Paw \$4,000

WASHINGTON

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
EARLE (2,450; 25-35-40-60) High. \$27,000 Low. 6,000	British Agent \$22,000 (Latham Jones)	Dames \$20,000	Desirable \$18,000 (Dick Powell)	Belle \$21,500
FOX (3,450; 25-35-60) High. \$41,500 Low. 11,000	World Moves \$19,000 (Vaude)	Death on Diamond \$23,000 (Ted Lewis)	Servants' Entrance \$23,000	Chan in London \$23,000 (Ben Bernie)
KEITH'S (1,800; 25-35-60) High. \$21,000 Low. 3,500	Fountain \$9,000	Monte Cristo \$16,500	Cristo \$10,000 (2d wk)	Cristo \$7,000 (3d wk)
PALACE (2,360; 25-35-60) High. \$27,000 Low. 6,000	Chained \$8,000 (2d wk)	Cellini \$16,500	Barretts \$21,000	Barretts \$12,500 (2d wk)
COLUMBIA (1,200; 25-40) High. \$19,000 Low. 1,100	Treasure for Henry \$4,500 (Repeat)	Springtime for Henry \$3,000	Chained \$3,000 (Repeat)	Was a Lady \$3,000

DENVER

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
DENHAM (1,500; 25-35-50) High. \$16,000 Low. 2,000	Belong to Me \$5,500	Now, Forever \$6,000	Belle \$16,000	Belle \$6,000 (2d wk)
DENVER (2,000; 25-35-50) High. \$27,700 Low. 3,000	Bondage \$4,000 (6 days)	Chained \$8,000	British Agent \$5,000 (6 days)	Judge Priest \$10,000
ORPHEUM (2,000; 25-35-50) High. \$20,000 Low. 3,500	World Moves \$5,500	Servants' Entrance \$6,000	Hideout \$6,000	Greatest Gamble \$5,500 (New Low)
PARA-MOUNT (2,000; 25-40) High. \$22,000 Low. 1,200	Bachelor Boy and Strictly Dynamite \$2,000	Human Side and Straight Is Way \$2,000 (Split)	Tomorrow's Children and Chained \$3,000	Pursued and Daily Bread \$1,200 (Split)

KANSAS CITY

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
MIDLAND (4,000; 25-40) High. \$35,000 Low. 5,100	Cellini \$8,000	Monte Cristo \$9,000	Barretts \$15,000	Outcast Lady \$8,500
STREET (3,000; 25-35-45) High. \$35,000 Low. 3,300	Fountain \$6,000	British Agent \$5,500	Richest Girl \$5,000	Age of Innocence \$5,000
NEWMAN (1,300; 25-40) High. \$33,000 Low. 4,000	Dames \$15,000	Empress \$6,000 (6 days)	Belle \$18,000	Belle \$7,000 (2d wk)
UPTOWN (2,000; 25-40) High. \$9,000 Low. 1,500	Handy Andy \$2,500 (2d wk)	Cat's Paw \$6,700	Paw \$4,000 (2d wk)	Servants' Entrance \$4,800

(Continued on page 18)

'JUDGE PRIEST'

\$11,000 IN SEATTLE

Seattle, Oct. 15.

Indications for a hot race again this week in this burg with major spots out for some dough with real attractions all around. Del Rio in 'Du Barry' getting big campaign at Hamrick's Music Hall, while Rogers' 'Judge Priest' gets the breaks at the Fifth Avenue.

Estimates for This Week
Blue Mouse (Hamrick) (1,000; 25-40), 'Monte Cristo' (UA). Third week of run, second at this spot, holding for expected \$4,000 and not a stable fourth week. Same film last week kept 'em coming right along for big \$5,000.

Coliseum (Evergreen) (1,800; 15-25), 'Girl from Missouri' (MG) and 'Here Comes the Navy' (WB) dual. Big opening. Look for \$5,800, excellent. Last week, 'Handy Andy' (Fox) and 'Straight Is the Way' (MG) dual, \$4,600, good.

Fifth Avenue (Evergreen) (2,400; 25-40), 'Judge Priest' (Fox). Worth \$11,000 by indications, good. Last week, 'Barretts of Wimpole Street' (MG), \$10,000, making it \$14,000 for great ten-day run.
Liberty (J-vii) (1,900; 10-25), 'Dude Rancher' (Fox) and 'Most Precious Thing in Life' (Col) dual. George O'Brien Western got the big billing, \$4,000 very agreeable. Last week, 'Blind Date' (Col) and 'Black Moon' (Col) dual, eight days, \$4,100.
Music Box (Hamrick) (950; 25-35), 'Gift of Gab' (U). Stress names of Fisher, Eting and Lowe. About \$3,500. Last week, 'Lost Lady' (X) and 'Wake Up and Dream' (U) dual, good \$2,500.

Music Hall (Hamrick) (2,300; 25-40), 'Madame Du Barry' (WB). Nice campaign, but disappointing around \$6,000. Last week, 'Age of Innocence' (Radio), didn't get going, weak at \$4,800.

Paramount (Evergreen) (3,100; 25-35), 'Have a Heart' (MG) and 'Girls in Cellophane' on stage. A Cushman presentation. Figure \$6,500, nice but weak. Last week, 'Diamond on the Diamond' (MG) and 'The Drunkard' on stage, \$6,800, good.

Buff's Fast Pace

Continues; 'Wiggs' Tops at \$18,000

Buffalo, Oct. 15.

All indications point to another week of bumper grosses at downtown box offices. Fine shows are helping boost takings and the town seems to be falling in line and coming across.

Last week showed excellent takings at both the Buffalo and the High with 'Barretts' at the latter climbing away over expectations. Current period looks to be featured 'Wiggs' standing out.

Estimates for This Week
Buffalo (Shea) (5,000; 30-40-65)—'Mrs. Wiggs' (Par) and stage show, Swell picture for kids and adults and standing out prominently over surrounding show. Box start makes week's mark look like \$18,000. Last week 'Last Gentleman' (UA) and stage show built well and better estimate probably by reason of word-of-mouth advertised and for Arliss. Up to almost \$17,500.

Hipp (Shea) (2,400; 25-40)—'Barretts' (MGM) (2d week). Doing better than nicely and opening days of second period compare favorably to the same days of previous week. With any break looks scaled to get \$10,000. Last week hopped up plenty with local Cornell angle playing prominent part in the draw. Next at well over \$13,000.

Great Lakes (Shea) (3,400; 25-40)—'Cleopatra' (Par). Uncertainty during opening days makes week problematical. Well advertised and from a bird's-eye view looks as though it might go to \$10,000. Last week 'Servants' Entrance' (Fox), held up very nicely and had nothing to complain about at \$7,200.

Century (Shea) (3,400; 25)—'Death on Diamond' (MGM) and 'Desirable' (WB). Business on the up. Should do \$7,500. Last week 'Born to Be Bad' (UA) and 'Hat, Coat, Glove' (Radio) climbed to well over \$7,000.
Manhattan (Ind) (3,400; 25)—'Human Side' (U) and 'Love Captive' (U). An average bill for the house with probably an average gross at over \$5,000. Last week 'One More River' (U) and 'Affairs of Gentlemen' (U) rather a steady rated for this house, but held up to just over \$5,000.

**'Chu Chin Chow' \$17,000, Fox, Phila.;
'Power' Gets \$7,500, Critical Raves**

the South Side and will turn out
about \$4,000. Last week "Girl of
the Lumberlost" (Monday), got \$3,900.

Talking Shorts

(Continued on page 15)

Natan's Bid for UA Pix for France Flivved, but Distrib's Still Trying

Paris, Oct. 15.

From unofficial but authoritative sources the mystery behind Robert Natan's trip to the United States several months ago is now out. Natan was trying to put over a deal for French distribution of United Artists films.

Natan is very anxious to get distribution rights of some major American company. He had previously approached Radio and Columbia.

While Natan was in the U. S. he started the deal, and when Joseph M. Schenck was in Europe recently Natan tried to clinch it. Schenck was almost willing to pull his organization out of France, and, in fact, clipped it down to absolute minimum, but he couldn't get together with Natan on terms or conditions.

Natan is having some difficulties with his local bankers. He is by no means in any dangerous situation, but he would feel a lot better if he had some American films for distribution as a staff to lean on. Natan would like to dig up an American auxiliary bankroll. That's why he's planning to go back to New York in the near future, and that's why he took himself a suite of offices in New York, despite the fact that there isn't much likelihood of his releasing any films there.

G-B WILL PAY 7% DIVIDENDS

London, Oct. 6.

Annual general meeting of Gaumont-British Picture Corp. will be held Oct. 29, when a final dividend of 4%, less tax, on the ordinary shares will be recommended, making a 7% dividend for the year, which is the same as was paid last year.

Amount available for ordinary dividend will be \$200,000 more than last year.

Mark Ostrer, chairman of the G-B board, said for London Friday (19) to be there in time for the meeting. Jeffery Berner, company's g.m., will accompany him, but will return to New York immediately afterward.

Swedish Production At Peak; Thirty Pix Currently in Works

Stockholm, Oct. 3.

Swedish picture production is at its peak. Thirty pictures are scheduled for release this season, or those so far shown. 'Ann's Millions,' a society comedy with Karin Swanstrom in the lead, and 'Anderson's Charlie,' a slapstick comedy from the Wive Co., with a 12-year-old boy featured, have stood up best so far.

Among the next to be released, 'The Song of the Secret Flower,' is heralded as an epoch in Swedish picture production. It will be the first Swedish star picture, with four actors from the Dramatic Theatre in Stockholm, two singers from the Royal Opera, and four more big legit names. Story is based on Johannes Linnankoski's Finnish novel by the same name and winds around one man and seven women, with a dangerous log riding down a rapid torrent in Northern Sweden as the main attraction.

For Axel Branner, who made 'Peterson & Bendel' last year, is directing.

Warners will have local distribution.

CARSTAIRS ABROAD

Hollywood, Oct. 15.

Finishing at Metro, John Paddy Carstairs, English scenarist, has left for New York and will be engaged for a scripting job with Vogue Films.

Will write and possibly direct one before returning here in January.

Associated British Takes 13 Mascots

London, Oct. 6.

Morris Goodman, general sales manager for Mascot, calls for America today (6), having completed a deal with Associated British Films Distributors to release the entire Mascot product over here. Deal calls for the release of 13 Mascot features and four serial films per year. First picture, 'Young and Beautiful,' is being under-shown Oct. 30. Contract is for one year with options.

BRITISH EXHIBS ASK TOUGHER QUOTA LAW

London, Oct. 6.

Cinematograph Exhibitors Association is sponsoring an amendment to the Films Act which requires, for the year ending next September, 15% of British films in all picture house programs. For the two years following the quota is set at 20%.

Distributing organizations must include 17 1/2% of British films in their output for the coming year, and 20% for the following years.

C. E. A. is making a plea to the Board of Trade alleging the quota enactment is being abused through the making of cheap native pictures, which the exhibitors must show to comply with the law, and which are claimed to be a detriment to the British film industry.

FRENCH LIBEL SUIT OVER NEWSREEL CLIP

Paris, Oct. 6.

First suit in France for libel on the screen has been filed in Dijon against local newsreel. Plaintiff is a doctor named Pfeiffer, whose name was lugged into the scandal over the murder of Judie Prince through an unfounded rumor which identified him with a mysterious 'man with a beard' mentioned in the case.

Doe runs a private clinic in Dijon, and when newspapers printed his name people began to gather around him. Newsreel sent a silent cameraman to film the clinic and reel was shown. Since there was no sound, the alleged libel consists merely of having shown the picture in connection with the scandal, and newsreel men are anxiously wondering what the court will say.

Svensk 'Night' O.K.

Stockholm, Oct. 4.

A big success here is Frank Capra's 'It Happened One Night' (Col).

It was released at four Stockholm theatres simultaneously and is now in its fifth week, still going strong.

Madrid Studio Broke

Madrid, Oct. 3.

Estudios Cinema Espanol (Spanish Cinema Studios) at Aranjuez, 30 miles from Madrid, is on the rocks. All employees were discharged, all payments ceased, and a constable has taken over the plant.

It was opened last year. Property will go under the hammer.

Studio filmed only five pix during its short life. A possibility more solid outfit will take it over and resume operations.

NEW 1,500-SEATER IN S. AFR.

Capetown, Sept. 22.

A 1,500 seater cinema is being built in Durban (Natal) for a private company in opposition to the Schlesinger Trust. Eighty per cent of the program will be British. Independent Film Distributors will handle the program contract.

No Justice

The Hague, Oct. 3.

Toske Brayninx, who was given one of leading roles in film based on a novel entitled 'The White One,' went to a public library to get the book in order to know something about the plot. Librarian refused to let him have novel, saying he was too young.

Hylton's Band and Yankee Tunes for New G-B Musical

London, Oct. 15.

Gaumont-British's main musical effort to date is being readied with Jack Hylton's orchestra starred. As much of the American technique as possible will be utilized in the film, including American songwriters, who will be imported.

Harry Woods, who has been imported by Carapell-Connelly and Gaumont-British Pictures previously, and only recently returned to New York from London sojourn, couldn't make up his mind about doing two more pictures for G-B, as result of which the song-writing team of Al Goodman, Al Hoffman and Maurice Sigler was signed last week.

Goodman and Sigler sailed Saturday (13) and Hylton will probably show off tomorrow (Wednesday) by which time it is hoped a temporary British sailing permit will be arranged to offset his indeterminate Russian nationality which caused some passport red tape.

'Trio will do 'The Code' and an untitled Jack Hylton starring musical for G-B.

Woods believed because he has a Hollywood writing offer in view.

FUTILE SQUAWKS

Italians Lash at Foreign Pix But Haven't Enough Native Product

Rome, Oct. 4.

Italian producers are complaining that foreign film renters are monopolizing the dates of programs in all Italian picture theatres, in spite of the decree that every owner of first and second run picture houses in towns of more than 100,000 inhabitants must show one all-Italian film for every three foreign films.

They also point out that the 25 films produced in Italy this year have entailed an important financial expenditure and have given employment to a great number of Italian workers and experts, and therefore should be protected.

Complaints, however, are largely addressed to empty air, because the 25 films are nowhere near sufficient to supply a fourth of the demand.

Same Old Squawk

Mexico City, Oct. 12.

Some squawking about tariffs for shows at the Palace of Fine Arts (National Theatre), range of which is from \$1.65 to \$2.50. Say these rates prevent most people from attending performances.

Theatre's management says that tariffs are not unreasonable, as shows cost plenty.

B.O.'s Up 15 p.c.

(Continued from page 7)

of all sorts which gathered in \$2,770,000; and Oregon had 130 film houses which took \$2,446,000 and 13 others which grossed \$453,000.

Leading Cities

Considering leading cities in the states covered by last week's reports, Atlantic City had 13 houses which took \$1,159,000; Camden, seven houses, \$559,000; Irvington, four houses, \$323,000; Newark, 30 houses, \$4,056,000; Hoboken, four houses, \$420,000; Jersey City, 16 houses, \$2,698,000; Trenton, 11 houses, \$1,026,000; Passaic, three houses, \$375,000; Paterson, eight houses, \$1,156,000; Elizabeth, four houses, \$668,000; Fort Wayne, 12 houses, \$481,000; Gary, six houses, \$171,000; Hammond, four houses, \$351,000; Indianapolis, 29 houses, \$1,601,000; South Bend, 12 houses, \$537,000; Evansville, seven houses, \$216,000; Terre Haute, 15 houses, \$418,000; Nashville, 10 houses, \$574,000; Chattanooga, nine houses, \$199,000; Knoxville, four houses, \$296,000; and Memphis, 19 houses, \$813,000.

Surprise Move by French Gov't Calls for Immediate Reports On Reorganization of Industry

Paris, Oct. 6.

Sennett Ex-Aide Makes Spanishers in Mexico

Hollywood, Oct. 15.

Bob Tarpan, former production manager for Mack Sennett, has organized a company to make Spanish language pictures in Tia Juana, financed by L. A. coin. First will be 'Sietun of the Gaucho,' which A. J. Karnopp is now writing.

Tarpan has leased the Jal Alai building, just below the line, for a studio.

ITALIAN GOVT GIVES PIX A BATH

Rome, Oct. 4.

New department for the General Management of Cinematography, under State control, which has just been constituted in the body of the new Under-Secretary of the Press and Propaganda, for the purpose of supervising and developing cinema, is likely to bring about widespread changes in the whole Italian industry.

Up to the present the Italian film biz was in a state of chaos. Individuals governing the various companies were in the habit of squandering millions on extravagant salaries to incompetent artists, it is charged.

Also censorship of films was in the hands of the Ministry of the Interior, while the Ministry of Corporations was charged to provide the necessary measures for encouraging the development and improvement of the industry. Result of this overlapping system of control was that the whole industry was in a condition of confusion and disorder.

It was to change these conditions that the new department was created.

First step of the new department will be to see to it that private individuals or companies proposing to start in film business are financially sound and otherwise desirable, before giving its approval. Expenditure of all firms will be supervised, with the result that personal but unqualified friends or relatives will be looking for jobs.

HUNGARY BANS FOX'S 'LILLOM'

Budapest, Oct. 4.

'Lillom' (Fox), directed by Fritz Lang and featuring Charles Boyer, was rejected by the censor board, although Ferenc Molnar's play 'Lillom,' a world hit, is the pride of every Hungarian and ran here hundreds of times.

Reason for the veto is that the French made Erich Pommer picture strongly stresses satire on police administration. Hungarian police won't stand for any monkeying around with its authority.

Picture goes to the Minister of Interior as supreme court of appeal and it is hoped that he will annul the verdict and pass the picture.

'Blossom' Record

London, Oct. 6.

Run of 'Blossom Time' (R&L) at the Royal comes to a close Oct. 11 after having played for seven weeks at the theatre and broken all records with the exception of 'The Singing Fool,' with which the Royal opened.

It will be succeeded by '29 Million Sweethearts' (WLD), Oct. 12.

Surprise move by Ministry of Commerce calls for submission by Monday (8) of reports by leading trade organizations on reorganization of French film biz, which is tied up intimately with problems of quotas and tariffs on imports of foreign films.

French interests opposed to a quota see in this a move by the Natan-Chambre Syndicale crowd to take advantage of momentary disorder in the anti-Natan ranks and stampee a high tariff, low quota or perhaps even an embargo through the Ministry.

Their theory is that those wanting to keep out foreign competition will present the Ministry to call for reports immediately, feeling that the free trade bunch would not be ready in time.

It had not been believed that there would be any action on the subject until the middle of the month, at least, since several important French officials involved are out of town. The free trade bunch, who want American and other foreign films to come in in quantity—that is, the exhibitors and the group which want Pathe-Natan and certain other French producers to have plenty of competition—are going ahead and will get their report in on time.

Moral Cleanup

They will call for a moral cleanup of the industry, a reform of the contract system involving the abolition of block and blind booking, reduction of taxes, and the freest possible policy on admission of foreign films—always provided that blind booking is abolished.

This report and those of other organizations will go from the Commerce Ministry to the interministerial committee on the film industry for final consideration.

Ferri Clerc's independent association of independent producers and distributors, which, with Raymond Lussiez' exhibitors' association is waging the anti-quota fight from the French viewpoint, is nevertheless anxious to keep itself as an organization out of the row between Natan and his enemies. This desire for aloofness is the interpretation put on Clerc's recent letter to a trade organ, 'Comedica,' in which he said his association was waging no personal fight and that none of its collaborators should do so.

Robert Drier, Pathe stockholder, who is connected with the Clerc outfit although friendly with certain elements in it, has announced his intention to continue his stockholders' suit seeking to oust Natan from the management of the company, now that the law courts have returned to work for the winter. Says that next so in his suit will be taken as soon as legal delays permit.

Meanwhile agitation for lower taxes continues. Special committee has been appointed by Ministry of Finance to study the matter, and action is expected by the end of the month. Franco-Film-Aubert liquidation is also expected to come to a head in a week or so.

Anti-Nazi Boycott Costs Ufa Its 2nd House in Budapest

Budapest, Oct. 4.

Ufa, owners of three theatres in Budapest a year ago, suffered so much from the anti-Nazi boycott here that it has now sold its second house and has only one left, the Urania.

Ufa theatre was bought by Metro and reopened under the name of Scala, and now Ufa has sold the Carlin theatre. Group that bought it is headed by City. Important concern that imports distributors' exhibitors and produces pictures and represents United Artists' 20th Century and London Film in Hungary.

PALACE, N. Y.

A number from his recent picture "Shoot the Works (Par), called "How of Chop Suey," is one for some of the boys to double vocally. A crooner, with a fine voice and delivery does a couple of solos extremely well, one of them, "Love in Bloom." This singer, announced as something like Frank Prince, is one of two

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An aerial photograph of New York City, showing the dense urban landscape and the Empire State Building. A large movie poster is superimposed over the image, tilted diagonally. The poster features the title 'HAPPINESS AHEAD' in large, bold letters, and the names 'DICK POWELL & JOSEPHINE HUTCHINSON' in smaller text. The phrase 'BEAUTY MUST BE LOVED' is written in a cursive script. The background of the poster is a musical staff with notes. The overall image is in black and white.

Cover the town

HAPPINESS
AHEAD

BEAUTY
MUST BE LOVED

DICK
POWELL & JOSEPHINE
HUTCHINSON

HAPPINESS
AHEAD

JOHN HALLIDAY FRANK M. HUGH
ALLEN JENKINS
A FIRST NATIONAL
PRODUCTIONS CORPORATION
PICTURE

POP
GOES YOUR
HEART

HAPPINESS
AHEAD

with the season's happiest news!

"'Happiness Ahead' is season's happiest hit."
—N. Y. American

"'Happiness Ahead' is winning film."
—N. Y. Times

"Winning and exhilarating entertainment."
—N. Y. Mirror

"One of cinema's superior items."
—N. Y. World-Telegram

WARNER BROS. Again!

See Patents Pool

(Continued from page 5)

the responsibility of settling accounts with William Fox's Tri-Ergon company lies wholly with ERPI and RCA, the electrically involved. What the value may come to, if such an accounting is ultimately made, is open.

Once, it is stated, the Tri-Ergon patents could have been picked up by the electricians for \$50,000. One account even puts the figure as low as \$10,000. However, by taken of the courts' decisions on these patents, it would seem hardly likely that they can now be gathered in under \$7,000,000 minimum. Their value may even rise into the fabulous realms of lawyers' dreams which talk about \$50,000,000 and \$100,000,000.

William Fox is stated to have expended some \$2,000,000 in development of these patents which he bought originally for something under \$100,000.

On the question of the flywheel patent, filmfod feels specifically protected by the written guarantees of the electric companies involved. On the double print process patent the industry feels similarly protected by implication and warranty of sale.

That latter point may become a highly litigated question. This was indicated by accounts which credit ERPI as having served notices on the companies as represented in the Hays office, that it does not consider itself guarantor on the double print proposition. This position has taken by ERPI was never made known publicly.

The Double Print Patent

There is a curious tangle on the double print process in that when originally brought into the Federal District Court, against Paramount-Public, decision was rendered in favor of P.P. Tri-Ergon won a 2-1 appeal in the Circuit Court.

The flywheel suit was against Altona Public Theatres, Inc., and Wilmer & Vincent Corp. and Locust St. Real Estate Co. Here Tri-Ergon won in both the lower and the Circuit courts. RCA defended this latter suit. ERPI defended the action against Paramount. The U. S. Supreme Court at Washington declined to review either case.

It is entirely possible for the electric companies to attempt to bring the matter again before the U. S. Supreme Court. This can be done by attempting suits in other jurisdictions with the hope of winning opposing decision to those rendered by the Circuit Courts. A conflict of opinion among the courts, if arising, the matter would go to the U. S. Supreme Court for decision as a matter of course.

In such an event settlement of the talker patent situation could be indefinitely delayed. On the other hand, under conditions of the victories so far attained, William Fox's Tri-Ergon company can seek an immediate court action for accounting against the electric and defendants involved. Such accounting action awaits only the mandate of the Circuit Courts to the lower and district courts.

Fox Film vs. Bill Fox

But even on this tack, difficulties remain. This is in view of the fact that the ownership of Tri-Ergon patents is now the subject of litigation as between William Fox on the one hand and Fox Films on the other. These suits are expected to come up in the N.Y. Supreme Court this fall.

Suits by Fox Film against Bill Fox can change the entire complexion of the patent ownership picture.

It is said this fact even, there is the additional question which arises should Fox Films become the ultimate owner of American Tri-Ergon. That's as to whether Fox Film under its ERPI contracts must turn over such patents to ERPI. That's because of ERPI's contracts with the majors so specifying that any talker patents perfected by the companies using ERPI processes must belong to ERPI.

In the meantime, ERPI has its own singular worries about a possible Congressional investigation in Washington. Actually what course A.T.&T. may decide to pursue on the matter of settling up what happens in this inquiry, yet to be opened. Among the things distributed A.T.&T. and ERPI in connection with this inquiry, is the matter of ERPI's financing of film production.

It is also felt that the A.T.&T. has about decided ERPI has grown big

enough for what's needed and any amplification of ERPI's business would prove not so wise.

Added to this is the fact that the accounting action against ERPI by General Talking Pictures (DeForest) is slated for November and December. This is the suit based on the joint monopoly action against ERPI by Warners and General Talking Pictures (DeForest). Warners, however, since settling with ERPI, will probably bow out of this action, if it hasn't bowed out already.

DeForest's Advantage

However, the importance of the DeForest action is that ERPI already had been found to have used monopolistic measures on certain phases of its talker equipment business, by the Federal Courts in connection with this same suit. DeForest Phonofilm may thus be in a position to seek damages from companies which have used ERPI equipment to the exclusion of its own, under certain conditions.

The whole thing is involved plenty and altogether it looks like lawyers who have feasted so handsomely on the film biz, will continue to harvest new crops.

Also, in the meantime, it is advised from the Coast, that the studios and ERPI have already instructed sound engineers to get busy on the single system of recording to get around the double print system of Tri-Ergon.

There is another rub on the double print patent, in that General Talking Pictures (DeForest) also claims ownership of basic printing patents. It is not unlikely that in the final sum-up of things one may be subject to the other, from a royalty standpoint. It's a matter for the courts, however.

Most studios and film engineers discount the importance of the flywheel thing, it being considered a mechanical matter which can be overcome. The single print system, however, is used by newsreels and if it can be perfected to the use of features the companies may be able to circumvent possible consequences in the future as to Tri-Ergon's claims in the matter.

But Tri-Ergon, for the present, is riding high. It can be mentioned that William Fox's firm also recently obtained a decision in the Wilmington courts on the glow light patent, against General Talking Pictures (DeForest). The court held the patent belonged to Tri-Ergon on basis of priority. But this matter is still under litigation with DeForest having stated its intentions of appealing this decision.

Thus after almost four years of battling with the electric, variously losing to Tri-Ergon or DeForest, or

vice versa, the situation is getting closer to a point where solution can be reached. This litigation has cost millions and will cost more in actual cash and business obstruction for the industry unless all parties get together.

In Copenhagen the Denmark high court has decided against Western Electric's appeal on Nordisk's claim on the noiseless recording patents. Par was the technical defendant in Nordisk's suit, although Western Electric as guarantor to Paramount was the actual defendant. Decision means that Nordisk can exclude not only W.E. equipment but all American films or others recorded via the noiseless recording system unless okayed by Nordisk itself.

Nordisk's patents are those known as the Peterson-Paulsen patents. Nordisk itself is owned by David Hauder. Nordisk may now prosecute similar infringement suits against W.E. in Sweden and Norway.

Curious tangle to the noiseless recording is that W.E. tried to pull out from under any guaranty understanding by American firms abroad by serving notice that W.E. will no longer guarantee indemnity on this patent after a certain date.

Contracts

Hollywood, Oct. 15.

Warners picked up Bobby Connelly's option for another year. Julius Epstein, writer, pacted at Warners.

James Gruen writing term at Mascot.

Arthur Lubin's option picked by Monogram. Next for him to direct is "Successful Failure".

Paramount lifted options on Kent Taylor and Fred McMurray.

Mary Ellis, now in London in "Music in the Air," ticketed at Para. Chic Sale set by Leo Morrison for four single reels at Metro.

Jerry Seckheim, Universal's story editor, had option lifted.

Paramount, after deciding to drop Gail Patrick, changed its mind and lifted her option.

Gene Lockhart pacted at Radio.

STORY BUYS

Hollywood, Oct. 15.

Warners has taken "Sport Page," an orig by Clarence Bricker for James Cagney, Bricker, formerly of the New York Mirror, and Brown Holmes are doing screen play.

Radio has taken rights to "Star At Midnight" as starrer for William Powell.

Bryan Foy has purchased rights to "Mandala," semi-religious musical spectacle by Mrs. E. Magnus Ingelton.

Columbia has taken "Frisco Fury," an orig by Sam Ornitz and H. K. Kraft.

E. E. Paramore's "Guns," and "The Desert Castle Mystery," bought by Paramount for inclusion in "Vanishing Pioneer."

Comparative Grosses for September

(Continued from page 10)

PROVIDENCE

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
STATE (3,200; 35-40) High. \$25,000 Low. 2,500	Hideout and Have Heart \$9,000	Death on Diamond Daily Bread \$6,800	Barretts \$10,000	Monte Cristo \$8,300 (Fashion Show)
MAJESTIC (2,200; 35-40) High. \$17,500 Low. 2,500	Cat's Paw and Human Side \$7,100	Servants' Entrance and Chan in London \$7,800	British Agent and Lovetime \$5,300	Judge Priest and Always Tomorrow \$9,900
STRAND (2,200; 35-40) High. \$18,000 Low. 2,000	One in Million and Now, Forever \$7,100	Empress and King Kelly \$6,900	Night of Love and Without Passion \$7,000	Belle and Moonstone \$12,000
ALBEE (2,200; 35-40) High. \$20,000 Low. 1,900	Fountain and Cheats \$5,100	Richest Girl \$9,200	Age of Innocence (Vaude)	Wake Up, Dream \$7,100

MONTREAL

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
PALACE (2,200; 30) High. \$18,000 Low. 4,500	Ladies Listen and Servants' Entrance \$7,500	Hide-Out and Cucaracha \$9,000	Belle \$10,000	Dames \$10,000
CAPITOL (2,200; 50) High. \$30,000 Low. 5,000	World Moves and Romance in \$8,000	Missouri and Midnite Alibi \$9,000	Bondage and Bachelor Bait \$9,000	Housewife and Judge Priest \$7,000
LOEW'S (3,200; 50) High. \$18,000 Low. 5,000	Love Captive and Straight is War \$4,500	Belong to Me (Gloway Polka)	Big Moment \$13,000 (Vaude)	Chan in London \$12,000
PRINCESS (1,900; 50) High. \$25,000 Low. 3,500	Celtini and 9th Guest \$4,000 (2d wk)	Evergreen and Cup of Kindness \$5,000	Last Yacht and H. Free \$7,000	Night of Love and Girl in Danger \$10,000

BUFFALO

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
BUFFALO (3,600; 30-40-50) High. \$42,000 Low. 9,000	Now, Forever \$19,000 (Stage Show)	Fountain \$14,000	Hideout \$17,500 (Morton Downey)	Monica \$17,000 (Follier)
CENTURY (3,400; 25) High. \$21,500 Low. 3,200	Paris Interlude and Cavaliers \$5,000	Kiss, Make Up and Upper World \$5,700	Sweeney and Crime Doctor \$5,600	Man Is Mine and Personality \$7,100
HIPPO-DROME (2,400; 25-40) High. \$22,000 Low. 3,600	Empress \$5,500	British Agent \$7,300	Lost Lady \$4,400	Monte Cristo \$10,300

CINCINNATI

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
ALBEE (3,300; 35-44) High. \$33,500 Low. 5,800	Loves Me Not \$15,000	Fountain \$9,000	Richest Girl and Cucaracha \$11,500	Last Gentleman \$12,000
PALACE (2,600; 35-44) High. \$28,100 Low. 4,500	Servants' Entrance \$9,500 (8 days)	Now, Forever \$12,000	Belle \$20,000 (9 days)	Have a Heart \$6,000 (6 days)
LYRIC (1,400; 35-44) High. \$29,900 Low. 2,900	Chained \$7,000 (Repeat)	Loves Me Not \$4,500 (Repeat)	Empress \$6,000	Belle \$4,500 (Repeat)
KEITH'S (1,500; 30-40) High. \$22,100 Low. 3,200	Housewife \$4,500	British Agent \$6,500	Dragon Murder \$5,000	Lost Lady \$4,000

SAN FRANCISCO

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
PARA-MOUNT (2,400; 30-40-55) High. \$37,500 Low. 5,000	World \$7,500	Dames \$11,500 (9 days)		
GOLDEN GATE (2,444; 30-35-40) High. \$22,500 Low. 5,400	Fountain \$14,500 (Stage Show)	Young, Beautiful \$10,200		
WARFIELD (2,000; 35-40-55) High. \$57,400 Low. 8,200	Chained \$15,000 (Stage Show)	Chained \$15,000 (2d wk)		

PITTSBURGH

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
PENN (3,300; 25-35-40-60-75) High. \$41,000 Low. 3,750	Hideout \$31,000 (Ted Lewis)	Barretts \$18,000	Death on Diamond \$17,000 (Ben Bernie)	Last Gentleman \$9,500
WARNER (2,600; 25-40) High. \$29,000 Low. 2,000	Blind Date and Human Side \$3,700	Without Passion and Rich Again \$3,500	Fountain and Bachelor Bait \$4,000	Howling Dog and Great Flirtation \$4,000
STANLEY (3,000; 25-35-40-45) High. \$48,000 Low. 3,750	Desirable \$22,000 (Dick Powell)	Loves Me Not \$10,000	Night of Love \$11,500	British Agent \$9,000

PORTLAND, ORE.

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
B'WAY (2,600; 25-40) High. \$21,000 Low. 2,500	British Agent \$7,700	Lumberlost \$6,800	Lumberlost (2d wk)	Gift of Gab \$5,500
UNITED ARTISTS (1,400; 25-40) High. \$13,200 Low. 1,200	Chained \$7,300	Chained \$3,600 (2d wk)	Last Gentleman \$5,000	Monte Cristo \$5,200 (55c)
ORIENTAL (2,500; 25-35-40) High. \$24,000 Low. 800	Greatest Gamble and Every Bachelor \$2,000	Bondage \$2,200 (Repeat)	Vergie Winters \$2,400 (Repeat)	Hat, Coat, Glove \$2,200

BIRMINGHAM

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
ALABAMA (2,900; 30-35-40) High. \$29,000 Low. 3,500	Missouri \$6,000	Chained \$6,500	Drummond \$6,000 (Fashion Show)	Take Bow \$6,500
STRAND (2,600; 25) High. \$6,100 Low. 800	Learned About Sailors \$1,200	Wild Boys and Ladies Listen \$1,000	Modern Hero and Was a Lady \$1,000	Now I'll Tell \$1,000
EMPIRE (1,100; 25) High. \$12,000 Low. 800	Smarty \$1,700	Gods Destroy \$2,000	Women Are Dangerous \$2,000	Two Faces \$1,700

NEW HAVEN

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
PARA-MOUNT (2,248; 35-50) High. \$21,000 Low. 2,500	Without Passion \$8,200 (Stage Show)	Empress \$7,500	Belle \$11,000	Belle \$3,500 (2d wk-5 days)
POLIS (3,000; 35-50) High. \$20,000 Low. 4,200	Servants' Entrance and Chan in London \$7,500	Night of Love and Death on Diamond \$9,700	Million Ransom and Judge Priest \$7,800	Barretts \$15,000
SHERMAN (2,200; 35-50) High. \$16,000 Low. 1,500	Fountain and Cucaracha \$6,000	Cellini and Desirable \$6,700	British Agent and Last Yacht \$5,800	Lost Lady and Howling Dog \$4,500

MINNEAPOLIS

	Sept. 20	Sept. 27	Oct. 4	Oct. 11
STATE (2,400; 25-35-10) High. \$28,000 Low. 2,500	Chained \$11,000	Desirable \$15,000 (Abe Lyman)	Belle \$10,000	Servants' Entrance \$7,500
ORPHEUM (2,500; 25-35-40) High. \$25,000 Low. 2,000	Fountain \$5,000	British Agent \$4,500	Side Streets \$10,000 ("Dancing Revue")	Richest Girl and Cucaracha \$6,000 (8 days)
LYRIC (1,900; 25-25) High. \$17,000 Low. 1,200	Private Car \$2,500	Belong to Me \$2,000	Straight is War \$2,000	Sweeney \$1,500

Chi Clearance System on Ropes as N.Y. Code Board Okays Dime Admish

Chicago, Oct. 15.

Bombshell struck Chicago film row last week with reports from the east that the industry code board is dumping the Chicago territory zoning and release schedule into the river as being restraint of trade due to the ban of 10 adult admissions. The Chicago territory is the only one in the country demanding a 15c minimum on adult tickets.

Run of 10 tickets had been appealed to New York several times, and several times the case had been postponed. It had been a long standing fight in the town, with some 20 exhibitors having put up a consistent demand for the right to show flickers at a dime admission. So tough had been the squawk that twice the question of 10 admission had been brought before a general meeting of exhibitors, and both times the exhibitors voted against the dime tickets. It now appears, however, that the zoning schedule will be the first to be found a release spot for houses wanting to charge 10c only.

26 Wks. Clearance
According to present indications, it seems that the 10c admission spots will go in the 26th week of release. There has been some talk of insisting on the 42d week of release, which would put 10c houses one year behind the first loop run, but it is likely that the release date will be moved up somewhat. One thing is certain; that it cannot be any later than the 42d week, which is the maximum protection allowed.

It means a complete upheaval in local film circles and is causing many switches in several film deals now on the fire. Particularly is it affecting those houses which are in zones competing with houses which are set to take advantage of the right to sell adult tickets at a dime a smash.

Pitt Variety Club Hosts 900 at Annual Banquet

Pittsburgh, Oct. 15.

Last night's banquet at the William Penn hotel was the biggest in the history of the Pittsburgh Variety Club, with more than 900 in attendance and hundreds of reservations turned down. House was sold out two weeks in advance and at that, there was plenty of overflow with extra space being taken outside ballroom.

John H. Harris chairmanned affair which was in honor of club's outgoing presidents, Harry Goldstein and Harry Kalmine, and incoming chief Barker, M. J. Cullen.

Rosie Rowsell was toastmaster and Johnny Perkins ringmaster of a show that included more than two score acts, among them Sisters of Skillet, Mario Cozzi, Paul Whiteman's Kings Men, Tim and Irene, Grace Hayes, Ada Brown, Buck and Dubbles, the Maxellos, Thelma Nevlin, Johnny Walsh and bands of Jerry Mayhall, Johnny Johnson, Will Ryshanek and Lee Crosby.

Among the visiting celebrities in attendance were Joe E. Brown, Regis Toomey, Bert Wheeler, John B. Kennedy, Rip Collins, first baseman for world champion Cards, Sol A. Rosenblatt, Louis K. Sidney, Senator James T. Davis and Joe Bernhard. Flock of them came in day ahead to take in Pitt-USC game on Saturday.

Nudist Actor

(Continued from page 1)

met each week-end in a gymnasium, with a schedule of exercises, etc. A swimming pool is a feature.

Equity records show that a Leslie Morson joined in 1932 as a junior member, given age being 19 years. Now senior rating, but it is understood he is delinquent in payment of dues. Equity replied to the query to the effect that it has no jurisdiction over members' activities away from the legit theatre.

Hamilton MacFadden, recently married, was divorced about a year ago from Violet Dunn. He is not contest. Reported originally that he got the divorce.

FUTURE EARNINGS

Leo Morrison vs. June Knight on Unexpired Contract

Los Angeles, Oct. 15.

Legal question whether an agency is entitled in one suit to collect damages in an alleged breach of contract action against a player in an amount based on what the artist probably will earn during the disputed period, is again set up in Superior Court here in the complaint of Leo Morrison against June Knight.

Declaring that the actress wrongfully breached her contract with the agency when it still had three years to run on options, Morrison demands approximately \$7,000 in recompense for anticipated commissions. Of that sum \$135 is for titles on job secured for Miss Knight at Universal. In the complaint filed for the agency by Attorney Samuel Zagon and Harold E. Aaron the damage request is set forth on the premise that June Knight's present salary is such that she may reasonably expect to sell her services for \$500 per week during the next three years. At that rate her income would be in that period total about \$69,000, and Morrison feels he is entitled to \$6,900 as percentage of her earnings, of which the alleged breach of contract by dismissal of the agency would deprive the plaintiff.

Attachment of Miss Knight's funds bulwarks the complaint.

SNATCH-HOLDUP FOILED AT OAKLAND

Oakland, Oct. 15.

Radio police battled two suspected kidnap-robbers in the home of Frank Burhans, Paramount Theatre manager, frustrating a believed plot either to snatch the two Burhans children or Burhans himself.

Similar job last February netted the bandits \$1,800 when Owen Hartman, manager of the Roxie, was forced to open the theatre's safe after a snatch at home.

Paramount is doing an unusually big Mae West week.

Int'l Radio

(Continued from page 1)

can countries generally, Quaker Oats is mapping out a campaign that will eventually take in the West Indies, Mexico and the principal South American market areas.

Sunkist Hopes
Another American distrib interested in the English market is the California Orange Growers' responsible for the Sunkist brand. It is their hope that with the right radio ballyhoo they will be able to overcome competition given them by the products of Spain and Italy.

Already established as a regular client of Radio Luxemburg, located in the principality of that name, are Outdoor Girl and Coigate toothpaste, while the American customers of Italo Normandy, 20,000-watt in Pecamp, France, include Philco, Outdoor Girl, Lehn & Pink (Hinds Honey and Almond Cream) and Hoover Vacuum Cleaner. Outdoor Girl is also bankrolling a weekly program on Poste Parisienne, 100,000-watt transmitter operating within the purlieus of Paris.

Expansion of foreign radio programs would, it is figured, lead to more extensive international interchange of talent than has been possible in other branches of show business.

Title Changes

Hollywood, Oct. 15.

Warners' 'Flying Marines' now 'Devil Dogs of the Air'. 'Thunder in the Night' is now handle for 'A Woman Lies', at Fox. Sam Goldwyn has switched the name of the Anna Sten-Gary Cooper picture from 'Broken Soul' to 'The Wedding Night'.

Too Many Kids

Hollywood, Oct. 15.

Mothers who tote their prodigies to Central Casting in the hope that they're just the type some director is looking for, must bide their time until another not too distant day.

Central has hung up a sign refusing further registrations. More than three times enough already on the lists to go around.

Denver Mgrs. Organize For Lunch, a Vote on Giveaways, Other Matters

Denver, Oct. 15.

Denver Theatre Managers, Inc., was organized at a luncheon last week, and meetings will be held once a month.

The first order of business, and said to be the reason for the gathering, was a vote on giveaways, the group voting 16 to 12 in favor of two giveaways each week for each theatre.

Group incorporated and elected the following officers: Rick Hicketson, president; H. A. Goodridge, vice-president; Frank Culp, treasurer; Emmett Thurmon, secretary and counsel. Directors are Hicketson, Goodridge, B. J. Hynes, B. D. Cockrell, A. P. Archer, Buzz Briggs and E. W. Kerr.

Closer co-operation between members in securing wanted reforms and combating offensive legislation was given as the reason for the forming of the organization. Some of the members hope to convince the code authority the theatres of Denver should have local self-government, and claim that blanket regulations are oppressive.

\$20,000 Levy

(Continued from page 7)

a fee more in proportion to their economic importance in the industry.

The brackets suggested by the NTA are: On each \$10,000 of income up to \$100,000, a fee of \$25; on each \$25,000 up to \$250,000, a fee of \$62.50; on each \$50,000 up to \$500,000, a fee of \$100; on each \$100,000 up to \$1,000,000, a fee of \$200; on each \$500,000 up to \$5,000,000, a fee of \$500; on each \$1,000,000 up to \$10,000,000, a fee of \$1,200; on each \$2,500,000 up to \$20,000,000, a fee of \$2,000; on all income over \$20,000,000, a fee of \$2,300.

While the effect of the brackets would be cumulative, under this scheme a company would break its total receipts down into groups to fit each bracket and thus avoid paying more than once on each block of income. A typical instance would run as follows: For a company with gross income of \$5,000,000, the levy would be \$2,125, composed of \$250 on the first \$100,000; \$275 on the next \$150,000; \$500 on the next \$250,000; and \$1,000 on the next \$500,000.

The Research and Planning Division of the NTA has turned down the Film Code Authority's assessment schedule covering producers and distributors and has sent the whole setup back for modification. The grounds for rejection were that the schedules as submitted, which are based on the imposition of a levy on the gross business, did not distribute the burden as equitably in the lower brackets as in the higher, thus penalizing the smaller independents.

With its rejection, the Research Division sent a letter to the Code Authority recommending lines along which the changes in the schedules should be made.

John C. Flinn, executive secretary of the Code Authority in New York, confirmed Washington's rejection of the assessment schedules, and said that a special committee consisting of H. S. Bareford and Sidney R. Kent has been authorized to revamp the plan in accordance with the Research Division's recommendations and submit it to the NTA. Flinn said that the changes would be made immediately and the setup sent back to Washington today (Tuesday). This rejection does not affect the exhibitor schedules which were approved by Code Authority at a meeting last Thursday (11) and which are now in the hands of the Research Division for consideration.

Yank Old Pix Off Chi Exchange Shelves as Revivals Boom Nabes

FOX'S HOSPITALITY

That Went Even Though Main Event Went Democratic

Hollywood, Oct. 15.

Fox planned a big thrill for the Los Angeles working press and out of town correspondents inviting the gentry to witness the bursting of a dam and destruction of a bridge by flood for 'Heldorado'. A feed was also thrown in.

Boys and girls who flocked to the studio for the thrill and groceries were marched to the back lot for the big event. After much ado, the sluice gates were opened and the torrents poured on the bridge which didn't budge an inch. Publicity department announced that while the dams were being refilled, the mob could get in out of the night air at the cafe, munch and gargle a bit.

Happy suggestion was okayed by the scribes who repaired to accept Fox's bounty. After loading up they returned to the set, discovered that the bridge had been destroyed in the meantime and the company, with an apparent lack of sociability, had gone home to their beds. The publicity department apologized.

Nite Baseball

(Continued from page 3)

have been bitterly opposed to night baseball, but decreased attendance during the last season, due to the poor showing of the team, may force installation of lights. With Memphis and Birmingham making the change all the larger cities of the Southern League, probably the strongest minor league in the country because of its long life, with the exception of New Orleans, will have lights.

Things are a little uncertain at New Orleans. The owner of the club died during the spring and the estate has not been settled. Although the city is supposed to be against ghost baseball, there may be an about-face. The team finished first this year, and when that happens the attendance is usually good enough not to warrant changes.

The survey revealed that theatre managers were alarmed over the situation. As far west as Portland, Ore. (Coast League), there was a feeling that a new competitor had been found. The same held true as far east as New Haven, Conn.

In Denver there was found to be two headaches instead of one. Night baseball and night softball. H. E. Huffman said softball was proving as big a competitor as night baseball, being played in city parks. No admission fee was charged, but what was passed around, with the average amount tossed into the top piece being one-tenth of 1c. per person. This means that theatres and the regular baseball club have suffered by competition offered in city parks played by taxes paid in part by the theatres and ball clubs.

In Buffalo a theatre manager filed in the reply card and to the question, 'Do you look upon night baseball as a coming competitor of show business?' replied, 'yes—already a serious competitor.' Same manager remarked that night ball is 'taking thousands away from theatres and competition is made worse because women are admitted at 15c. The regular prices are 55c.—75c.—\$1.10—\$1.65.'

Portland, Ore., reported that night ball is not on an increase at present, but probably only because of the poor showing of the local team. The theatre manager replied, however, that he did consider it a coming competitor.

The East Dixie and West Dixie Leagues were formed this year and managed to pull through the season. Night baseball was one of the reasons the season was completed. It was a hard life for the players, riding in buses during the day and playing ball at night.

In the Southern League attendance during the past season was up 22% for the league as a whole. Atlanta, which installed lights, had an increase of 150%, although all of this increase was made up of lights, but to increased interest in the team. Nashville, a pennant contender, had an increase of 40,000. There was a general increase of 150,000 for the entire league for a total of \$80,000, highest since 1931.

Sports writers, as much as they

Chicago, Oct. 15.

Revivals are having a boom in this territory at present. Pictures which have been off the screen for more than a year are being brought back to the nabes and are doing \$80 trade. Five pictures which are getting the biggest play are 'Flying Down to Rio' (Radio), 'All Quiet on the Western Front' (U), 'Back Street' (U), 'Born to Be Bad' (UA) and 'American Tragedy' (Par).

Latter picture is getting business on the publicity of the Wilkes-Barre murder story and its parallel with the Theodore Dreiser novel.

General reason for the revival trade is the business being done by legit burlesque repeats, particularly such plays as the 'Drunkard' and the Dixiana Showboat molasses such as 'Uncle Tom's Cabin', 'No Mother to Guide Her', also there is the fact that product has been coming through very slowly this past month, and many theatres have been cramped for sufficient pictures to keep their screens alive.

A. C. SHOW BIZ PROTEST VS. DOG TRACK

Atlantic City, Oct. 15.

The Boardwalk film theatres and the Steel Pier may close down Nov. 1 as a protest against the action of the City Commission in permitting a dog track to operate in the Municipal Auditorium this past summer. Steel Pier is managed by Frank P. Gravatt. Other five theatres are controlled either by the Lewis-Weiland group or the Warner-owned Seashore Theatres, Inc.

P. Mortimer Lewis (Strand) admits that a shutdown has been under discussion, but only because summer business has been far less than in former seasons and the autumn trade is below par, too. Other members of the Amusement Men's Association, however, are not so guarded in their talk.

Said one: 'We have always lost money during the winter, but in former years the summer profit was enough to carry us through. This season Boardwalk business was 40% less than in recent years, and we do not intend to go deeper into the red during the dull winter season. If the city fathers think that our theatres and the Steel Pier were necessary adjuncts to the resort's attractions we should have been protected during the summer.'

It is reported that the only thing holding up the plan to close is the reopening date. The Strand group is said to be set on a Washington's Birthday reopening, while the Warner group would remain shut until the Easter holidays. It is expected that a definite decision will be reached next week when Gravatt returns from a short vacation.

Amusements have bitterly resented greyhound racing in the Auditorium. Several protests against the free distribution of tickets, permitting minors to attend the track, have been made to the city rulers, but with little results. The amusement men have the support of other enterprises in the city who contend that the dog track impaired business, and their move is also endorsed by state and national theatre organizations.

Should there be a shutdown, the Boardwalk would be without a single amusement enterprise to cater to the fall and inter-visitors.

Said to admit it, said baseball was undergoing a radical change. They dislike night ball because it means night work. Morning papers are loaded upon as baseball papers, and it is hard for them to get their box scores in the early editions. And the scribes on the p.m.'s are accustomed to going home, as soon as the game's over.

Some say owl ball is just a fad and will pass in a few years. Others bravely admit that such is not the case, and fear it may become a permanent institution.

EIGHT OPENINGS OVER WEEK-END

GAY, GORGEOUS STARS OF "FLYING DOWN TO RIO"

FRED ASTAIRE
GINGER ROGERS

IN THE MOST SUMPTUOUS
ROMANTIC HIT OF ALL SEASONS...

"THE GAY"

with **ALICE BRADY**
EDWARD EVERETT HORTON
AND HALF THE BEAUTIES
OF HOLLYWOOD...

HEAR
"Don't Let It Bother You"
and "Let's Knock Knees"
by Mack Gordon and
Harry Revel

HEAR
"Looking for a Needle in
a Haystack" and "The
Continental" by Con
...and Cole Porter's un-
forgettable "Night and
Day", the stage show's
glorious song hit!

RKO-RADIO PICTURE
DIRECTED BY MARK SANDRICH
DANCES DIRECTED BY DAVE GOULD
PANDRO S. BERMAN PRODUCTION

ON A RAINBOW OF RHYTHM

RKO-RADIO BRINGS ANOTHER BOX-OFFICE BONANZA TO THE

AND EACH ONE A RECORD BREAKER!



**NEW RECORDS DANCING
TO THE MERRIEST TUNE
IN MONTHS!**

DIVORCEE

BOSTON—First 3 days equals first 7 days business of "Flying down to Rio" which included New Year's Eve and Day (and you know what business "Rio" did.)

HELD OVER FOR SECOND WEEK!

KANSAS CITY—First 3 days equals "Little Women" record which played Thanksgiving Day and holds all time house record.

HELD OVER FOR SECOND WEEK!

MINNEAPOLIS—First 3 days within \$700 of full week's business for "Rio" (and "Rio" was in top money class.)

HELD OVER FOR SECOND WEEK!

MEMPHIS—Doubles the best business since January and in for new house record.

OMAHA—First 3 days indicate week will do \$1500 better than any show in past six months.

FORT WORTH . . GALVESTON, MILWAUKEE . . . they're still counting the money... we'll give you the figures later.



SHOWMEN OF THE WORLD!



Hollywood Productions

Week of Oct. 15

(Pictures now filming, or about to start, are listed below alphabetically by studios. Symbols are: D—Director, A—Author, C—Cameraman.)

COLUMBIA
 'The Mills of the Gods' (1st week)
 D—Roy William Neill
 A—Melville Baker
 John Kirkland
 Garrett Fort
 C—Unassigned
 Cast: May Robson
 Fay Wray
 Victor Jory
 James Fluke
 Raymond Walburn
BRYAN FOG PRODUCTIONS
 'A Call to Arms' (2nd week)
 D—William Mack
 A—William Mack
 C—Roy Overbaugh
 Cast: William Mack
 Steffi Duna
 Sheila Mannors
 Ben Lyon
 Robert Howarth
 Noah Berry
 Esther Ralston
 Charles Babin
 Richard Carr
 William V. Mong
 Claude Gillingwater
 Frank Albertson
 Wally Kopp
 Billy Bakewell
 Matty Kemp
 John Davidson
 Lou Tellegen
 Carlyle Moore, Jr.
FOX
 'Holdovers' (4th week)
 D—James Cruze
 A—Frank M. Dacey
 Frances Hyland
 C—John Seitz
 Cast: Richard Arlen
 Madge Evans
 Ralph Bellamy
 James Gleason
 Henry H. Walthall
 Stepin Fetchak
 Patricia Farr
 Gertrude Short
 Stanley Fields
 Jay Seabrook
 Helen Churchill
 Charles Sellen
 Wade Boteler
 Lucille Ward
 Ralph McCullough
 Walter Brennen
 Hugh Burleigh
 William Jerome Eddy
 Lillian Elliott
'Lottery Lover' (3rd week)
 D—William Dwyer
 A—Sig Rheim
 Maurice Hainline
 Franz Schulz
 Billy Wilder
 C—Bert Glennon
 Cast: Pat Patterson
 Lucy Asers
 Peggy Fears
 Sterling Holloway
 Ned Sparks
 Reginald Denny
 Alan Dinehart
 Eddie Nugent
 Nick Farn
 Walter Wolf
'Bright Eyes' (3rd week)
 D—David Butler
 A—David Butler
 William Coward
 C—Arthur Miller
 Cast: Shirley Temple
 James Dunn
 Judith Allen
 Lon Wilson
 Dorothy Christie
 Theodore von Eltz
 Jane Withers
 Walter Johnson
 '24 Hours a Day' (1st week)
 D—Gene Ford
 A—Ludley Nichols
 C—Unassigned
 Cast: Mona Barrie
 Robert Holland
 John Huddley
METRO
 'Sequela' (11th week)
 D—Chester Franklin
 A—Vance Hood
 Ann Cunningham
 Sam Armstrong
 Chester Lyons
 Donald Smith
 Cast: Jean Parker
 Russell Harrie
 Samuel S. Hinde
 Paul Hurst
 Jimmy Harris
 Ben Hall
 Harry Lane Jr.
 Willie Fung
 Edward Brophy
'Wicked Woman' (5th week)
 D—Charles Brabin
 A—Ann Austin
 Florence Hyman
 Marjorie Watkins
 Zella Sears
 C—Lester White
 Cast: Mady Christian
 Chas. Hickford
 Jean Parker
 Zella Sears
 Betty Furness
 William Henry
 Marilyn Harris
 Sterling Holloway
 Robert Taylor
 Betty Jane Grisham
 Paul Hurst
 DeWitt Jonathas
'David Copperfield' (5th week)
 D—George O'Brien
 A—Charles Dickson
 Howard Hobbs
 Hugh Wallace
 C—Oliver Marsh
 Cast: Lionel Barrymore
 Elizabeth Allan
 Freddie Bartholomew
 Maureen O'Sullivan
 Chas. Laughlin
 Hugh Williams
 Roland Young
 Edna May Oliver
 Madge Evans
 Paul Rathbone
 Jean Cade
 Jennie Ralph
 Fay Chatterton
 Ina O'Connor
 John Buckler
 Herbert Mandin
 Marilyn Knowlden
 Elsa Lancaster
 Hugh Walpole
 Violet Kemble-Cooper
 Frank Lawton
 Lewis Stone
'Repeal' (8th week)
 D—Jack Conway
 A—Chas. Francis
 Bella Spewack
 Samuel Spewack
 C—Ray June
 Cast: Carole Lombard
 Robert Morley
 Una Merkel
 Ned Pennington
 Leo Carrillo
 Zasu Pitts
 Louis Natheaux
 Sam Hardy
 Walter Walker
 Norman Anselmy
 Arthur Jarrett
 Garry Owen
'Forsaking All Others' (4th week)
 D—W. S. Van Dyke
 A—Frank Cavett
 Edward Roberts
 Joseph Mankiewicz
 C—Greg Toland
 Cast: John Crawford
 Clark Gable
 Robert Montgomery
 Billie Burke
 Charles Butterworth
 Ted Healy
 Forrester Harvey
 Lillian Harmer
 Tom Ricketts
 Sydney Tracy
 Clarence Wilson
 Rosalind Russell
 Louise Henry
 Pat Flaherty
 Margaret Hargt
 Hooper Atchley
'The Night Is Young' (3rd week)
 D—Dudley Murphy
 A—Vicky Baum
 Oscar Hammerstein 2d
 Frank Schulz
 Edgar Allen Wolf
 Edna Mae Gowan
 C—Bert Glennon
 Cast: Ramon Novarro
 Evelyn Laye
 Ed Everett Horton
 Charles Butterworth
 Stuart Erwin
 Rosalind Russell
 Una Merkel
 Norman Kling
 Donald Cook
 Henry Stephenson
 Bert Conti
 Cecilia Parker
'Backfield' (2nd week)
 D—Russell Mack
 A—Byron Morgan
 J. Robert Bren
 C—Donald Smith
 Cast: Robert Young
 Margaret O'Sullivan
 Preston Foster
 Leo Carrillo
 Ted Healy
 Russell Harrie
 William Tannen
 Norman Phillips Jr.
 Stuart Erwin
PARAMOUNT
 'College Rhythm' (10th week)
 D—Norman Taurog
 A—George Marion Jr.
 Walter Inge
 Jack McDermott
 Francis Martin
 C—Leo Tover
 Cast: Joe Penner
 Lenory Ross
 Jack Oakie
 Lydia Robert
 Kenneth Thompson
 Lou Sheridan
 Dean Jagger
 Charlotte Granville
 Eric Blore
 Chas. H. Middleton
 Bert Remley
 Hugh Whissler
 Tom Thorpe
 Otto Hoffman
'Wings in the Dark' (1st week)
 D—James Flood
 A—Neil Shuman
 Philip D. Hurn
 Dell Van Every
 C—Unassigned
 Cast: Robert Cavanaugh
 Gary Grant
 Myrna Loy
 Roscoe Karns
 Eric Allen
 Dutch Hendrian
 Bradley McEnt
'Lives of a Bengal Lancer' (8th week)
 D—Henry Hathaway
 A—Francis Young-Evans
 Wladimir G. Kremer
 Achmed Abdullah
 Chester Jones
 Wm. Sylvius McSh
 C—Chas. Lang
 Cast: Gary Cooper
 Randolph Scott
 Richard Cromwell
 Sir Guy Standing
 C. Aubrey Smith
 Guy Tenney
 Monte Blue
 Douglas Dumbrille
 Akim Tamiroff
 Jameson Thomas
 Elizabeth Warren
 Rollo Lloyd
 Charles Stevens
 Noble Johnson
 Lumsden Hare
 J. Carroll Nash
'Here K. Mr. Heart' (9th week)
 D—Frank Tuttle
 A—Ellen Hogue
 Marian Thompson
 Edwin J. May
 Carl Struss
 Cast: Bing Crosby
 Betty Carleton
 Roland Young
 Allison Skipworth
 Reginald Owen
 William Frawley
 Akim Tamiroff
 Louise Carter
 Marion Mansfield
 Robert Klein
 A. Chas. Houston
 Rolfe Sedan
 G. Polonsky
 C. E. Armstrong
 Cromwell McKechnie
 Edmond Tully
 Charles Wilson
 Gwendolyn Hill
 Albert Pitt
 Leo Carrillo
 William Emile
'It's a Gift' (7th week)
 D—Norman Macdonald
 A—Charles Bogle
 J. P. McKoy
 Jack Cunningham
 C—Henry Sharp A. S. C.
 Cast: W. C. Fields
 Billy Lelloy
 Alan Hale
 Donald Crisp
 Andy Clyde
 Bert Lahr
 Leonard Care
 Dorothy Stickney
 Harold Lloyd
 Herbert Hunston
 Jane Baxter
 Reginald Denny
 Marion Clayton
'Romance of Manhattan' (3rd week)
 D—Stephen Roberts
 A—Norman Kraas
 Don Hartman
 Jane Murnin
 Edward Kaufman
 C—Nick Muscare
 Cast: Francis Lederer
 Francis Rogers
 J. Farrell McDonald
 Grant Mitchell
 Jimmy Butler
 Arthur Ward
 Arthur Hopp
 Spencer Charters
 Paul Kelly
 Donald Meek
 Oscar Apfel
 Harold Goodwin
'West of the Pecos' (5th week)
 D—Phil Rosen
 A—Zane Grey
 Winny Kline
 John Twist
 C—James Van Trees
 Cast: Richard Dix
 Marjorie Weaver
 Paul West
 Louis Mason
 Theodore Kitchell
 Sleep 'n' Eat
 Oscar Apfel
 Fred Kohler
 Maria Alba
'The Portrait of Laura' (5th week)
 D—John Robertson
 A—Wanda Tuchoek
 John Twist
 Norman Krims
 C—Ludwig Andriot
 Cast: May Robson
 Fred McMurtry
 Vincent Lawrence
 Alan Hale
 Mary Carlisle
 John Alexander
 Etienne Girardot
 Ward Bond
 William Burt Foster
'Enchanted April' (1st week)
 D—Harry Beaumont
 A—Elizabeth Russell
 Charles Camp
 Rosalie Stewart
 Samuel Hoffenstein
 C—Unassigned
 Cast: Ralph Beyer
 Frank Morgan
 Reginald Owen
 Jane Baxter
REO-PATHE
 'The World Accuses' (2nd week)
 D—Chas. Lamont
 A—Charles H. Miller
 C—M. A. Anderson
 Cast: Vivian Tabin
 Russell Hopton
 Russel Moore
 Corp. Sue Collins
(MASCOT)
 'Mystery Mountain' (3rd week)
 D—Breezy Eason
 A—H. H. Head
 C—Ben Cohen
 Cast: Wyndham Gittens
 John H. Lee
 Sherman Lowe
 Barney Sarecky
 C. W. Jones
 Cast: Ken Maynard
 John H. Lee
 Sid Rayner
 Al Bridges
 George Chesbro
 Edward Earle
 preferential character with Allied
 a creditor different from any other
 under purchase contracts calling
 for erection of seven theatres for
 Par.
 With these matters out of the
 way, to the satisfaction of trustees
 and creditors, little is foreseen that
 would make a carry-over of the
 bankruptcy into 1935 inevitable.
 An agreement on the bank suit
 between the 12 banks and creditor
 groups stands as part of the reorgani-
 zation plan, with Par. trustees re-
 ported waiting to accept. Date for
 the next hearing, Oct. 23,
 will be set back again. Exact
 amount of the loan floated by the
 12 banks was \$13,368,932. Proposed
 settlement, acceptable to Kuhn,
 Loeb & Co., the Frank A. Vanderlip
 and the other trustees and the
 bondholders' committee and the
 Shareholders' Protective Committee
 calls for a payment of \$5,000,000
 in cash, with balance of around
 \$9,000,000 to be paid off on reorgani-
 zation in the same ratio that other
 creditors are satisfied.
 The directors' suit, in exact fig-
 ures \$12,537,071, may or may not
 be settled, but it is clear from the
 bank action in that its final settle-
 ment may not be essential to reorganiza-
 tion. This is a case where Par. is
 trying to recover \$12,537,071, rather
 than a case where Par. is converting
 a claim, as in the instance of C-
 12 banks. In the latter action, re-
 lease of hypothecated negatives and
 rentals is also an important con-
 sideration. An injunction has
 existed against these assets since
 the very beginning of receivership.
 A total of between 35 and 40 law-
 yers are on the Par. matter rep-
 resenting the three trustees. One of
 the attorneys, in the words of
 Elihu Root, Jr., suffered a nervous
 breakdown as a result of the com-
 plexity of the situation and the
 work.
 Considering everything as they
 see it, Par. men see no reason why
 they shouldn't be out of bankruptcy
 by New Year's. Insiders are hope-
 ful of that new year and the out-
 look—if bankruptcy can be thrown
 off and the new company set up
 for operation on its own. Main-
 taining it to be the best property
 in the business, and that Par. is
 making good pictures and has the
 best sales organization, personnel
 morale is at its highest level since
 1929.
 There are no big executive sal-
 aries in Paramount. Throughout
 the organization the number of
 the rols has been greatly dimi-
 nished.
 No shakeup of any importance in
 Par. on reorganization is anticipated
 in the face of the recovery made
 in the past year.
Par Clearing Claims
 Paramount trustees are speeding
 up the detailed job of clearing
 claims in the Par. bankruptcy, with
 as many settlements and compro-
 mises to be reached as possible for
 the benefit of the estate and a quick
 reorganization.
 With claims against Par. recently
 computed at \$297,544,584, including
 everything that had been filed such
 as future rent claims, Par. has asked
 the courts to approve immediate
 reductions and eliminations of
 \$200,915,363, including the \$178,000-
 000 claim of Paramount Broadway.
 This would bring the claims down
 to \$50,321,460 and would embrace
 the \$13,000,000 bank debt, Allied
 Owners' claim of \$3,000,000, anti-
 trust claims of \$10,000,000 and
 around \$3,000,000 in miscellaneous
 indebtedness.
 Meanwhile, the trustees are try-
 ing to whittle down the final al-
 lowable amounts as much as pos-
 sible by compromise with claim-
 ants, with latest negotiations in
 direction of reaching a settlement
 amounting to \$50,000,000 E. M. Loew
 anti-trust suit which is still in the
 courts.
 Agreement on settlement of the
 Edward Galtner case was reached
 Friday (12) between attorneys for
 Galtner and the Paramount trust-
 ees. Settlement is reported for a
 nominal amount in exchange for
 Galtner of bringing his triple anti-
 trust \$5,100,000 anti-trust suit
 against Par. some time before bank-
 ruptcy occurred with an appeal
 taken thereafter.
 Papers for leave to settle the
 pending suit against Par. on basis
 agreed upon by a consent to the
 courts today (Tuesday) or to-
 morrow. Graham & Reynolds acted
 for Joe Quittner, son of Edward
 Quittner, deceased, in whose name
 the anti-trust action was originally
 instituted. In the first hearing of
 the case, the Quittner side lost,
 thereupon appealing.
 In addition to the Par.-Broadway
 reorg plan as a means of compro-
 mising that company's claim, others
 in the same category based on com-
 promise plans are Paramount Prop-
 erties, \$2,750,000; the Prudence
 Co. with claims of nearly \$1,000-
 000 on Jacksonville and St. Peters-
 burg, Fla., theatre properties, and
 the Goldstein Bros. Chicago theatre
 mortgage of \$127,500.
 Early last week the Par. trustees
 submitted to the special master an
 agreement between Par. and Walter
 Wanger, with which Wanger
 agrees to repay from receipts of
 pictures he is making for Par. the
 sum of \$175,000 he received in
 settlement of his contract when
 dropped by Par. a couple years ago.
 His claim for back salary of \$416-
 000 is compromised by this agree-
 ment.

SPOT WILLIAM BOYD

Hollywood, Oct. 15.

Burt Kelly has signed William Boyd to take top spot in the first two melodramas he will produce on the Coast for Select Pictures.

First picture is slated to go into work the end of this week under title of 'Federal Agent', from story by Harry Barrmore. Marty Cohn has joined Kelly as associate producer.

Jones Set to Take Loop McVickers; RKO, Col, U as Pix Possibilities

Chicago, Oct. 15. While no answer has yet been given by Balaban & Katz it appears set that the circuit will turn back the shuttered McVickers to Aaron Jones on Nov. 1. B. & K. has already purchased all available major product and Jones will come into the house with a battle for product on his hands.

Jones will have as his one product avenue the pictures now going into the State-Lake as B. & K. and RKO first-run rejects. Under the McVickers arrangement he will have second choice on Radio, Columbia and Universal pictures and will be able to use them as first run in the McVickers should these pictures be turned down by RKO and B. & K. for their own use. RKO Palace has first choice on Radio and Universal pictures while B. & K. has first call on Columbia product. Other product is tied up exclusively with B. & K., though Jones is likely to put up a battle for second choice rights on Metro, Paramount and Warner Bros. pictures.

However, it is understood that Jones will depend largely on mammoth stage shows for the McVickers box office money. He is negotiating with several nationally known producers to handle the presentations, if and when.

U.A. Adds Kick-In Suit For 500G by Frisco Orph

Los Angeles, Oct. 15. United Artists Corp., by Joseph M. Schenck, president, has added its demurrer to a flock of technical reports filed in Federal Court against the \$500,000 damage complaint of the Marshall Square Theatre, operators of the San Francisco Orpheum, charging conspiracy under the anti-trust act against Fox-West Coast Theatres, U.A. and others.

Schenck's demurrer challenges the complaint on the ground of insufficiency of facts to establish the charges and the alleged damages in connection with accusations that defendants united to exclude the S. F. Orpheum from contracting for product to enable it to operate as a first run house.

Marshall Square Theatres' complaint states that the competing first run theatres, the Warfield, Paramount and St. Francis, had enough product to operate without the 52 first run features required by the Orpheum, and that the contract of the plaintiff with U.A. had practically been agreed upon in August, 1933, when the alleged understanding was made between F.W.C. and U.A. whereby the Orpheum was to be left out in the cold. Product from other quarters was also foreclosed, the complaint states, in an effort to coerce the plaintiff from operating as a first run.

Several other demurrers are to be disposed of before the action is ready for trial.

Arbitrations

(Continued from page 3)

Verdict: Contract covered one picture only, therefore actor entitled to extra pay for the second film.

Actor engaged to report at 9:30 but when director didn't show until 11:30 and was then dismissed at one, studio paid him only for half a day. Verdict: Player to get a full day's pay.

Studio asked a player to sign a contract allowing for deduction for national holidays. Verdict: This should not have been done.

Actor working for \$2,500 for six days was asked to return to studio for a trailer, without pay. Verdict: Actor must be paid at previous daily rate.

Actor about to board a train on a publicity and good-will tour, called back for further employment for 10 days' retakes, to start four days later. Verdict: Player to be paid three days' additional salary for the inconvenience.

Actor agreed to work three continuous days for \$150. Second day didn't work and filled the day at another studio with first company deducting a day's salary. Verdict: Player should be allowed to retain the second earnings and first studio has no right to a deduction.

'Miracle' Again

(Continued from page 3)

Reported that Beach was so grateful to Locke that he instantly fell in with the plan to do the scenario for the film.

Apart from 150 feet shot by Pathe, newscare editors have paid no attention to the magazine article. Country physician who is a graduate from Scotland's Edinburgh University, charges only \$1 a treatment whether the patient arrives in a private car or a flivver.

It's stressed that the film will be a dramatic story and not an advertising medium. Only comment expressed by Dr. Locke is that the picture may bring so many sufferers to his countryside clinic that he will be unable to treat them. Also reported that Locke gets no fee for his participation in the film in which he plays himself. Modern story, with romance angle, will be somewhat reminiscent of Frank L. Packard's 'Miracle Man'.

Picture will be directed by Jack Goldberg, with Beach supervising. Goldberg was with Marcus Loew for 15 years, starting in the old nickelodeon days, and later going into indie production.

Production costs will be low in that most of the shooting will be out-door small-town sequences and little studio stuff. Towns-people to comprise more than 90% of the cast. Thought that freelances, with some name-draw, will be readily secured in these times for the principal roles.

No deal made for distribution, but feeling is that, because of the Beach angle, arrangements may be made through Cosmopolitan Productions for Metro handling.

Chi Indie Exhibs' Attempt to Revive Grouped Film Buying Blows Up

Chicago, Oct. 15.

Body blow was struck at the local Allied association's hope for the organization of its exhibs into one big buying group when their planned buying circuit blew up last week following the refusal of the individual exchanges to sell to the buying organization. It was the explosion of a plan which Allied leaders had worked on carefully since early last summer.

Under the guidance of Jack Rose and other exhib leaders some 50 exhibs were understood to have pledged to refuse to buy pictures except through the buying group. But those pledges meant nothing when it came to actual dickering. In the

rush for film the exhibs forgot all about the pledges to the buying group and went out to buy for themselves. Only one or two exhibs continue loyal to the group and they will have to come over themselves since the others have already walked away. It was another case of the exhibs failing to stick together in an issue on which they had an excellent chance to win a tremendously important point.

Exchanges are offering no objection, however, to the continuance of booking circuits. Since it doesn't involve money or contracts but is merely a convenience, the booking groups are going along nicely, particularly those operated by Lou Reinheimer, Jack Rose and Allied.

Picture Possibilities

'Yesterday's Orchids'—Unfavorable

'YESTERDAY'S ORCHIDS' (Comedy—Mack Hillard—Fulton). Gold-diggers on the loose again. Not likely for stage or screen. *Ton. thin. Kauf.*

'The Verdict'—Favorable

'THE VERDICT' (Drama—New York Art—Yiddish Folks). Yiddish adaptation of a Russian early Bolshevik play that ought to make splendid cinematography. *Kauf.*

'Roll, Sweet Chariot'—Unfavorable

'ROLL, SWEET CHARIOT' (folk play with music—Margaret Hewes—Cort). Artly presentation of colored problem, not likely for stage or screen. *Kauf.*

'Spring Freshet'—Favorable

'SPRING FRESHET' (Comedy Drama, Lee Shubert, Plymouth). Small town play set in Maine. Uninteresting characters in tepid story. *Ibce.*

'Divided by Three'—Favorable

'DIVIDED BY THREE' (Comedy Drama, Guthrie McClintic, Barrymore). Play aimed for class patronage, interesting from the feminine angle. With story changes should do for films. *Ibce.*

'The First Legion'—Favorable

'THE FIRST LEGION' (Religious Drama—Lyttell and Green—46th Street). Sympathetic, human and wholesome drama. No sensations, but sure to please, 20,000,000 Catholics and many non-Catholics. *Land.*

'Spring Song'—Unfavorable

'SPRING SONG' (Comedy Drama, Max Gordon, Morosco). Story set in the Ghetto has tragic ending. Script changes and additions may develop screen value. *Ibce.*

'Dance With Your Gods'—Unfavorable

'DANCE WITH YOUR GODS' (Drama, Laurence Schwab, Mansfield). Mixed cast play set in New Orleans with voodoo the topic. Incredible story makes it doubtful for pictures. *Ibce.*

'A Sleeping Clergyman'—Unfavorable

'A SLEEPING CLERGYMAN' (Melodrama, Theatre Guild, Guild). Presented in London last season. Genius passed on to third generation of illegitimate offspring as theme takes it out for screen. *Ibce.*

'Order Please'—Unfavorable

'ORDER PLEASE' (Comedy drama, Bushar and Turk, Playhouse). Mixture of light comedy and murder mystery. Scenarioists may tinker with yarn and make better film story than stage play. *Ibce.*

'Bridal Quilt'—Favorable

'BRIDAL QUILT' (Murray, Comedy Drama, Biltmore). Not sturdy enough for Broadway longevity, but the hillbilly-society idea, while familiar, is conducive to filmization. *Abcl.*

Stock Market

(Continued from page 6)

common, Madison Square Garden, Radio common, Technicolor and RKO were up fractionally.

Bonds

Performance of amusement bonds was spotty. Loew's 6s alone acted strong, scoring a gain of three-quarters of a point to close at the year's high, 102 1/2. Bath 7s were inactive, but held a quarter of a point gain to close at 98 1/2. Warner Brothers 6s got up to 6 1/2, but fell back to close at 6 1/4. Fractional gain. Other amusement liens lost a fraction to 2 1/2 points. Paramount-Broadway 5 1/2s developed weakness, near close and wound up at 40, off 2 1/2. Other Paramount bond issues and certificates of same were off, as might be expected, after their recent rapid advance to new 1934 highs.

Fact that many bonds also rose after inflationary news on Thursday seemed to indicate that there was more behind present upward trend in stock prices than in inflationary bubble. Denials by some in Washington that drastic inflation would be attempted at present allayed some Saturday, but sell-off was not severe. Statement from administration sources that Roosevelt intends to see that commodity prices go higher seems to be the basis for inflationary talk.

Record for October markets has been largely bullish, and with pick-up in trade throughout the nation

this fall chances are that this year's market will not prove an exception. If business continues to improve, market may be expected to continue discounting upward this good news. And all signs point to possibility of some inflationary measures should business fail to pick up. In either case, the long side would seem best in current market.

From chartist point of view, action of market in piercing 95-point level and getting up past 96 in industrial averages was favorable. If market can carry through to 98-100 region of industrial averages and rails can keep up with pace, the chart rest case certainly will have been justified in their current optimism.

The amusement group also may be counted on to go ahead should market climb into the new high territory represented by 98-100 level of industrial averages. New margin requirements, as laid down by Federal Reserve Board, went into effect Monday (Oct. 15) as ordered by SEC. Traders are leaving it to margin men in their favorite brokerage houses to estimate just how much margin they need in trading rather than attempting to figure for themselves which is the smallest amount they need. New requirements generally are rated more lenient than those asked by many representative brokers, and hardly can be counted on to slow up trading activity.

Summary for Week Ending Saturday, Oct. 13

STOCK EXCHANGE

High.	Low.	Sales.	Issue and rate.	High.	Low.	Last.	Net chg.
7 1/2	2 1/2	1,500	American S&T.....	3 1/2	2 1/2	3	+
5 1/2	1 1/2	2,700	Consol. Film.....	3 1/2	2 1/2	3 1/2	+
30	21 1/2	5,700	Columbia P. vtc. (11).....	139	30 1/2	38 1/2	+2
17 1/2	10 1/2	4,500	Consol. Film pbl. (2) (15).....	15	13 1/2	14 1/2	+
10 1/2	10	4,700	Kodak (K).....	90 1/2	100	100	+2
17 1/2	8 1/2	6,000	Fox Class A.....	12 1/2	11 1/2	13	+
25 1/2	19	2,300	Radio (R).....	17 1/2	17 1/2	18 1/2	+
10 1/2	20 1/2	51,200	Loew (L).....	31	29 1/2	30 1/2	+1 1/2
97 1/2	72	100	Do pref. (6).....	93 1/2	93 1/2	93 1/2	+
7 1/2	2 1/2	700	Madison Sq. Garden.....	4 1/2	3 1/2	4	-1
13 1/2	13 1/2	70,800	Paramount cfs.....	4 1/2	3 1/2	4	-1
24 1/2	14 1/2	8,500	Radio Exchanges.....	14 1/2	12 1/2	14	+1
9 1/2	4 1/2	8,100	Radio Class A.....	6 1/2	5 1/2	6 1/2	+
4 1/2	10	4,100	RKO.....	3 1/2	2 1/2	3 1/2	+
4 1/2	2 1/2	4,300	Radio pfd. A.....	14 1/2	4 1/2	4 1/2	+2 1/2
35 1/2	15	37,300	Do pfd. B.....	31	29 1/2	30 1/2	+1 1/2
35 1/2	2 1/2	85,400	Warner Bros.....	5 1/2	4 1/2	5	+
37 1/2	16	2,900	Do pfd. C.....	18 1/2	18 1/2	19 1/2	+2 1/2
47 1/2	27 1/2	18,000	Westinghouse.....	38	30 1/2	32 1/2	+

* Plus stock extras. † Paid this year on account of accumulations. ‡ New 1934 high.

CURB

10 1/2	7 1/2	4,800	Technicolor.....	10 1/2	7 1/2	10	+ 1/2
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BONDS

13	8 1/2	\$25,000	Gen. Thea. Bq. '40.....	7 1/2	6 1/2	6 1/2	- 1/2
7 1/2	5 1/2	5,000	Birth 6s, '40.....	6 1/2	6 1/2	6 1/2	+
10 1/2	8 1/2	31,000	Loew 6s, '41.....	10 1/2	10 1/2	10 1/2	+ 1/2
10 1/2	8 1/2	4,000	Pathe 7s, '37.....	9 1/2	9 1/2	9 1/2	+
10 1/2	8 1/2	50,000	Par-Pam 6s, '42.....	6 1/2	6 1/2	6 1/2	+
6 1/2	2 1/2	50,000	Par-Pub 5 1/2s, '50.....	6 1/2	6 1/2	6 1/2	+
4 1/2	1 1/2	1,000	St. John 6s.....	4 1/2	4 1/2	4 1/2	- 1
6 1/2	4 1/2	60,000	Warner Bros 6s.....	6 1/2	6 1/2	6 1/2	+
6 1/2	2 1/2	31,000	Par-Pam-Lankey 6s, '47 effs.....	50 1/2	50 1/2	50 1/2	- 1 1/2
6 1/2	2 1/2	27,000	Par-Pub 5 1/2s, '50 effs.....	41	41	41	+
6 1/2	30	37,000	Par-Broadway 5 1/2s, '51.....	41	39 1/2	40	- 1 1/2

OVER THE COUNTER, N. Y.

Boyz, Class A.....
De Forest Phon.....

PRODUCE EXCHANGE, N. Y.

5,500 Par-Pub.....



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and Hysterically Box Office!**



On a chilly winter's night,
When cruel cold nips love's delight,
Should a gentle maid be frozen—
Or **BUNDLE** with the man she's chosen?



Is it wrong when dressed completely,
To **BUNDLE**, 'neath the covers neatly
Talking chastely, thus and so
Until the time for him to go!



He'll go, of course—but he'll return!
For **BUNDLING** made all lovers yearn!
He'll be a husband true always,
And for this **BUNDLING** gets the praise!

BUNDLING will be introduced to a delighted public at the world premiere of PARAMOUNT'S "THE PURSUIT OF HAPPINESS", starring FRANCIS LEDERER with Joan Bennett, Charlie Ruggles and Mary Boland, directed by Alexander Hall, at Radio-City's Music Hall on October 25th.



EXPLOITS

By Epes W. Sargent

Done with Mirrors

Mirrors work nicely into many exploitation schemes, but the extreme seems to be a man out west who has a number of neatly framed mirrors which are placed against as many mounted half sheets in store windows. He finds that men as well as women use the mirrors for self-admiration or to adjust their neckwear and that some men pass windows before which they regularly stop in traveling their given route. Mirrors are placed so that they do not interfere with the lettering on the bill.

Many managers poster their lobby mirrors for the same reason, knowing that on the way out patrons will edge up to the glass for a quick once-over. Pretended interest in the poster covers the real reason. In one theatre every mirror in both rest rooms is painted with an announcement of the coming picture while in the lobby of another house there is a fine French plate glass as the invariable centerpiece of a still frame.

One hustler worked in with a milliner lately for a hat display. He borrowed large glasses from a furniture store, built shadow boxes with holes for the face, and over each opening, on the inside, the milliner built a hat.

Idea was that the girls could see how the different styles fitted without having to try on. Out of the usual was a slot at one side through which her expert could peep to see the effect. Intended more as a general advertisement than a sales idea, but the milliner reported very satisfactory results.

Seems to be the reversal of another hat shop idea in which the girls looked through at the audience. That's good, too.

Coming Closer

Manager who tried the broken toy stunt for Christmas got off too late to make it go over properly last year, so he's starting in now to prepare for this year.

He has already contacted the newspaper and received assurance of its support. He has also made a deal with hardware stores for paint and tacks, and is now contacting the manual training teacher to supervise the repairs.

About the middle of November the newspaper will start to talk about the poor children who will get little joy out of the festival this year. That will run for about 10 days. When the manager will come in with the announcement that he'll have a matinee on Saturday after Thanksgiving, when the matinee will be an old or broken toy.

Following the kid matinees in early December, the members will be invited to a Christmas party where there is room for a workshop, and the girls will do sewing while the boys mend injured arms and legs, and mend wheels and similar facts. Then the toys will be made up with bright paints and wrapped and tagged in preparation for the presentation on Christmas morning, when the children will be given with a toy and perhaps candy and fruit donated by merchants under pressure from the paper.

There will be much of the stuff being made in the hands of the children, so the manager plans to pay a man for three or four days' work to do the hard parts.

Some need will be pretty well laid out, but with so much time in which to work it might be possible to obtain from large concerns donations of animal crackers or fancy cakes and similar goods. Many of them will contribute.

Just to Celebrate

Omaha. As an attraction honoring its first year of existence as a straight picture house under the Mort H. Singer banner, Brander's Theatre has booked a world premiere "Gay Ravorce" for week of October 12. Only other possible spot for picture same date is Radio City, and that not set.

October 12 will mark first time since building of theatre more than twenty years ago that it has been open 365 days a year. Manager Bill Singer, who opened the place in 1907 at the helm with Lou Hoover in charge of publicity and advertising and John Quinlan as house manager, both of whom were in at opening.

Cincy Kid Club

Cincinnati. Joe Goetz, manager of RKO Paramount, hilltop deluxer, has formed the "Our Gang" Club. Juveniles get membership card and club pin by enrolling in lobby. Credits, plus 15c ticket, admit members to Saturday afternoon club meetings, occupying 15 minutes and 15c cap. Meetings by Hy. C. Gels, of house staff and club prez. Junior film features tossed in with regular show.

'Desirable' Exploits

Lancaster, Pa. City is having an epidemic of "Most Desirable" sales with every department store taking part and its all but inevitable "Desirable" is set into the Capitol theatre.

Gag, which is attracting a lot of comment is one of a series devised by Ray O'Connell to exploit the picture.

Another trick which was good for much free conversation was contests in all department stores for the most desirable sale with the sales girl winning it getting a free ticket to see the picture. With the contest the stores allowed the theatre to place a notice saying much about the picture on the store bulletin boards and also in the girls' locker room.

Mo-jud hosery outlet here was good for a neat window display plugging the picture and the windows of 50 other stores were used for the medley of putting in the enlarged poster of a newspaper columnist's opinions of Desirable. The write-up was one sheet long and a half sheet wide.

Talking Joe

Adapting the idea of the ventriloquist's dummy handed one manager a Joe lobber, and Joe B. Brown that has been worth a lot more than the cost of tricking a three-sheet showing a large head of the comedian.

The poster was first carefully mounted on wallboard and, when this had dried, a crescent-shaped opening was cut just below the upper lip, with the curve of the crescent slightly at the top. The wire roughly the shape of the crescent was adjusted so that it would move freely. Ends were turned out they projected slightly at the back of the board. Light springs were used to hold the wire loop closed.

The upper lip was built with a plate of wire the volume of the lip, and run into the poster below the nose. Loop and the open space below it were covered loosely with silk and then lined to match the rest of the poster. A fine wire ran from the center of the loop inside the opening, and was fastened to a wheel, geared to a fairly rapid revolution. Entire oral cavity was lined with red flannel. Effect when the wheel was running was that of a mouth opening and closing. Backed by a gramophone, the poster with a laughing record, the poster seemed to roar with laughter. Record was played with a fiber needle to hold the volume and keep the laugh from bothering the patrons.

It is used each time the comedian's films are played, and is already a sort of trademark since the record is kept solely for Brown pictures. Simpler than it sounds, and well worth the trouble.

Right in Line

Baltimore. Joe Fields, who operates the Rivoli, a mammoth split-week second-runner, smuggled a load of publicity into the Columbus Day street parade held by the Italian population of the city. He had a truck dotted up with plenty of plugs for his house placed on its sides, and equipped it with amplified phonograph music, type of which he had.

He contacted the parade committee and asked it if it wasn't a bit short on music-making apparatuses. When learned it was, a shortage of bands, Fields spotted his truck among a group of marchers who possessed no music to strut to, but before sliding truck into parade, he saw the How long bus. With plenty of flags, both American and Italian, plus bunting bearing national colors of both countries. Latter precautions were taken to prevent possible squawks.

His outfit was the only commercial-plugging vehicle, sign or banner in the entire procession.

Color Absorption

Walter Morris, of the Stanley, Baltimore, gets a nice flash without spending too much money for "The Case of the How long bus."

It's a stiff card with a slightly smaller square of red cellophane stapled at the top. Copy reads "Meet Terry Mason, the new idol of detective fiction." Then a blank space below with printed instructions to lift the cellophane and see him come to life.

Dolgo's reveals a cut of Warren Williams in a pair of red slippers and sets his name above that of Mary Astor in the following copy. Stronger red of the cellophane fades the cut and type.

Just an adaptation of the red and green principle of the color sign, but more simple and in some ways more effective.

Cash In with 'Count'

'Count of Monte Cristo' is going to be easy pickings for any size theatre. Practically everyone has thrilled to the adventures of Edmond Dantes and most of the old timers have seen James O'Neill who made that his 'Rip Van Winkle.' Consequently they are wide open for any suggestions for exploitation gags from the editor down to the smallest store keeper.

And there are plenty of angles. The most obvious, of course, is to capitalize on the "The World is Mine," still a catchword after half a century of use. A hookup page can be engineered on the phrase with a repeat of "But this or that's yours for 30c, the name of the article being put after the 'but.' Or try printing it in large type on one side of a card with a sales talk for the picture on the other.

Schools can be sold sending the pupils to see the picture as part of the classroom work. This is a safe bet, since the story has not been appreciably tampered with. It will do a lot toward giving the public a slant on clean pictures. It will work best if you do not make any mention of this angle. Just trust to the idea to sink in.

Cutouts of Dantes, with upper hand can be made to dominate the window. The picture can be the editor's idea, hang up a prize for the best story on 'Monte Cristo' seen, for O'Neill by no means had a patent on the story, though he did make it popular.

And there's no comeback. It's a good story well done, and it will not offend any clique. It's safe to shoot the works.

Brooklyn a Serial

Fox Brooklyn throw a kid party to launch a serial. Made contact with a local paper to admit its kid club free for the first chapter, with a puppy to the child turning in the best short essay on the pic. Special morning performance drew a full house. Theatre took a repeat on the puppy story for the second chapter, but this time the kids had to buy in. Figured it was worth the pup to get them back for the second section and establish the habit.

House has been working in with the newspaper for a number of parties. Strand had formerly the inside track, but dropped out lately with the Fox picking it up.

Los Angeles

Managerial shifts in Fox West Coast houses locally, has been precipitated by the acquisition of six houses from the Hollywood West Coast circuit, and a like number from Pacific National Theatres, Inc.

Charles Michelstetter from the LaBrea to the Carmel, with W. E. Kerlin replacing. Ed F. Dickey from the Stadium to the Boulevard, replacing Al. Dickey, who moved to the Alhambra, and Harry Denny moved to the Cabrillo, San Pedro, where he replaces C. S. (Doc) Crews, going to the El Portal in North Hollywood. Al. Dickey from the Embassy to the Stadium, with William R. Roberts going to the former house. Charles R. Wayne from the El Portal to the Rivoli, replacing Al. Lake, who goes to the Beverly, in Beverly Hills. Perc Swope, from Beverly to the Apollo. Hank Peters to the Paramount, in Hollywood.

Omaha

Ted Emerson comes here from the West Coast as manager of the newly opened Paramount. He formerly did publicity work for same house three or four years ago. Appointment announced by Everett Cummings, city manager.

A. H. Blank-Tri-State Co. only day before opening. Don Fuller is house manager.

Canton, O.

Palace here, operated by A. G. Constant, Steubenville, has upped admission for fall and winter to 25 cents up.

Palace, operated by Chester Hupich, John Hupich, has renamed the August, after the Nugent family of film and stage fame who formerly resided there.

Alhambra, Newark, O., will reopen shortly after closing a deal with Weinberg for the sale of his Columbus, Neb., pair of houses, pops up in Grand Island, Neb., with the Empires, in opposition to A. H. Blank.

Clark Baidler is operating the recently reopened Arcadia at Newark, with a continuous policy.

P. A. Capelli, operating the Strand at Carey, O., is now running on a full week schedule.

Poli's Harvest of Hits

New Haven. Poli's worked on the romance angle of 'Monte Cristo' to land some publicity in a city with a department store. Signs placed around the store advised customers to look in their packages for love letters written by Cristo. About three dozen letters were scattered among bundles, each letter being good for Oakeys.

House is also getting some general publicity with a campaign plugging October as the 'harvest month of hits.' A float, decorated in autumn style and with costumed farmers and a round of central and suburban streets. Lobby of theatre was made over into a farmyard, with a mechanical cow and everything. Users were in farmers' overalls and appropriate decorations were all over the place. Slogan of 'Harvest Festival of Hits from our Horn of Plenty' was heavily blathered and the whole stunt drew nice comment.

Uses Real Stuff

San Diego, Cal. New kind of screen 'atmosphere' in connection with picture exhibition is being satisfactorily worked at the Sipeckies in conjunction with Col's 'One Night of Love.' Mike Newman, Col. exploiter, concocted a mixture of perfume and toilet water, the odor of which would quickly disappear. Preparation is shot into the house ventilators just before the closing orange blossom scene is revealed during Grace Moore's final song, and effect has been very realistic. Patrons generally believe their imagination is running away with them, and that the scent of the blossoms is purely mental.

Small Town Big Time

Mason City, Ia. Not a dull moment in a recent presentation of a series of one-act plays by the Women's club here, and made possible through cooperation of stores and various style sources.

In scene shifting time a style show was put on a la vodka, there being an m.c. emcee, a commentator, show orchestra furnishing the music. It was an innovation and light enough not to detract from the main show entertainment.

BEHIND the KEYS

G. Booth has taken over the Sorg, Middletown.

Grand, Salem, O., dark all summer. Will reopen shortly.

Tony Perretta, who has a house in New Castle, Pa., has taken over the Regent theatre in Youngstown and has reopened it with films.

Charlotte, N. C.

Fire broke out at the Ritz theatre, Lake City, S. C., while 400 persons were in the building. All escaped without the least loss of life. Walter Moody, an operator, who sustained painful but not serious hurts.

Bronx, N. Y.

Sam Yellen, formerly manager of the Fenway theatre, now managing the De Luxe. Replaces Bernard Shapiro, who resigned to become booker of short subjects for the Joe Weinstein houses. Managerial reins at the Fenway taken over by Mike Shane, one of the house's owners.

St. John, N. B.

Empire, new picture theatre to open soon in Knights of Columbus building, will have as manager, Steve Hurley.

Seattle

Announced by Le Roy Johnson, general mgt. of Jensen-vonHoberg theatres, that A. J. Kennedy has been appointed publicity head, succeeding Bob Armstrong, resigned.

Lincoln

Lionel Wasson, Des Moines, becomes city manager at York, Neb., where Harry Weinberg recently added the York and Sun to his General theatres group. Joe Schilitzen and Robert Jones will stay on as house managers.

Understood the Strand, Hastings, Neb., has been added to the A. H. Blank interests, Tri-State.

W. N. Yantchev, about closing a deal with Weinberg for the sale of his Columbus, Neb., pair of houses, pops up in Grand Island, Neb., with the Empires, in opposition to A. H. Blank.

Cleveland. Everett Steinbach, new manager at Loew's State, succeeding Art G. Catlin, transferred from Loew's House, New York, comes here from Fox theatre, Washington, and will

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Quartered Paws

Exhibit who was able to obtain some cutouts of cats from a commercial printer, had the four paws cut off at various angles, using about 200 complete cats. Five of these were specially trimmed and these bodies saved. Others were enveloped with an outside statement that: 'Here is a cat who is being used for the purpose of scratching your way into the Carfax theatre to see Harold Lloyd in 'The Cat's Paw.' Bring it to the theatre. Try to put or fit it to the body of one of the five cats on display. If you succeed, you'll be our guest to witness the funniest comedy of the season.'

The 50 cats were distributed to departing patrons the week in advance, and gained their interest in the farce. Opening day the five bodies were tucked to a board in the lobby and all were free to try their luck. As usual a lot of them fell into juvenile hands, and one small boy who had six explained he had tried them all. Five of these were excess five, but a sufficient number of adults were interested to make the stunt a success. As the paws were located they were tacked to the board with a checkmark. The owner's name, the lucky ones being given passes good for any showing of the picture. At the end of the run the cats were still covered, but missing, but it was not for want of trying.

Special cutouts such as this are more apt to be procurable through the large commercial lithographers than through show printers. Make your contacts through your local printer.

Kid Sideshow

One small town exploitation for 'Circus Circus' was good enough to be remembered against the next circus title to come along. Good for any house with a large inside lobby or mezzanine and can be worked in an adjacent vacant store. The idea is one. The original was laid off to a store show in a shop in the theatre building. An additional admission to the show was charged, and the proceeds, above the slight expense, donated to a popular charity. The expense was limited to \$5 for a prize and about \$2 for sign material. Kids' window was decorated with pictures was due in, the manager announced a \$5 prize to the most convincing freak for his side show the opening day, with tickets for all whose excellence entitled them to places on the show platform. Stressed that the prize was for the best freak and not for clown costumes, which had no place in a side show.

Borrowed lumber and trestles formed platforms on either side of the store, accommodating about 30 kids. Window was decorated with extravagant 'paintings' done on paper from the local daily; the ends of flat prize went to a wild man whose costume consisted largely of burnt cork. In addition the 10-year-old wore a pair of yellow trunks, spotted black to suggest a leopard skin. Window was made of certain fringe sewed to a skull cap.

Other entries were fat women, snake charmers, a tattooed girl, a three-legged boy and similar gags. Each of the kids was given a ticket to be placed in a box at the feet of each entrant. Show took in \$14, of which half was profit. And they want a repeat soon, because all enjoyed it.

Interests Editors

St. Paul. Lou Golden, local Orpheum mgr., is conducting an unusual campaign in blinding theatre back alive (and the back here after a two-year death) in his latest maneuver. Lou calls on local newspaper editors and asks them for recommendations on which acts

Golden makes suggestions and asks for comment. He feels that the rag boys, having lived here years and years, know the local temperament much better than he, a new import. Also, following trends as evidenced by circulation graphs, editors know pretty well what type of entertainment is being liked according to circumstances of the times.

Idea may prove a worth-while business. Lou Golden, there's nothing he can lose; he can always pass up the suggestions and rely on his own judgment. When the editors' verdict is in, it will be a beautiful column of white space.

Leading 'Em to It

Exhibit has found a new one that, when it can be worked, brings in some money. About one side of the lobby, leading directly to the entrance door, he runs a strip of compass board, eye-high and long enough to reach to the street corner of the lobby. On this stills are placed, leading directly to the story of the picture being shown, but

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To a world yearning
for *glamour* comes this
AMAZING PERSONALITY!

To a nation eager
for *thrills* comes this
STARTLING DRAMA!

Too beautiful to escape men's caresses... too innocent
to fathom their intrigues... her face haunted the
thoughts of those who coldly used her loveliness
for their own sinister ends... in the danger
zone of world intrigue!

Marie Galante

with

SPENCER TRACY
KETTI GALLIAN

NED SPARKS • HELEN MORGAN
SIEGFRIED RUMANN
LESLIE FENTON • ARTHUR BYRON
JAY C. FLIPPEN & STEPIN FETCHIT

Produced by Winfield Sheehan • Directed by Henry King

Screen play by Reginald Berkeley • Based on a novel by Jacques Deval



CALENDAR OF CURRENT RELEASES

Harold Auten

Office: 1540 B'way, N. Y. C.

Blau von Himmel, Das (Ger). Musical romance. Martha Mayert. Dir. Victor Janson. 70 mins. Rel. Sept. 1.

End of the World (Fin du Monde) (Fr). Scientific drama based on Flammarion novel. Abel Gance. 65 mins. Rel. April 1. Rev. Feb. 4.

Melo (German). Sensitive study of psychological difficulties. Elisabeth Bergner. Dir. Paul Czinner. 93 mins. Rel. Feb. 1. Rev. Feb. 4.

Poll de Carotte (Red Head) (French). A story of adolescence. Robert Lynes. Dir. Julien Duvivier. 95 mins. Rel. Sept. 1. Rev. Dec. 20.

Chesterfield

Office: 1540 Broadway, New York, N. Y.

Curtain Falls, The. Old actress impersonates aunt of a wealthy family to make old age secure. Proves a good genius. Henrietta Crosman. Dir. Chas. Lamont. 67 mins. Rel. Oct. 1.

Green Eyes. Mystery. Charles Starrett, Shirley Grey, Wm. Bakewell. 73 mins. Rel. Aug. 15.

Fugitive Road. An Austrian-Italian border story. Eric von Stroheim, Wera Engels, Leslie Fenton. Dir. Frank Strayer. Rel. Oct. 15.

One in a Million. Department store background for a love story. Chas. Starrett, Dorothy Wilson. Dir. Frank Strayer. 62 mins. Rel. Sept. 15.

Port of Lost Dreams. Tragedy along the waterfront and on the tuna fisheries. Wm. Boyd, Lola Lane. Dir. Frank Strayer. Rel. Oct. 15.

Twin Husbands. Cheating Cheaters' type of story. John Miljan, Shirley Grey. Dir. Frank Strayer. 62 mins. Rel. July 17.

Studio: Gower at Sunset, Hollywood, Cal.

Columbia

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

Among the Missing. Wealthy old lady does a Haroun al Raschid and enjoys herself hugely in the underworld before she returns to her family. Richard Cromwell, Henrietta Crosman, Bill Seward. Dir. Al. Rogell. 71 mins. Rel. Aug. 15.

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 Southern, Neil Hamilton. Dir. Roy W. Neill. 71 mins. Rel. July 20. Rev. Sept. 3.

Captain Hates the Sea. The riotous nautical comedy of a mixed passenger boat. Victor McLaglen, Wynne Gibson, Alison Skipworth, John Gilbert. Dir. Lewis Milestone. Rel. Oct. 22.

Defence Rests. Story of a lawyer who defended gangsters. Jack Holt, Joan Arthur. Dir. Lambert Hillier. 70 mins. Rel. July 15. Rev. Aug. 21.

Fighting Ranges. The round-up of killers by a temporary toughened ranger out for vengeance for killing his brother. Buck Jones, Dorothy Revier. Dir. George B. Seitz. 69 mins. Rel. March 17. Rev. April 17.

Girl in Danger. Inspector Trent story of a lost emerald. Ralph Bellamy, Shirley Grey. Dir. E. J. Sedgman. 61 mins. Rel. Aug. 25.

Hell Cat. The newspaper man takes a socialite, with an underworld angle. Robert Armstrong, Ann Southern. Dir. Al. Rogell. Rel. June 16. Rev. July 10.

Millie's Fixer. Millie fixer discovers he can't fix love. Jack Holt, Mona Barrie, Whinnie Lightner. Dir. Roy W. Neill. 69 mins. Rel. Oct. 13.

Lady by Choice. Fan dancer adopts a mother, who brings her happiness. Carole Lombard, May Robson, Roger Pryor. Dir. David Burton. 77 mins. Rel. Oct. 13. Rev. Nov. 10.

Lady Is Willing. Investment victim kidnaps banker's wife. She falls in love with her captor. Leslie Howard, Binnie Barnes. Dir. Gilbert Miller. 65 mins. Rel. July 30. Rev. Aug. 11.

Man's Game. A. Tim McCoy as a fireman. Dir. D. Ross Lederman. Rel. June 16.

Name the Woman. Politics and a girl reporter. Arline Judge, Richard Cromwell. Dir. Al. Rogell. 63 mins. Rel. Aug. 1.

One Night of Love. Romance of an opera star. Grace Moore, Tullia Carmichael, Lyle Talbot. Dir. Victor Schmitinger. 81 mins. Rel. Sept. 17. Rev. Sept. 11.

Whom the Gods Destroy. A man's cowardice exiles him from society. Walter Connolly, Robert Young, Doris Kenyon. Dir. Walter Lang. 70 mins. Rel. June 25. Rev. July 14.

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. Sept. 15.

Bride of Samos. South Sea featurette. Dir. Phil. Brown. 30 mins. Rel. March 1.

Dawn to Dawn. Artistic rural story. Julie Hayden. Dir. Cameron McPherson. 35 mins. Rel. Jan. 1. Rev. Jan. 3.

Girl in the Case. Comedy in the Continental manner. Jimmy Savo, Eddie Lambert, Dorothy Darling. Dir. Eugene Frank. 60 mins. Rel. Oct. 1.

Hollywood, City of Dreams (Sp). Joe Bohr. Spaulding's impression of cinematoman. 63 mins. Rel. March 30.

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 DuRoi, Duncan Hearn. Dir. Alfred Smalley. 30 mins. Rel. Sept. 1.

Tell Tale Heart. Edgar Allan Poe thriller. Dir. Desmond Hurst. 50 mins. Rel. June 15. Rev. June 19.

First Division

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

Releasers Also Allied, Chesterfield and Monogram

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.

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.

Eyre. Screen adaptation of the Charlotte Brontë classic. Colin Clive, Virginia Bruce, Aileen Pringle. Dir. Christy Cabanne. Rel. Oct. 1.

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

Manhattan Love Song. Two orphaned Park Avenue society deb sisters, forced to go to work, change places with their servants who go "society." Dixie Lee, Robert Armstrong. Dir. Leonard Fields. Rel. May 30. Rev. Sept. 2.

Woman's Man. Hollywood inside story. John Halliday, Marguerite de la Motte, Wallace Ford. Dir. Edward Luddy. 63 mins.

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

Studios: Burbank, Calif.

First National

Office: 321 W. 44th St., New York, N. Y.

British Agent. Adapted from the novel about international spy. Leslie Howard, Kay Francis. Dir. Michael Curtiz. 75 mins. Rel. Sept. 15. Rev. Sept. 25.

Circus Clown. The roaring comedy under the big tent with a winsome romance. Wm. Powell, Patricia Ellis, Gordon Westcott, Tom Dugan. Dir. Ray Enright. Rel. June 30. Rev. July 2.

Dragon Murder Case. Philo Vance detective play. Warren William, Margaret Lindsay. Dir. Bruce Mitchell. 95 mins. Rel. Aug. 25. Rev. Aug. 28.

Fog Over Frisco. Mystery melodrama set in San Francisco. Donald Woods, Hattie Davis, Lyle Talbot, Margaret Lindsay. Dir. William Dieterle. Rel. June 2.

Lost Lady. A. W. Lilla Cather's story. Barbara Stanwyck, Frank Morgan, Ricardo Cortez. Dir. Al. E. Green. 61 mins. Rel. Sept. 29. Rev. Oct. 9.

Man with Two Faces. The From the stage play, "Dark Tower." Edw. G. Robinson, Mary Astor. Dir. Archie Mayo. 73 mins. Rel. Aug. 3. 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 25. Rev. June 19.

Midnight Alibi. Heart interest melodrama from Damon Runyon's "Old Doll's House." Richard Barthelmess, Ann Dvorak, Helen Lowell, Helen Chandler. Dir. Alan Crosland. 59 mins. Rel. July 21. Rev. July 10.

Return of the Terror. The mystery drama with plenty of heart interest. Mary Astor, Lyle Talbot, John Halliday, Frank McHugh. Dir. Howard Chandler Christy. 65 mins. Rel. July 17. Rev. July 17.

Blue Streets. Love drama based on an original story by Ann Garriott and

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 dom 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.

Roosevelt

(Continued from page 1)

quite definite in its likes and dislikes in the matter of radio programs from these shores. Once in a while they would give in and permit such U. S. programs as "The March of Time" or Admiral Byrd's adventures to come over, but as a rule there was a rather indifferent attitude.

But as brought out by the visiting executive, the Roosevelt moves are keenly watched by all Europe now, with extra interest shown in the minor as well as major decisions. Thus, the series which begins next Sunday.

Another U. S. program which is now getting organized is a type of variety hour to come on at 10 in the morning, reaching London at 10 in the afternoon on Saturdays. Kate Smith, and name attractions are under consideration for this flash. December will see this one in actual broadcast it is thought. Programs in London have to be set at least eight weeks in advance, due to publication deadlines and other routine matters.

Surveying the general European appetites for American programs, it was learned that France is seldom interested unless a special event arises such as the arrival of French flyers over here or a concert by the Philharmonic orchestra. Germany of course, is choked with state propaganda. Balbo's fleet of mammoth planes which filled the sky here last year attracted Italy to the radio, other than that there is little knowledge in that country of activities here.

Russia on the other hand extends a more agreeable approach by accepting American programs in exchange for Russian music. Both CBS and NBC work on this feature of international broadcasting.

Like Yankee Jazz

American jazz, the louder the better is generally a welcome highlight of any program to foreign ears. The modern syncopated note is so closely identified with the United States, that the wild west cowboy and Indian idea, has not passed on.

Station Luxembourg in a sovereign state, and financed by French capital, gets considerable revenue from advertising. This station of 150,000 watts comes in like fire over England and frequently drowns out some of the more sedate programs which are in carefully planned on the island. This burns up NBC of course, but little has been done to meet this neighbor station which is the most powerful in Western Europe now.

Drake Vice Henry

Hollywood, Oct. 16.

Metro took Louise Henry out of a featured spot in "Foraking All others." Frances Drake, borrowed from Par, replaces her.

(Picture was in production a week

Ethel Hill. Aline MacMahon, Paul Kelly, Ann Dvorak, Patricia Ellis. Dir. Alfred E. Green. 63 mins. Rel. June 30. Rev. Aug. 21.

Studio: Fox Mills, Hollywood, Cal.

Fox

Office: 444 West 56th St., New York, N. Y.

Baby Take a Bow. The Fox child star comes through again. Shirley Temple. Call it Luck. Daughter of a London caddy wins the Sweepstakes. Pat Patterson, Herbert Mundin. Dir. Jas. Tinlin. 55 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. 102 mins. Rel. Sept. 25. Rev. Aug. 21.

Cat's Paw. The Comedy done from a story by Clarence Budington Kalland. Harold Lloyd, Una Merkel. Dir. Sam Taylor. 101 mins. Rel. Aug. 17. Rev. Aug. 21.

Charlie Chan in London. Another detective yarn. Warner Oland, Drue Loyton, Mona Barrie. Dir. Eugene Forde. 79 mins. Rel. Sept. 11. Rev. Sept. 18.

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

Dude Rango. The Geo. O'Brien, Irene Hervey. Dir. Eddie Cline. 64 mins. Rel. Sept. 21.

Elinor Norton. Claire Trevor, Hugh Williams. Dir. Hamilton MacFadden. Rel. Nov. 9.

Gambling. From the George M. Cohan play. Geo. M. Cohan, Wynne Gibson. Dir. Victor Sjöström. Rel. Nov. 2.

Grand Canary. Warner Baxter, Madge Evans. Dir. Irving Cummings. 78 mins. Rel. July 13. Rev. July 24.

Handy Andy. Will Rogers, Peggy Wood. Dir. David Butler. 81 mins. Rel. Aug. 7. Rev. Aug. 7.

Hell in the Heavens. Air story. Warner Baxter, Conchita Montenegro. Dir. John Blystone. Rel. Nov. 16.

Judge Priest. Based on the Irvin Cobb stories of down south. H. B. Walthall, Tom Brown, Anita Louise. Dir. John Ford. Rel. Oct. 6.

Letter to a Lady. Based on the novel by F. M. Yusef. Rel. Nov. 30.

Lovetime. Musical romantic story. Pat Patterson, Miss 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.

Music in the Air. Gloria Swanson, John Boles. Dir. Joe May. Rel. Nov. 2.

Peck's Bad Boy. Story of an adopted son, an underdog man, Jacks Cooper, Thomas Meighan, Jackie Searle. Dir. Eddie Cline. 69 mins. Rel. Oct. 13. Rev. Oct. 9.

Persuaded. Romantic drama. Original. Rosemary Ames, Victor Jory, Pert Kelton. Dir. Leslie King. Rel. Aug. 24.

Servants' Entrance. Janet Gaynor and Lew Ayres decide to spend their honeymoon earning their own living. Both engage in domestic activity. All works to a happy ending. Dir. Frank Lloyd. 90 mins. Rel. Sept. 7. Rev. Sept. 7.

She Learned About Sailors. Navy romance in Shanghai and Los Angeles. Alice Faye, Lew Ayres, Mitchell and Durant. Dir. Geo. Marshall. 82 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. 25.

365 Nights in Hollywood. James E. Dunn, Alice Faye, Mitchell & Durant. Dir. Geo. Marshall. Rel. Oct. 12.

Twenty-four Hours a Day. Claire Trevor, Gilbert Roland. Dir. Hamilton MacFadden. Rel. Nov. 23.

Wild Goal. John Boles, Claire Trevor, Harry Green. Dir. Geo. Marshall. 77 mins. Rel. Aug. 8. Rev. July 31.

World Moves On. The. A love story which covers a century. Madeleine Carroll, Franchot Tone. Dir. John Ford. 104 mins. Rel. Aug. 1. Rev. July 25.

Gaumont-British Office: 228 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 Rosmer. 63 mins. Rel. May 15. Rev. June 5.

Chu Chin Chow. Arabian takes in musical form. Anna May Wong, Fritz Kortner. Dir. Victor Saville. 95 mins. Rel. Sept. 15. Rev. Sept. 25.

Friday the 13th. Bus crash and what led up to it. Jessie Matthews, Frank Lawton, Sonnie Hale. Dir. Victor Saville. 70 mins. Rel. May 15. Rev. May 22.

Ghoul, The. Thriller. Boris Karloff. Dir. T. H. Hunter. 73 mins. Rel. Jan. 1. Rev. Jan. 30.

It's a Boy. Comedy. E. E. Horton, Leslie Henson. Dir. Tim Whelan. 75 mins. Rel. June 1. Rev. June 12.

Just Smith. Mystery comedy by Londale. Tom Walls, star and director. Bennett. 53 mins. Rel. April 25. Rev. April 25.

Orders to Order. American making film in British army. James Gleason, Charlotte Greenwood. Dir. Walter Ford. 70 mins. Rel. May 1. Rev. May 8.

Power (Jaw Suss). Dramatization of Stern Feuchtwanger novel. Conrad Veidt, Conita Hume. Dir. Lothar Mendes. 195 mins. Rel. Oct. 1. Rev. Oct. 9.

Prince of Wales. Newsreel compilation of British heir's life. 60 mins. Rel. April 15. Rev. April 24.

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

Majestic

Office: RKO Bldg., Radio City, New York City.

Night Alarm. The Newspaper story with a reporter winning the city boss' daughter. Bruce Cabot, Judith Allen, L. B. Warner. Dir. Spencer Bennett. 53 mins. Rel. Sept. 24. Rev. Oct. 2.

Scarlet Letter. The Hawthorne's dramatic classic. First sound filming. Colleen Moore and Hardie Albright. Dir. Robert Vignola. 70 mins. Rel. Sept. 1. Rev. Sept. 25.

She Had to Chase. The girl goes to Hollywood and back again. Not a studio story. Sally Blane, Larry Crabbe. Dir. Ralph Cedar. 62 mins. Rel. Oct. 1. Rev. Sept. 25.

Studios: Culver City, Calif.

Metro

Office: 1540 Broadway, New York, N. Y.

Barretts of Wimpole Street. Based on the play by Rudolf Besler. Norma Shearer, Freddie March, Charles Laughton. Dir. Sidney Franklin. Rel. Sept. 21. Rev. Oct. 2.

Biography of a Bachelor Girl. Based on S. N. Berhman's successful play. Biographical. Ann Harding, Robert Montgomery. Dir. E. H. Griffith. Rel. Oct. 25.

Chained. Joan Crawford in love with two men. Clark Gable, Stuart Erwin. Dir. Clarence H. Brown. 73 mins. Rel. Aug. 31. Rev. Sept. 3.

Death on the Diamond. Murder in the big leagues. Based on the novel by Corbin. Robert Young, Robert Young, Tod Stryker, Madge Evans. Dir. Edward Sedgwick. 69 mins. Rel. Sept. 14. Rev. Sept. 22.

Girl from Missouri. The small town girl lands her millionaire. Jean Harlow, Franchot Tone, Lionel Barrymore. Dir. Jack Conway. 69 mins. Rel. Aug. 1. Rev. Aug. 25.

Have a Heart. Jean Parker as a crippled little doll-maker. Spencer Tracy. Dir. David Butler. Rel. Sept. 7.

Hide Out. The gangster goes rural and reforms. Robert Montgomery, Maureen O'Sullivan. Dir. W. S. Van Dyke. 90 mins. Rel. Aug. 24. Rev. Aug. 24.

Hollywood Party. All star musical film. 63 mins. Rel. June 11. Rev. May 29.

Merry Widow. Based on the world-famous operetta by Franz Lehár. Maurice Chevalier, Jeanette MacDonald. Dir. Ernst Lubitsch. Rel. not set.

Murder in the Private Car. Mystery thriller with most of the action on a train. Harold Lloyd, Una Merkel. Dir. Harry Beaumont. 69 mins. Rel. June 23. Rev. July 10.

Operator 33. Based on the last novel of the late Robert W. Chambers. Marion Davies, Gary Cooper. Dir. Richard Boleslavsky. 55 mins. Rel. Is the most powerful in Western Europe now.

Outcast Lady. Based on a novel by Michael Arlen. Constance Bennett, Herbert Marshall. Dir. Robert Z. Leonard. Rel. Sept. 24.

Painted Veil. Based on the novel by Somerset Maugham. Greta Garbo, Herbert Marshall. Dir. Richard Boleslavsky. Rel. not set.

Paris Interlude. Based on the play "All Good Americans" by S. I. and Laura Perlmutter. Otto Kruger, Madge Evans, Robert Young. Dir. Edwin L. Marin. 73 mins. Rel. July 27.

Stamboul Quest. Spy story. Myrna Loy, Joel Brent. Dir. Sam Wood. 86 mins. Rel. July 13. Rev. July 13.

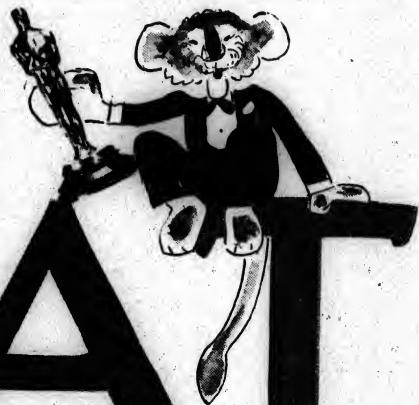
The Way Is the Way. Released convict story. Franchot Tone, May Robson, Karen Morley. Dir. Paul Swan. 69 mins. Rel. Aug. 10. Rev. Sept. 3.

Straight Tour. Musical comedy about a European tour. Charles

(Continued on page 29)


“

IT TAKES A
GREAT
 PICTURE TO PLAY
3 WEEKS
 ON BROADWAY!



'BARRETTS'

did it at the Capitol
 and is playing extended
 runs everywhere. Congrats

NORMA SHEARER  FREDRIC
 MARCH  Charles LAUGHTON 

for *'BARRETTS of WIMPOLE STREET'*,

with Maureen O'Sullivan, Katharine Alexander. From Rudolph Besier's play. Directed by SIDNEY FRANKLIN

CALENDAR OF CURRENT RELEASES

(Continued from page 27)

Butterworth, Jimmy Durante, Maxine Doyle, Dir. Charles Riesner. Rel. Oct. 12.

Treasure Island. The Stevenson story. Wallace Beery, Jackie Cooper, Lionel Barrymore. Dir. Victor Fleming. 100 mins. Rel. Aug. 17. Rev. Aug. 21.

What Every Woman Knows. Based on the play by J. James M. Barrie. Helen Hayes, Brian Aherne. Dir. Gregory La Cava. Rel. Oct. 19.

Studio: 8048 Sunset Blvd., Hollywood, Cal. Monogram **Offices: R. K. O. Building, Rockefeller Center, N.Y.C.**

Girl of the Limberlost. A. Gene Straton-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. The. From novel by Robert Herrick. Dir. Reginald Barker.

Jana Eyre. Charlotte Brontë classic. Colin Clive, Virginia Bruce. Dir. Christy Cabanne. 66 mins. Rel. Aug. 25.

King Kelly of U. S. A. Guy Robertson, Irene Ware. 66 mins. Rel. Sept. 15.

Loudspeaker. The. Radio comedy. Ray Walker, Jacqueline Wells. 67 mins. Rel. June 1. Rev. Aug. 14.

Monstrosities. The. Story of disappearance of famous gem. David Manners, Phyllis Ray. Dir. Reginald Barker. 60 mins. Rel. Sept. 18.

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. 64 mins. Rel. June 15.

Shock. Ralph Forbes, Gwenn Gil, Monroe Owsley. Shell-shock victim returns from World War. Falls in love with the girl he had married just before going to Europe. Story of his life. Rel. July 1. Rev. Aug. 1.

Star Packer. The. (Lone Star.) John Wayne, Verna Hillie. Dir. R. N. Bradbury. 64 mins. Rel. Aug. 25.

Trail Beyond. The. John Wayne, Verna Hillie. 55 mins. Rel. Oct. 22.

Studio: 5851 Marathon St., Hollywood, Cal. Paramount **Offices: 1801 Broadway, New York, N.Y.**

Belle of the 90's. Backstage in burlesque. Mae West, Dr. Leo McCarey. 73 mins. Rel. Sept. 21. Rev. Sept. 25.

Cleopatra. Egyptian spectacle with modern dialog. Claudette Colbert, Warren William, Henry Wilcoxon. Dir. Cecil De Mille. 104 mins. Rel. Aug. 18. Rev. Aug. 24.

Crime Without Passion. Lawyer trapped by a needless fake alibi. Claud Rains, Margo, Dir. Ben Hecht, Chas. MacArthur. 70 mins. Rel. Aug. 17. Rev. Sept. 18.

Elmer and Elsie. Truck driver and the president of a piano concert 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 matinee hero sacrifices his career to promote that of his wife. Elsie Landi, Adolphe Menjou. Dir. Ralph Murphy. 71 mins. Rel. June 15. Rev. June 28.

Here Comes the Groom. Escaping burglar is forced to impersonate the groom of a wedding. Jack Haley, Patricia Ellis. Dir. Raoul Pagnol. Rel. June 15. Rev. June 19.

I Married an Actress. Matinee idol loses out to his wife, an actress, who takes his glory. Adolphe Menjou, Elissa Landi. Dir. Ralph Murray. Rel. June 22.

It Ain't No Sin. Mae West as a burlesque queen. Roger Pryor, John Mack Brown. Dir. Leo McCarey. Rel. June 29.

Kiss and Make Up. Beauty doctor marries his model. Cary Grant, Genevieve Tobin, Helen Mack and the Wampas Baby Stars. Dir. Harlan Thompson. Rel. June 22.

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. 5. Rev. July 24.

Little Miss Bumputt. Story of a child who was pledged with a bookmaker. Adolphe Menjou, Dorothy Dell, Chas. Bickford, Shirley Temple. Dir. Alex. Hall. 110 mins. Rel. June 1. Rev. May 22.

Many Happy Returns. Burns and Allen at their dizziest. With Guy Lombardo, Joan Marsh. Dir. Norman McLeod. 66 mins. Rel. June 8. Rev. June 12.

Notorious Sophie Lang. Story of international jewel thieves. Gertrude Michael, Paul Cavanagh. Dir. Ralph Murphy. 60 mins. Rel. July 20. Rev. July 24.

Old Fashioned Way. The. W. C. Fields, Joe Morrison. In a road show in the '90s. Baby LeRoy, Judith Allen. Dir. Wm. Beaudine. 69 mins. Rel. July 6. Rev. July 17.

Scarlet Empress. The. Story of Catherine of Russia. Marlene Dietrich, John Lodge. Dir. Jos. von Sternberg. 104 mins. Rel. Sept. 7. Rev. Sept. 18.

She Loves Me Not. Stage play. Girl in college dormitory masquerades as a boy. Miriam Hopkins, Bing Crosby. Dir. Elliott Nugent. 85 mins. Rel. Aug. 10. Rev. Sept. 18.

Shoot the Works. A denatured "The Great Gatsby." Jack Oakie, Ben Bernie. Dorothy Dell. Dir. Wesley Ruggles. Rel. June 27. Rev. July 10.

Wagon Wheels. Western for a Zane Grey story. Randolph Scott, Gail Patrick. Dir. Chas. Frank. 66 mins. Rel. Aug. 10. Rev. Aug. 21.

You Belong to Me. State story with Helen Mack, Lee Tracy. Dir. A. L. Walker. 67 mins. Rel. July 27. Rev. Sept. 18.

Principal

Offices: 1270 Sixth Ave., New York, N.Y.

Little Damozel. Tne. Anna Neagle and James Binnie. The story of a 'night club queen in a ritzy London 'hot spot.' 53 mins. Rel. June.

Return of Charles T. Mystery story. Lingos, Clara Kimball Young, Dean Breen. Phyllis Love. Seven-reel feature, followed by eight two-reel serial episodes.

Studio: Hollywood, Cal. R.K.O. Radio **Offices: R.K.O. Bldg., Radio City, N.Y.C.**

Adventure Girl. Joan Lowell goes down to Guatemala in her 48-foot schooner, "The Blue Bird," and has a series of thrilling adventures trying to find a sacred amulet. Joan Lowell, Cliff Searles, Bill Sawyer, Otto Sienler, Capt. Jack the mascot. 76 mins. Rel. Aug. 17. Rev. Aug. 14.

Age of Innocence. A romance of the 1880's. A man and woman sacrifice their love for the sake of their children. Joan Holm, Helen Westley, Julia Haydon. Dir. Philip Moeller. 83 1/2 mins. Rel. Sept. 7.

Anne of Green Gables. The. Story involves the adoption, life and development of Anne, an orphan, at Avonlea on Prince Edward Island. Anne Shirley, Tom Brown, Helen Westley, O. P. Heggie, Sara Haden. Dir. George Nichols, Jr. Rel. Oct. 26.

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, Bert Kottel, Cecile Galloway, Rochelle Hudson. Dir. George Stevens. Rel. July 27.

Cockeyed Cavalier. A costume story with Bert Wheeler and Robert Woolsey. Thomas Todd, Dorothy Lee, Noah Beery. Dir. Mark Sandrich. 72 mins. Rel. June 22. Rev. July 21.

Dangerous Corner. A year after he commits suicide a dead man is exorcised of theft by his brother, who demands that the group of friends and relatives "believe" in the whole truth instead of trying to conceal certain facts. Virginia Bruce, Bruce, Conrad Nagel, Melvyn Douglas, Ian Keith, Betty Furness, Henry Wadsworth, Doris Lloyd. Dir. Phil Rosen. 86 1/2 mins. Rel. Oct. 12.

Down to Their Last Yacht. Impoverished millionaires take a party of paying guests for a cruise. Sidney Fox, Mary Boland, Sidney Blackmer, Polly Moran, Ned Sparks. Dir. Paul Sloane. Rel. Aug. 3. Rev. Sept. 25.

Gay Divorcee. The. From the Chas. Morgan novel. Ann Harding, Brian Aherne, Paul Lukas. Dir. Mark Sandrich. 104 mins. Rel. Oct. 12.

Gridiron Flash. An habitual criminal becomes a football hero at a large university and proves that the essential fundamentals of good are basic to life in general. Eddie Quilley, Betty Furness, Grant Mitchell, Edgar Kennedy. Dir. Glenn Tryon. Rel. Oct. 12.

Hat, Coat and Glove. A murder story of a husband who has to defend his wife in court against an indictment of murder. Ricardo Cortez, John Hall, Barbara Robbins. 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 son from being orphaned. Robert Montgomery, 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. Olive Brown, John Wray, Irene Horsey, Helen Wray. Dir. Worthington Miner. 67 mins. Rel. July 6.

Life of Vergin 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 Hule. Dir. Alfred Santell. 83 mins. Rel. June 22. Rev. June 26.

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 pariah. Christopher Reeve, Reginald Denney, Reginald Denney, Reginald Denney, Alan Hale. Dir. John Cromwell. 83 mins. Rel. July 20. Rev. July 2.

Richest Girl in the World. Wealthy girl seeks non-mercenary suit. Miriam Hopkins, Ray, Fay Wray. Dir. Wm. A. Seiter. 80 mins. Rel. Sept. 21. Rev. Sept. 21.

Their Big Moment. A comedy drama with a supernatural twist and murder mystery. Zasu Pitts, Slim Summerville, Bruce Cabot, Ralph Morgan. Dir. James S. Gordon. Rel. Oct. 12.

We're Rich Again. How a woman gets her man by helping her family out of financial difficulties. Edna May Oliver, Billie Hurke, Marjorie Nixon. Dir. William A. Seiter. Rel. July 13. Rev. Sept. 3.

United Artists

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

Affairs of Cellini. The. The love life of Benvenuto Cellini. Fredric March, Constantine Bennett, Frank Moran, Fay Wray. Dir. Gregory La Cava. Rel. Aug. 24. Rev. Sept. 11.

Bulldog Drummond Strikes Back. Further adventures in crime solution. Ronald Colman, Robert Montgomery, Virginia Lee Corbin, Una Merkel. Dir. Roy Del Ruth. 80 mins. Rel. July 20. Rev. Aug. 21.

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, Sidney Blackmer. Dir. Rowland V. Lee. Rel. Sept. 7. Rev. Oct. 2.

Lost Gentlemen. The. Shrewd and elderly millionaire cleverly plots the plans of his son to chase his money away. George Arliss. Edna May Oliver, Janet Beecher and Ralph Morgan. Dir. Sidney Lanfield. Rel. Sept. 21.

Jur. Daily Bread. Disinherited folks from all walks of life begin all over on an abandoned farm. Karen Morley, Tom Keene, and Barbara Pepper. Directed and acted by King Vidor. Rel. Sept. 25. Rev. Oct. 9.

Transatlantic Merry-Go-Round. Mystery rides the waves. Music in one room, murder in the next. A gambler, an heiress, a comedian and a detective accuse one of the crimes that rocked the whole town. Jack Benny, Gene Raymond, Nancy Carroll, Sidney Blackmer. Dir. Benjamin Stoloff. Rel. Nov. 2.

Private Life of Don Juan. Don Juan discovers that, deprived of his name and position, he is no longer the lover the next fellow. Douglas Fairbanks, Marie Oberon, Benita Hume. Dir. Alex. Korda. Oct. 19.

Queen's Affair. The. A merry maelstrom of revolution and romance. Anne Neagle and Fernand Gravelle. Dir. Herbert Wilcox. Rel. Nov. 9.

We Live Again. A vivid new version of Tolstoy's immortal "Resurrection." Gene Stenham, Frederic March, Jane Baxter, C. Aubrey Smith. Dir. Rouben Mamoulian.

Universal

Offices: 30 Rockefeller Center, New York, N.Y.

Affairs of a Gentleman. Drama. Paul Lukas, Lella Hyman, Patricia Ellis. Dir. Edwin L. Marin. 70 mins. Rel. May 14. Rev. June 25.

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. 70 mins. Rel. Sept. 3. Rev. Oct. 2.

Great Expectations. Drama. Henry Hull, Jane Wyatt. Dir. Stuart Walker. Rel. Oct. 22.

Human Side. The. Drama. Adolphe Menjou, Doris Kenyon. Dir. Eddie Buschell. 60 mins. Rel. Aug. 27. Rev. Sept. 18.

I'll Tell the World. Comedy. Lee Tracy, Gloria Stuart, Roger Pryor. Dir. Edwin Sedgwick. 75 mins. Rel. April 16. Rev. April 24.

Imitation of Life. Drama. Claudette Colbert, Warren William. Dir. John Stoll. Rel. Oct. 29.

Let's Talk It Over. Comedy-drama. Chester Morris, Mae Clarke, Frank Craven, Ann Dwyne. Dir. Kurt Neumann. 67 mins. Rel. June 11. Rev. June 19.

Little Man, Big Wife. Drama. Margaret Sullivan, Douglas Montgomery. Dir. Frank Borzage. 87 mins. Rel. June 4.

Love Captive. Drama. Nita Asther, Gloria Stuart. Dir. Max Marcin. 61 mins. Rel. May 21. Rev. June 19.

Million Dollar Ransom. Comedy-drama. Edward Arnold, Mary Carlisle. Dir. El. L. Frank. Rel. Oct. 15.

One More River. Drama. Diana Wynyard, Colin Clive. Dir. James Whale. Rel. Aug. 5. Rev. Aug. 14.

Rocky Rhodes. Western. Buck Jones. Dir. Al. Raboch. Rel. Sept. 24.

Romance in the Rain. Comedy-drama of a slum cinderella. Roger Pryor, Victor Moore and Heather Angel. Dir. Stuart Walker. Aug. 15. 75 mins. Rel. Sept. 13.

Smoking Guns. Western. Ken Maynard. Rel. June 11. Rev. Aug. 14.

There's Always Tomorrow. Drama. Frank Morgan, Lois Wilson. Dir. El. L. Frank. Rel. Sept. 17.

Wake Up and Dream. Musical. Ruse Columbo, Roger Pryor, June Knight. Dir. Kurt Neumann. Rel. Oct. 1.

Warner Brothers

Offices: 321 W. 44th St., New York, N.Y.

Dames. Musical spectacle. Joan Blondell, Ruby Keeler, Dick Powell, Guy Kibbee. Dir. Ray Enright. 90 mins. Rel. Sept. 1. Rev. Aug. 21.

Desirable. Mother and daughter in a battle for love. Jean Muir, Geo. Brent, Verree Teasdale. Dir. Archie Mayo. 70 mins. Rel. Sept. 8. Rev. Sept. 18.

Dr. Monica. Drama of woman who tries to help her hubby's girl friend. Kay Francis, Warren William, Jean Muir, Verree Teasdale. Dir. William A. Seiter. Rel. Aug. 25. Rev. June 25.

Friends of Mr. Sweeney. Comedy-drama of the browbeaten husband who turns the big trick for his newspaper. Charlie Ruggles, Ann Dvorak, Eugene Pallette, Dorothy Tree. Dir. Edward Ludwig. 68 mins. Rel. July 7. Rev. July 24.

Here Comes the Navy. Comedy-drama of a boat that tried to buck the fleet. James Cagney, Pat O'Brien, Gloria Stuart, Dorothy Tree, Frank McHugh. Dir. Lloyd Bacon. 85 mins. Rel. Aug. 25. Rev. July 24.

He Was Her Man. Action melodrama of the gal who double-crossed herself in love with her erstwhile flame. James Cagney, Joan Blondell, Frank Craven, Harold Hubert. 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. Dir. Michael Curtiz. Rel. June 6.

Madame Du Barry. Drama of the lady who made history sit up and take notice, with comedy twists. Dolores Del Rio, Reginald Denney, George O'Hara, Victor Jory, Dorothy Tree, Helen Lowell. Dir. William Dieterle. Rel. July 14.

Personality Kid. The. Fast moving melodrama of the ham and beaner that turns into a real charm thanks to wifery. Pat O'Brien, Frank Craven, Henry O'Neill. Dir. Alan Crosland. 68 mins. Rel. July 14. Rev. Aug. 7.

Miscellaneous Releases

Are We Civilized? (Raspin). Propaganda for peace. Dir. Edwin Carowe. 70 mins. Rel. June. Rev. June 19.

Blue Steel. (Blue Star.) John Wayne Western. Dir. R. N. Bradbury. 54 mins. Rel. July. Rev. July 17.

Cross Streets. (Invisible). Story of a down and out surgeon who performs a skilled operation. Frank Craven, Sally Blane. Dir. Wm. Nigh. Rel. July 19.

Dancing. Gigolo story. Reginald Denney, Judith Allen. Dir. Al. Ray. 64 mins. Rel. July. Rev. July 24.

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.

Fifteen Wives. (Invisible). Murder mystery around a "homicide." Conway Marlowe. Rel. July. Rev. July 24.

Lost from Hell. The. (Marcy). Western. Bob Russell, Dir. Lew Collins. 60 mins. Rel. Oct. 2.

Marrying Widows. (Tower). Young widow gets her wish. Judith Allen. Rel. March 13.

"I Can't Escape." Ex-convict goes straight. Onslow Stevens, Lila Lee. Dir. Otto Brower. 59 mins. Rev. Sept. 3.

Lost Jungle. The. (Mascot). Circus-jungle story. Clyde Beatty. Dir. Armand Schaefer. Rel. June. Rev. June 19.

Man from Hell. The. (Marcy). Western. Bob Russell, Dir. Lew Collins. 60 mins. Rel. Oct. 2.

Marrying Widows. (Tower). Young widow gets her wish. Judith Allen. Rel. March 13.

(Continued on page 31)

Behind the Keys

(Continued from page 25)

work under Col. Harry Long, new division manager.

Havana.

Arthur L. Pratchett, manager of the local fair exchange, sent to Mexico to handle the fair. J. F. Hernandez, local exchange man, sailed for Mexico to sign some independent productions for showing here.

Newark.

Bob Lytle moved up from assistant manager of Fabian, Hoboken, to manager of the Strand, Bayonne. Henry Satterman takes his place, going from assistant of the Regent, Elizabeth, All Warners.

Cincinnati.

New Hippodrome, Newport, Ky., opened Oct. 19; house, seating 1,700 on one floor, with modern furnishings and cooling system, on site of theatre that burned early in year. Orpheum reopened Oct. 12 as second suburban run stand with 20-30 scale, a nickel under RKO Paramount, across the street, with first suburban runs; Chester Martin (formerly Orpheum, with Fritz Witte as p. a.

Syracuse.

Don Ross, for some time assistant to Edward McBride at Loew's State, reports to Harry F. Shaw, Loew division manager at New Haven, Conn. for assignment as house manager.

Allentown, Pa.

Paul W. Allender, of Strand theatre, has been transferred to the management of the Boyd theatre (formerly the Colonial) at Bethlehem.

Birmingham.

The Jefferson, leased by N. H. Waters, has been brought under the Wilby wing.

Omaha.

Changes in personnel in the Omaha theatres of the Tri-States chain has brought in John N. Krier as assistant manager of the newly reopened Orpheum. He comes from a company house in Cedar Rapids.

To make way for Krier, Don Fuller, Omaha, and his wife, the World, a house manager where he went last summer at the closing of the Paramount. Jack Kolbo holds down Orpheum's post Oct. 12 at time of closing, being brought back from job as chief of service at Orpheum.

Los Angeles.

Million Dollar, one time downtown deluxer, reopened Thursday (11) under management of Harry Popkin, with a policy of duals and stage revue at 20c and 50c.

Lou Bard sold his Hillstreet (sub. run) to Carl Dralin.

RKO Hillstreet is installing a new RCA Radio City and equipment.

Howard Ralston transferred from Warners California, in Santa Barbara, to the Iltz, San Bernardino, succeeding Bill Lee, resigned.

Lloyd Thayer, assistant at the Granada, Santa Barbara, gets the California assignment.

Edmund Lassenda, one-time leggit, has been opened by J. W. Edwards, Jr., with a policy of pix and stage units.

Cincinnati.

A. J. "Happy" Meisner resigned from RKO to join B. & K. in Chicago. His job of managing Capitol assigned to Geo. Alexander, switched from Family, with Bill Bodis made manager of latter house in transfer from Alliee.

Santa Monica, Cal.

Walter Kofeld replaced Carl Miller as manager of the Criterion (F-WC).

Williamsburg, Ia.

The Iowa theatre has been reopened by William J. Newcomb, Cedar Rapids.

Charlotte, N. C.

Contract has been let to Cecil Hicks for a \$30,000 theatre on the site of the Imperial, burned four years ago. The house is being built by T. E. Hemby for lease to Strand theatre, Inc., one of the Paramount-Kineco companies operating in the Carolinas.

Des Moines.

Central States theatre in Des Moines, Neb., while Tri-States, takes over the Strand, Hastings, Neb.

John Krier goes from the State, Cedar Rapids, to the Paramount, Omaha, as assistant to Ted Emerson.

Don Fuller, who has been assistant manager of Paramount, Omaha, took into the World, succeeding Art Alsdorf, who becomes part owner and manager of the new Box, Clatsop, Mont.

W. W. Pickett, who was manager of the Ravah, Hastings, took over management of the Strand at Hastings for Tri-States.

Radio, Newton, Iowa, closed seven years, and is being put back on basis of a new management of Geo. P. Handman, who also manages the Capitol, Newton, for Tri-States.

Reid's Paris Herald

Paris Herald's Reid is feeling a lot brighter since O'Connell Field and Mrs. Reid were there, looked at their paper and plant, and went home approving. On eve of Reid's departure the Herald ran a front page statement from him announcing that he considered it an indispensable institution, more necessary now than ever, and that everything would be done to improve it.

This spiked all rumors that the paper was shaky, and the gang went ahead to brighten it up. One of the first steps was to lure Hamilton Russell, ex-Herald man and veteran of the New York Sun, back from the Chi Trib, where he had been for about two years, and put him as head copy reader. Paper is now looking for a good local reporter to bolster up weakened city staff, but they're scarce.

Talk around Paris is that Reid said he'd rather close down the New York Herald Tribune than the Paris edition, which, whether he said it or not, is making the boys feel good.

Dall Buys College Humor

College Humor, which has had a rather hectic career since its publication offices were moved from Chicago to New York, has been acquired by the Dell Publishing Co. from Stanley V. Gibson, and the mag is resuming publication.

After a short period of operation by Gibson, the publication's title was elaborated to College Humor and Sense. Failed to give it any impetus, however, and publication suddenly ceased some months ago. Dell has reverted to the original title.

Norman Anchoy is editing College Humor for Dell.

N. Y. American Changes

Changes in the top editorial posts on the N. Y. American have E. D. Coblenz, former executive editor, moving into the position of publisher of the Hearst sheet. Jerry Karpf, heretofore associate managing and make-up editor, becomes managing editor in Coblenz's place. Martin Dunn has rejoined the American as associate city editor, replacing Bill Ryan after a long stretch in retirement due to a nervous breakdown. Dunn has been on the paper for about 25 years, 20 of them as city editor.

Scrambling B'klyn T-U Staff

There has been a staff shake-up of the Times-Union, Brooklyn daily. Willard Williams resigning as managing editor, following several let-outs. Latter included Charles E. Hastings, picture reviewer, and David Bratton, who covered radio. Rowland Field, drama reviewer of the T-U, is now also covering films. Changes are result of retrenchment ordered by the paper's publishers, Fremont Peck and John M. Harmon. Latter is county clerk.

L-B's New Book Contest

Little, Brown has another prize contest lined up. It's a Centenary prize of \$5,000 for the 'most interesting' unpublished American work (not fiction) submitted before Oct. 1, 1936. Sum will be divided into \$3,000 as a prize, and \$2,000 to be applied against royalties.

It's part of the company's plan for celebrating its centenary in 1937 and is completely separate from the Atlantic Prize Offer, or any of the several other contests this company is connected with.

Department Stores Splurge

New York dailies swelled last week, particularly the World-Telegram and Sun on Thursday (11) and the American on Friday (12). Telegram and Sun each went to 64 pages that afternoon and the American to 52 the next morning. Pushed up by department store advertising it is reported that the American set a line record in the issue as regards the stores.

Ainslie's Out Oct. 21

Revived Ainslie's Magazine is to go out Oct. 21. An all-fiction mag, it will differ from the other Street & Smith publications in that it will be fully illustrated. Initial number will run to 56 pages, to sell for 15 cents.

Street & Smith was also the original publisher, but halted publication some years ago.

Can't Kid the King

A recent edition of Colliers Weekly had an article written by T. R. Ybarra, with cartoons of the Royal Family. The article was considered distasteful in London and W. H. Smith & Son, the distributors, immediately withdrew all copies from circulation.

London Influence

W. B. Hearst came back from his European sojourn and gave instructions to make his N.Y. American very a la the staid London Standard in style and literary flavor. American staff last week, as a gag, knocked off briefly at 4 o'clock, serving tea and crumpets. Some even dug up monocles.

Headline-Conscious Pubs

Quickest any publisher has made of a spot news event in many years was Harpers' capitalizing on the assassination of King Alexander last week. Barely a couple of hours after the news was known in the U. S., Harpers was working on special ads and the next morning papers all announced that the Harpers' current publication, 'The Native's Return,' by Louis Adamic, explains the political background and history of Yugoslavia.

Covici-Friede, too, took advantage of the situation. Company was preparing 'The Second World War,' by Johannes Sted, so rushed it out on news of the trouble, getting the book out four days later, with advertising 'Is Marseilles the new Sarajevo?'

Vogt Heads Twin Cities' Guild

Earl L. Vogt, St. Paul Pioneer Press and Dispatch departmental editor, is the new prez of the Newspaper Guild of the Twin (Minneapolis-St. Paul) Cities. He succeeds R. S. Gilfillan, of the Minneapolis Tribune, head of the guild since its organization a year ago.

At the second annual election G. B. Wollan, of the St. Paul Daily News, was re-elected secretary-treasurer, and Charles W. Cloydton, of the Minneapolis Journal, and Joseph H. Hall, of the St. Paul Pioneer Press, were named vice-presidents.

Cleve. Press' New Columnist

Winsor French, socialite writer and husband of Margaret Perry, New York actress now in London, has joined the Cleveland Press as a theatrical gossip writer. Under a column labeled 'Review and Preview,' covering social celebs as well as nitery gossip, he's dividing page with George Davis, dramatic editor.

French succeeds Sidney Adorn, who held same chatter job for eight years.

Economy Office-Merger

To save on overhead, a couple of non-publisher have established joint headquarters in single suite, in which both are formulating plans for their respective organizations.

They are Julius R. Moss and Benjamin Nager. Moss, active in the book field for some time, has formed the Pickwick Press and, according to preliminary plans, will issue a limited list of non-fiction books. Nager, call his enterprise the General Publishing Co. and will work in both the book and mag fields.

Wise Forms New Co.

William H. Wise, former head of the book house bearing his name, has reconsidered his decision to go into retirement. Has formed the Wise Book Co. and has taken over the list of P. F. Volland & Co. as a starter for a new book publishing project. Also negotiating for some additional publishing properties.

Meanwhile Wise retains a financial interest in the William H. Wise Co.

Tower Enlarging Pages

Entire group of Tower mags, numbering five, will go out with an enlarged type page beginning with the January issue. Latter, incidentally, will mark the fifth anniversary of the Tower Magazines. Present Tower mag pages are of 423 lines. Increase will be to 650 lines, that of a majority of the women's mags. Tower magazines are Mystery, Home, New Movie, Serenade and Tower Radio.

Medical Pubs Active

Some activity in the medical publishing field lately. Williams & Wilkins Co., of Baltimore, has acquired the Current Medical Digest. No changes other than in ownership, with Dr. Samuel M. Wagman continuing as editor.

New York group has organized the Ethical Publishing Co., and will issue a mag for the medical and dental professions. No title or editorial selections as yet.

MacFadden Wkly. Due Soon

A new national weekly named for Bernard Macfadden, one of its sponsors, is shortly to make its appearance. Intended as a non-partisan political review, Macfadden Weekly will touch on politics, economics and general social conditions.

Editor is Howard A. Swain, who was managing editor of Macfadden's old N. Y. Graphic. Joseph Applegate, who was Sunday editor of the Graphic, will be the new weekly's managing editor. Mag will occupy the Graphic's old editorial offices rather than the building on upper Broadway which houses the present Macfadden publishing enterprises.

Macfadden Weekly will carry no advertising at least not for the present.

N. Y. Post Moving Up

N. Y. Evening Post, which J. David Stern, the Philadelphia publisher of the Record purchased about one year ago and then scrapped this New York daily's conservative policy, has jumped in circulation lately. Sheet had a low of 32,000 copies which, up to last month, improved to 62,000.

Contest, with \$10,000 in prizes, is credited with recent leap in circulation to 105,000 copies. Rivalry between the Post and the World-Telegram continues, with the latter paper holding its approximate average of 400,000 copies, indicating that the Post's contest has not affected the World-Tely.

Flora Belle Muir has joined the Post as general regeritorial assignment. Staff had been without a woman reporter for some time. Miss Muir formerly wrote a Hollywood column for the N. Y. News. She has been writing fiction for the past year or two.

Theatre Books

Fall book lists will contain but a moderate number of new works on the theatre.

There will be, of course, the Burns Mantle annual, 'Best Plays,' Dodd, Mead publisher. John Mason Brown, Mantle's fellow drama critic, is concerned in two of the forthcoming volumes on the theatre, each to be issued by a different publisher. On his own he has written 'Letters from Greenroom Ghosts,' made up of imaginary letters from old-time stage stars to present-day footlight celebs for Viking Press. In collaboration with Montrose J. Moses, Brown has fashioned a volume called 'The American Theatre: As Seen By Its Critics, 1752-1934,' for Norton & Co. Dodd, Mead will issue still another book on the theatre, this by Morton Eustis, called 'B'way, Inc., The Theatre As A Business.' Simon & Schuster, which published the biog of Nijinsky, has 'Balletomania,' a book about leading dancers, due soon.

Whitlessy's Chi U. Tieup

Whitlessy House has come to terms with the University of Chicago Press whereby the New York publisher will market under its own imprint all books the college press gets which seem to have sales possibilities. It's the first tie-up between a university press and a commercial publishing house.

'First book under the tie-up is 'Beyond Conscience,' by T. V. Smith, professor of philosophy at the U. of C. Next will be 'Political Power,' by Charles B. Merriam, head of the college's Department of Political Science.

More Trade Sheets

Couple of new business publications are about to get under way. William Segal, who publishes the Men's Apparel Reporter and the Neckwear Reporter, is readying a third to be known simply as Reporter and will cover the entire field of apparel wear.

Group, headed by Herb Smythe, is getting out a trade paper for the undergarment and negligee industries called Intimate, Apparel.

Another Fan Mag

Ullman-Temerson publishing group has formed a new subsidiary, Uttem Publications, to get out a new mag, Romance, of Hollywood Movies. In actuality it will be a re-vamping of the same concern's Romance of Hollywood Movies. Romance of Hollywood Movies will carry fictionalization of screened stories and, will sell for a dime, the sole mag of its type at that price. Romance of Hollywood Movies will be edited by M. R. Reese, who edits Movie Humor for the same publishers.

Best Sellers

Best Sellers for the week ending Oct. 13, as reported by the American News Co., Inc.

Fiction

'So Red the Rose' (\$2.50) By Stark Young
Mary Peters (\$2.50) By Ellen Chase
Lust for Life (\$2.50) By Irving Stone
Lightship (\$2.50) By Archie Huns
'Full Flavour' (\$2.50) By Doris Leslie
'Lamb in His Bosom' (\$2.50) By Caroline Miller

Non-Fiction

'Challenge to Liberty' (\$1.75) By Herbert Hoover
'While Rome Burns' (\$2.75) By Alexander Woolcott
'100,000,000 Guinea Pigs' (\$2.00) By A. Kallit and F. Schlink
'Stars Fell on Alabama' (\$3.00) By Carl Carner
'Twenty-two Years in the White House' (\$3.50) By Irwin H. Hoover
'Life Begins at Forty' (\$1.50) By Walter B. Pitkin

Times' Nitery Reviews

N. Y. Times is devoting more space to legit news under a standing head and only putting special heads on big news stories. This is as a means to insure daily representation, as previously the small-head news items were crowded out.

Amusement section, including books and embracing all branches, now covers two pages, with Bosley Crowther signing his initials to cabaret and nitite club reviews, a departure for the Times. As a result, other dailies are assigning their dramatic desk men to cover cabaret premieres, as the revenue in large display space from the niteries is sizeable.

Serious Student Mag

An attempt to stimulate increased interest by college students in public affairs is to be made by a new mag called The National Student. The National Student Federation of America, which has something like 300,000 members.

Editor of the new mag is Joseph Cadden. Publication office will be in New York.

Set Children's Book Wk.

National Association of Book Publishers has set Children's Book Week for Nov. 11-17. Has formulated an active campaign, figuring that, sufficiently stressed, the children's book week celebration should boost Xmas book sales.

Chatter

Phyllis Bottomo in town.
Rachel Field back from Maine.
Frank Swinnerton vacationing in Italy.

V. F. Calverton off on a lecture tour.
Dutch edition for 'Life Begins at 40.'

Fourth printing for 'Dusk at the Grove.'

Another Ellery Queen chiller due Nov. 1.

Katherine Woods back from Europe.

Sherwood Eddy in Shanghai on a lecture tour.

Frances Frost on her way south for the winter.

Zora Neale Huston has left Florida for Chi.

Swedish edition for 'A Daughter of the Samurai.'

New revised edition of 'Charm' by Margery Wilson.

Frank L. Packard at his home in Lachine, Canada.

Neil Bell is a pseudonym for Stephen Southwold.

Alfred Neumann's new novel, 'Another Caesar,' postponed.

Seventeenth edition for 'My Lady of the Chinese Courtyard.'

Norman Taylor added to the Houghton Mifflin editorial staff.

Elsie Robinson has written her autobiography for Farrar & Rinehart.

Twelfth printing for 'While Rome Burns,' making a total of 76,000 printed.

Title of Theodore Dreiser's next book is 'The Stole,' due some time in 1935.

John Mason Brown's book, 'Letters from Greenroom Ghosts,' dated for Nov. 5.

Sophie Cleugh has taken a place on Staten Island in which to finish her new novel.

Herman G. Kretschmer, journalist, in voluntary bankruptcy; no assets and \$2,700 liabilities.

Henrik Le Lionnau has sailed again, bound this time for the West Indies and South America.

Modern Library 'glant' for October is 'Plays and Poems' of Robert Browning. It's a 1,200-pager.

Second printing for 'It's Up to Us,' and fourth for 'The Money Muddle,' both by James Warburg.

Harcourt, Brace assembling some

(Continued on page 63)

Book Reviews

Unappreciated Farrell

Of the younger writers, there are very few with a more sure touch for truth in dialogue than James Farrell. His store of South Chicago toughs have not caught on too well in book stores thus far, but they're real writing and eventually should be recognized as important Americana.

His newest book is 'Calico Shoes' (Vanguard; \$2.50), a collection of 16 short stories. Some of them are boring and all of them team with life. Best story in the book is not the one the title comes from, however; it's 'Helen, I Love You.'

Inside on the News

Willard Forrest was European correspondent for the New York Herald Tribune for a number of years and is now one of the paper's editorial chiefs. While he was abroad Edwin James was there for the New York Times and James is now in New York as m.e. of the Times. Which makes it fair competition all around. Now Forrest has written himself a book about his newspaper experiences, but James is waiting for more time.

Forrest's book is entitled 'Behind the Front Page' (Appleton-Century; \$2.50) and is good reading. It tells of the many stories he covered with colorful details. Several of the world's biggest news stories are thus followed through graphically from the first phone call or tip to culmination. It is a book of restricted trade and a good public library number, but not a likely big seller.

Chinese Lady

'Success of Pearl Buck's 'Good Earth' started a flow of Chinese novels, giving the missionaries and their families a new outlet of expression. Some of the follow-up product has not been so good, but comes Elizabeth Leavelle, born in China of a missionary family, to demand attention.

Her 'Lustrous Heroine' (Farrar & Rinehart, \$2) is not another 'Earth,' but it's strong, virile and gripping. It's the story of Ming Yung (which translates into the title) who starts as the daughter of a farmer, is taken over into a sing-song house and eventually marries a Viceroy, who fatuously writes into the marriage contract that she shall have equal rights with his first, or chief wife. That makes plenty trouble, but eventually Ming wins, to the contentment of the reader. Too alien for the screen, but vivid narrative throughout.

Plenty Meat

Hardly correct to class 'Rough Air' (Doubleday, Doran, \$2) as a murder mystery, though a killing punches up to the last third of the yarn. It's not an aviation story, either, but a brisk tale of an ace pilot working in pictures, with plenty of good Hollywood background and a love story that holds interest because the participants are made interesting.

Notably free from dead spots in the narration, plot action running in increasing tempo to the finale. Should make a capital picture.

Empty 'Pyjamas'

Gene Markey, is one of Hollywood's better known screenwriters and should have known better than to perpetrate 'His Majesty's Pyjamas' (Columbia, \$2). He probably thought it came off. It doesn't, so obviously writes with the him-angle in mind that it probably won't even land in that direction.

Markey's dialogue is good and his touch is deft. He ought to be able to write a good, funny book

CALENDAR OF CURRENT RELEASES

(Continued from page 29)

Minna Campbell, John Mack Brown, Dir. Sam Newfield. 67 mins. Rev. Sept. 3.

Take the Stand (Liberty). A communist murder mystery. Frank L. Rue, Thelma Todd, Phil Ross. 74 mins. Rev. Sept. 7. Rev. Sept. 11.

White Heat (Seven Seas). Love on an Hawaiian plantation. Virginia Cherrill, Mona Maris, David Newell. Dir. Lois Weber. 60 mins. Rev. June 19.

World in Revolt (Mentone). News clips with comment by Graham McNamee. 69 mins. Rev. June 12.

Young and Beautiful (Mascot). Studio story with the Wampas' baby stars. Wm. Haines, Judith Allen. Dir. J. A. Santley. 68 mins. Rev. Sept. 2. Rev. Sept. 25.

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.)

Abel mit der Mundharmonika (Ufa). Comedy of young love. Dir. Erich Waschneck. 60 mins. Rev. Sept. 1.

Adieu Les Beaux Jours (Ufa). Greek romance. Brigitte Helm. Dir. Andre Beucler and Johannes Meyer. 90 mins. Rev. April 15. Rev. May 1.

Airane (Ger) (Capitol). Test tube babies. Brigitte Helm. Dir. Richard Oswald. 70 mins. Rev. May 1.

Bionde Christi (Ger) (Bavaria). Musical. Karin Hardt. Dir. Franz Seitz. 75 mins. Rev. May 1.

Buenaventura (La Sp) (WB). Musical with Victor Herbert score. Enrico Caruso, Jr. Dir. William McGann. 80 mins. Rev. Sept. 15.

Broken Shoes (Rus) (Amkino). Child reaction to politics. Anti-Hitler. Dir. Margarita Baskaya. 80 mins. Rev. March 15. Rev. April 3.

Chalutzim (Ufa) (Ufa). Film serial. Talker made in Palestine. Dir. Alexander Ford. 10 mins. Rev. March 15.

Ciudad de Carton (La Sp) (Fox). Drama of marital relations. Antonio Moreno, Catalina Baccena. Dir. Louis King. 70 mins. Rev. Feb. 15.

Crown of Thorns (Kinematrade) (Ger) (Dubbed Eng). Biblical drama. Dir. Robert Wiene. 70 mins. Rev. March 15.

Cruz y La Esnada (La Sp) (Fox). Historical romance. Jose Mojica. Dir. Frank Brayer. 75 mins. Rev. Feb. 1.

Cuesta Abajo (Sp) (Par). Romantic drama. Carlos Gardel, Mona Maris. Dir. Louis Gasnier. 75 mins. Rev. Aug. 15.

Ophelien (Ufa) (Ufa). Costume melodrama. Yvette Guilbert. Dir. Maurice Tourneur. 90 mins. Rev. Feb. 1. Rev. Feb. 15.

Das Muejers y un Don Juan (Sp). Romantic comedy. Dir. Jose Buchs. 80 mins. Rev. June 1.

Dream of My People (The Jewish) (Palestine). Silent travels of Palestine with recitation of Rosenblatt. Dir. Jos. Fox. 60 mins. Rev. Feb. 15.

Ein Gewisser Herr Gran (Ger) (Capitol). Spy drama. Hans Albers. Dir. Gerhard Lamprecht. 70 mins. Rev. Feb. 15.

Ein Toller Einfeld (Ger) (Ufa). Farce comedy. Willy Fritsch, Dorothea Wieck. Dir. Kurt Gerson. 70 mins. Rev. May 15.

Eine Stadt Sticht Kopf (Ger) (Capitol). Farce. Dir. Gustav Gruendgens. 70 mins. Rev. Jan. 15.

Elmes Prinzen Junge Liebe (Ger) (Ufa). Romantic comedy. Willy Fritsch. Dir. Arthur Robinson. 80 mins. Rev. March 15.

En Glad Gutt (Norwegian) (Scandinavian). From Bjornson's novel. Dir. John Brinlund. 80 mins. Rev. Nov. 1.

Enemies of Progress (Rus) (Amkino). Last of the Czarist generals. Dir. Berensky. 85 mins. Rev. Jan. 15. Rev. Jan. 16.

Enemigos (Sp) (Inter-Continent). War drama. Dir. Chano Urrieta. 70 mins. Rev. Aug. 15.

Escondido (El) (Sp) (Inter-Continent). Dramatic romance. Dir. Chano Urrieta. 70 mins. Rev. Sept. 15.

Es Wird Schon Wieder Besser (Ger) (Ufa). Farce. Dolly Haas. Dir. Kurt Gerson. 70 mins. Rev. Jan. 15.

Feldherrnhuegel (Ger) (Bavaria). Military comedy. Betty Bird. Dir. Eugen Fiebel. 70 mins. Rev. April 15.

Fraulen-Falsch Verbunden (Ger) (Capitol). Musical comedy. Trude Berliner. Dir. E. W. Emo. 70 mins. Rev. Jan. 15.

Frechehe (Ger) (Ufa). Romantic comedy. Willy Fritsch, Camilla Horn. Dir. Carl Boese. 75 mins. Rev. Jan. 1.

Freundin Eins Grosser Mannes (Ger) (Ufa). Theatrical comedy. Kaethe von Nagy. Dir. Paul Wegener. 80 mins. Rev. Sept. 1.

Galavortstellung (Ger) (General). Mystery comedy with music. Max Adeler. Dir. John Reinhardt. 87 mins. Rev. Dec. 1.

Geheitz Menschen (Ger) (Filmchoice). Drama of father love. Dir. Fredrich Feher. 70 mins. Rev. June 1.

Geld Regiert die Welt (Ger). Domestic comedy. Gustav Froeblich, Camilla Horn. Dir. Victor Jander. 70 mins. Rev. May 1.

Girls in Uniform (Ger) (Filmchoice). Dorothea Wieck and Herta Thiele. Dir. Richard Oswald. 80 mins. Rev. March 1.

Glueckszylinder (Ger) (Capitol). Boarding house romance. Felix Bressart, Charlotte Anders. Dir. Rudolf Bernauer. 75 mins. Rev. March 1.

Granadera del Amor (Sp) (Ger). Romantic drama. Conchita Montenegro. Dir. Victor Jander. 70 mins. Rev. Dec. 1.

Heideschulmeister Uwe Karsten (Ger) (Ufa). Nazi back to the farm propaganda. Dir. Carl Heins Wolff. 70 mins. Rev. April 15.

Hell on Earth (Ger) (Garrison) (dialog in five languages). Horrors of war. Dir. Alfred Zeisler. 70 mins. Rev. Jan. 15. Rev. Feb. 15.

Hochtourist (Ger) (Ufa). Romantic comedy in Alps. Otto Wallburg. Dir. Alfred Zeisler. 70 mins. Rev. Jan. 15.

Inge und die Millionen (Ger) (Ufa). Romantic crook drama. Brigitte Helm. 65 mins. Dir. Erich Engel. Rev. April 15.

In the Land of the Seven Seas (Amkino). Newsreel compilation of past year. 65 mins. Rev. July 1.

In Wien Ham Ich Einmal Ein Maedel Geliebt (Ger). Military musical. Dir. Eric Schoenfelder. 70 mins. Rev. May 15.

Iza Neni (Hung). Produced, written by and starring Sari Fedek. 80 mins. Rev. Jan. 15.

Juarez V Maximiliano (Sp) (Cap). Mexican royalty's fall. Dir. Miguel Torres. 80 mins. Rev. May 1.

Kara Slakten (Swedish) (Scandinavian). Romantic musical. Dir. Gustaf Moander. 80 mins. Rev. May 1.

Lachende Erben (Ger) (Ufa). Farce. Max Adalbert. Dir. Max Ophuls. 77 mins. Rev. Nov. 15.

Laughter Through Tears (Yiddish) (Worldkino). From a Sholom Aleichem novel. Dir. G. Critcher. 78 mins. Rev. Nov. 15. Rev. Nov. 21.

Liebe in Uniform (Ger). Military romance. Harry Liedtke. Dir. Georg Jacoby. 70 mins. Rev. Jan. 15.

Liebe Muss Verstanden Sein (Ger) (Ufa). Comedy drama with music. Dir. Hans Steinhoff. Rev. March 15.

Luegen auf Ruegen (Ger) (General). Farce. Otto Wallburg. Dir. Viktor Janson. 70 mins. Rev. May 1.

Mass Struggle (Sp) (Kinematrade). Russian revolt. Dir. I. Kavalieris. 70 mins. Rev. Sept. 15.

Meisterdetektiv (Ger) (Bavaria). Mystery satire. Weiss Ferdi. Dir. Frank Seitz. 75 mins. Rev. May 1.

Melodi Prohibida (Sp) (Ufa). Musical fantasy. Jose Mojica. Dir. Frank Strayer. 70 mins. Rev. March 15.

Melodie der Liebe (Ger) (Ufa). Musical romance. Dir. Georg Jacoby. 70 mins. Rev. Sept. 15.

Milo Ntousch (French) (Protect). Charming love story. Raimu. Dir. Chas David. 90 mins. Rev. Nov. 15.

Mother (Rus) (Garrison). Based on a Gorky novel. Dir. V. I. Pudovkin. 70 mins. Rev. June 1. Rev. June 5.

Mutter Der Kompanie (Ger) (Bavaria). Military farce. Weiss-Ferdi. Betty Bird. 70 mins. Rev. March 1.

My Wife the Miss (Hump). Inter-marital farce. Dir. Steven Seckely. 80 mins. Rev. Sept. 1.

Oded the Wanderer (Palestine) (Hebrew). Life in Palestine. Dir. C. Halabim. 65 mins. Rev. May 1.

Oro y Plata (Sp) (Inter-Continent). Romantic tragedy. Dir. Ramon Peon. 90 mins. Rev. July 15.

Parade Resztawlat (Polish) (Capitol). Military musical. Dir. Michael Waszynski. 75 mins. Rev. May 1.

Petersburg Nächte (Rus) (Amkino). Based on two Dostoevsky stories. Dir. F. M. Dostoevsky. 70 mins. Rev. Sept. 15.

Peterson & Bondel (Swedish) (Scandinavian). Comedy drama with music. Dir. Carl Axel Branner. 80 mins. Rev. Feb. 15.

Problem of Fatigue (Rus) (Amkino). Scientific study. Dir. I. P. Pavlov. 60 mins. Rev. Aug. 15.

Prokurator (Pol). Tense court drama. Dir. M. Waszynski. 80 mins. Rev. May 15.

Quick, Knecht der Clowns (Ufa) (Ger). Comedy. Willy Fritsch, Hans Albers. Dir. Robert Siodmak. 80 mins. Rev. Dec. 1.

Roman Einer Nacht (Ger) (Bavaria). Romantic mystery. Lilian Hall. Dir. Carl Boese. 70 mins. Rev. June 15.

S. A. Mann Brand (Ger) (Bavaria). Nazi propaganda. Dir. Franz Seitz. 85 mins. Rev. May 15. Rev. May 29.

Saison in Kairo (German) (Ufa). Musical comedy. Renate Mueller, Willy Fritsch. Dir. Reinhold Schunzel. 80 mins. Rev. Dec. 15. Rev. Dec. 25.

Sang d'un Poete (Fr) (Rice). Jean Cocteau's idea of modern films. 60 mins. Rev. Nov. 1. Rev. Nov. 15.

Simplex (Ufa) (Amkino). Drama of Jewish life. Silent with sound track. Dir. V. Vilner. 70 mins. Rev. Feb. 15.

Sobres Las Olas (Mex.) (Latin). Historical romance. Dir. Ramon Peon. 70 mins. Rev. March 15.

Serment (Le Fr) (Protect). Heavy drama of love. Dir. Abel Gance. 90 mins. Rev. April 1. Rev. April 15.

Sombra de Pancho Villa (Sp) (Col). Life of the Mexican bandit chief. Dir. M. C. Torres. 70 mins. Rev. March 1.

Soviet Closures (Rus) (Amkino). Newsreel compilation. 60 mins. Rev. July 15.

Soviets Great New Turkey (Rus) (Amkino). Newsreel compilation. 60 mins. Rev. Sept. 1.

Spy (The Polish) (Capital). Drama. 80 mins. Rev. March 1.

Stern von Valencia (Ger) (Ufa). White slave traffic in Europe. Lilian Hall. Dir. Alfred Zeisler. Rev. April 15.

Storch Hat Uns Getraut (Ger) (General). Lili Dagover. Dir. Herman Kosterlitz. 80 mins. Rev. Nov. 15.

Tannenberg (Ger) (European). Military drama. Hans Stawe. Dir. Heinz Paul. 65 mins. Rev. March 15.

Tante Gusti (Ufa) (Ufa). Romantic comedy. Hans Niese, Max Adalbert. Dir. Carl Heins Wolff. 70 mins. Rev. May 1.

Tausend fur Eine Nacht (Ger) (Capital). Farce. Trude Berliner. Dir. Max Mack. 70 mins. Rev. Feb. 1.

Thunderstorm (Rus) (Amkino). Russian melodrama. Dir. V. Petrov. 90 mins. Rev. July 15.

Tochter Der Regiments (Ufa) (Ger) (General). Military musical. Ann Ondra. Dir. Karl Lamm. 70 mins. Rev. April 1.

Trenck (Ger) (General). Military drama. Dorothea Wieck. Dir. Hans Paul. 80 mins. Rev. April 1.

Und es Leuchtet die Pustza (Ger) (Ufa). Musical romance. Wolf Albach-Retty. Dir. Heinz Hille. 80 mins. Rev. Jan. 15.

Unsere Fahne Flattert Uns Voran (Ger) (Ufa). Hitler propaganda. Heinrich George. Dir. Hans Steinhoff. 80 mins. Rev. July 1. Rev. July 15.

Verlorenes Schut (Ufa) (Ufa). Smolenski's opera directed. Jamila Novotna. Dir. Max Ophuls. 80 mins. Rev. April 15. Rev. May 1.

Vi Som Gar Koksagen (Swedish) (Scandinavian). Musical. Rev. April 15.

Volga Volga (Fr) (dubbed English) (Kinematrade). Adventure of a Cossack Robin Hood. 70 mins. Rev. Dec. 15. Rev. Dec. 25.

Wie Manchen Maennern (Ger) (Ufa). Franziska Gaal. Musical comedy. Dir. Carl Heins Wolff. Rev. May 15.

Wie Sag Ich's Meinen Mutt (Ger) (Ufa). Farce. Renate Mueller. Dir. Reinhold Schunzel. 70 mins. Rev. Jan. 15.

Wenn Die Liebe Mode Macht (Ufa) (Ger). Comedy with music. Renate Mueller. Rev. Jan. 15.

Key to Address

Acme, 56 East 14 St.
Amkino, 723 Seventh Ave.
Bavaria Film, 489 Fifth Ave.
Brinlund, 609 Madison Ave.
Capitol Film, 630 Ninth Ave.
Embassy Pict., 723 Seventh Ave.
European Film, 154 West 58th.
Filmchoice, 609 Madison Ave.
Garrison Films, 723 Seventh Ave.

General Foreign Sales, 723 7th Ave.
Inter-Continent, 50 E. 42nd St.
Jewish American, 630 Ninth Ave.
Kinematrade, 723 Seventh Ave.
New World, 42 E. 34th.
Edward Ricci, 65 Fifth Ave.
Palestine-America Films, 189 24 Ave.
Scandinavian Films, 230 W. 42d.
Ufa, 723 Seventh Ave.
Worldkino, 1501 Broadway.

Exploitation

(Continued from page 25)

stopping with the high moment and with a 'You can see the rest of this absorbing story inside.'

Not enough is shown or told to give a complete exposition of the story up to the climax, but enough of a hint is given to gain the interest, and no more than is told in the advertisement is shown.

Idea is working out so well that the exhib is trying to get windows for a similar strip which will end with the exhib to identify one of those machines with changing signs, leading the interest up to the tension point with the next card telling of the theatre.

Not all acts of stills lend themselves to this handling, but where they can be worked in, the continuity seems successful in rousing curiosity to the point where it becomes profitable to the boxoffice.

Idea of sales campaign is to make them want to see the picture, and this seems to be a good way.

Got Mae a Buck

Charles Schlaifer who directs advertising for Omaha theatres, Tri-States noted a wire story in a daily to effect Mae West had written Secretary Morgenthau seeking information to identify one of the redskin who modeled for the Indian head penny. West desiring to use the vanishing American in her forthcoming 'Satan's Lady.'

Nothing from item that treasury could not furnish desired Indian. Schlaifer wired Paramount studios asking period picture to be suitable 'buck' from the Indians on the several Nebraska reservations. Studio answered okay and put man set to work on stunt as publicity for opening of 'Belle of Nineties' scheduled for less than a week off.

He went to the Winnebago reservation and returned with five bucks from whom was picked out one.

Besides the news story and art on the contest appearing in the Omaha dailies, the story was picked up by the wire network and went out from here. The dailies also carried a follow notice on receipt of the letter from Mae West.

Putting on Plenty

Warner's publicity staff is all swelled up over the press book for 'Happiness Ahead' and not without reason for it's not only a fat bank but it carries plenty of good material. The book is more important than the number or size of the pages.

Pictures has a title that lends itself well to many angles of appeal

work, and almost any house can get enough out of the book to make a bank campaign.

One of the best bets is the Hoff cartoons for the picture. These were used as advances for the N.Y. run and had plenty of notice since the Hoff style is so well known. No details on the cut prices given, but it is evident that they are obtainable, with a ready-made contest idea.

Incidentally at the top of the middle column of page 23 is a honey of an idea to use up old cutouts. Get that one.

Bakers and 'Bread'

Ken Reid, Loew's manager here, gets credit for a most effective tie-up during the recent screening at his theatre of 'Our Daily Bread.'

Read induced a local baking company to stage a parade through the downtown section early in the evening the first day the picture opened. Some 20 trucks of the local baking concern followed the procession which traversed the principal downtown streets, the pageant being more than a mile long.

All trucks were bannered with the picture title. Following the parade Manager Reid invited the drivers of the trucks and baking company officials to be his guests at the screening of the picture.

Long Distance Stunt

A publicity stunt it takes nine years or more to hear the last of is one figured out by Charlie Shire here. When manager of the newly-opened Lincoln theatre in 1925, he sent personal letters to every baby born in a certain month, asking them that as soon as they got old enough to enjoy movies to pay the Lincoln a visit, using the letter as a pass.

Last week, 9½ years later, a small girl presented one of the letters at the door. She said it was her first motion picture.

New on 'Diamond'

Loew's State New Orleans, had a different one on 'Death on the Diamond' in addition to the usual 'Bums, R. D. Tramps, manager, and Miss Litch, emotion, but a display of old-time boulevard equipment in the Spaulding sporting goods store. Got a lot of attention.

For 'Barrett's of Wimpole Street' they had a couple on an old-fashioned tandem dressed to match the 31 wheel. No signs, but they freely explained to questioners they were the 'Barretts.' Not as pets but it got attention.

Studio Placements

Hollywood Oct. 15.

Boots Mallory, 'Sing Sing Nights' (MGM).

Charles Judels, Cecelia Parker, Donald Cook, Ray English, 'Night Is Young' (Metro).

Abu Jacoby, working on untitled org. Metro.

Herman J. Mankiewicz, Howard Emmett Rogers, treatment 'Copy Cat' (Metro).

Fuzzy Knight, Virginia Hammond, Nella Walker, Raymond Turner, Cecil Weston, 'Behold My Wife' (Par).

James Burke, Jerry Mandly, Billy Eagle, Patsy O'Byrne, 'It's a Gift' (Par).

William Frawley, 'Kids on the Cuff' (Par).

Alce Ardeli, 'Father Brown, Detective' (Par).

Selma Parker, 'Racing Luck' (WB).

Bentley Hewitt, 'White Cockatoo' (WB).

Thompson Burris, treatment and adaptation, 'Star at Midnight' (Radio).

Benny Baker, borrowed from 'Lunch for 'Wicked Woman' (Metro).

Glady Unger, screen play, 'Reverend at Midnight' (U).

Glenn Anderson, screen treatment, 'The Mullins' (U).

Gullin (Big Boy) Williams, Harold Goodwin, Donald Meek, 'Romance in Manhattan' (Radio).

John Call to Arms (Col).

Al Hill, Louis Natheaux, Frank Marlowe, Herman Marks, 'Stake Out' (Col).

Jessie Arnold, 'White Lies' (Col).

Jack Cheatham, 'Fugitive Lady' (Col).

Le Saint, Clarence Goldert, Julian Roca, 'Buck Rango' (Col).

Leo White, Hilda Lightone, 'Spring 3100' (Col).

Mona Barrie, '24 Hours a Day' (Fox).

Berton Churchill, Frances Ford, 'Bachelor of Arts' (Fox).

Juliette Compton, Jack Mulhall, Neal Brainerd, 'Pat O'Malley, Behold My Wife' (Par).

John Halliday, '24 Hours a Day' (Fox).

Howard Sedgwick directs 'Father Brown' Detective, 'The Milky Way' (Par).

Noah Beery, 'Sweet Adeline' (WB).

Virginia Van Upp, dialog, 'The Goddess' (Par).

Albert Conti, 'The Night Is Young' (MG).

Wera Engels, 'Call to Arms' (Col-Foy).

Lawrence Grant, 'Caprice Deapagne' (Par).

Bradley Page, 'Racing Luck' (WB).

Glenn Farrell, 'Goldiggers of 1935' (WB).

Archie Mayo directs 'Casino de Paris' (WB).

Genevieve Lee, Joseph Sauer, 'Behold My Wife' (Par).

Hobart Cavanaugh, 'Wings in the Dark' (Par).

Charles Hackett, Frances Goodrich, scripting 'Ah, Wilderness' (Goodrich).

Sam and Bella Spewack, scripting untitled yarn, Metro.

Edwina Yarnall, Kent Taylor, 'County Chairman' (Fox).

Ed Marlin directs 'Casino Murder Case' (MG).

Joseph Gollomb scripting 'Trouble in the Air' (Fox).

Wallace Smith, screen play, 'Day Never Comes' (Fox).

Frank S. Franken scripting 'Poor Little Rich Girl' (Fox).

Frank Dolan scripting 'Jan of the Jungle' (U).

Elmer Jordan adapting 'Claushepp' (U).

Maureen O'Sullivan, 'Backfield' (MG).

Arthur Jarrett, 'Repeal' (Metro).

Theodore von Eltz, 'Portrait of Laura Bayles' (Radio).

Paul Hurst, 'Romance in Manhattan' (Radio).

Stanley Marchese Avery, writing serial for Shirley Temple, Fox.

Everett Rhodes Castle, screen play 'First of the Month' (MG).

Brandon Hurst, 'Bright Eyes' (Fox).

Albert Roland, '24 Hours a Day' (Fox).

J. Carroll Nash, 'Bachelor of Arts' (Fox).

Sidney Miller, Norman Phillips, Jr., David Durand, headlining Anderson, 'Backfield' (MG).

Gustav von Seyffertitz, Edna Von Freymann, Billy Dooley, Saub Potend, 'Hiro de Verdi' (Elaphet Dugan).

Carlos de Valdez, 'The Night Is Young' (MG).

David Manners, Ray Walker, 'The Perfect Clue' (Maj).

Ralph Forbes, 'Enchanted April' (Radio).

Dorothy Ishaire, 'The Perfect Clue' (Maj).

Lucille Ball, James Blackaby, Arthur Rankin, Allyn Rankin, 'Behind the Veil' (Radio).

Albert Coni, 'Mills of the Gods' (Col).

Earl Crawford, Clark Gable, 'Women Called Champ' (MG).

BILL CODY'S MESQUITER

Hollywood Oct. 15.

Franker Days, first of eight westerns starring Bill Cody, which Al Al is scheduled to produce, is set to start at Tullman studio today (Monday).

Bob Hill directs.

Politicians Get Proud; Resent Stations Apologizing for Them

Chicago, Oct. 15. Political talkers have now gotten a strong enough hold on radio stations that they are beginning to ask if their money isn't just as good as any sponsors', and if it is, then why must the stations continue the practice of introducing an office seeker with an apology.

It's a custom that gradually grew out of the old situation where a politician was made to feel very grateful for being allowed to speak over the air for votes. That was when the chief campaign medium was the street corner soap box route. Since then they have invaded radio to such an extent that most of the local stations have a long list of speakers already on tap at regular commercial rates.

From that vantage point politicians are beginning to feel that there is no longer a reason for introducing them with the usual apology. Instead they want to be announced like any commercial, with the plain introduction that for the next 15 minutes Mr. Doakes will speak to you from this station.

IGN is going in for the public service end. They are not taking money for the broadcasts, but are picking the leading candidates from each party and are letting them battle it out.

Lumbermen's Show Ties Up with Housing Act

San Antonio, Oct. 15. Texas quality group has annexed two more commercials to nearly exhaust its available p.m. hours.

Originating from WFAA, Dallas, Lumbermen's Association of Texas airs weekly on Tuesdays from 6:15 to 6:45 with 'Friendly Builders' program featuring band, bell canto quartet and philosophizing m.c. Tied in with National Housing Act epics. Thirteen weeks scheduled.

Morton Salt Company hits the air from same station for 27 weeks' Saturday half hours from 8 to 8:30 with a hill-billy haywire band which seems popular in the southwest.

Ward Wants Lowry

Pittsburgh, Oct. 15. Telephone wires between New York and here buzzed last week with Ward Bakke Company after Ed Lowry to m.c. its new CBS set-up with Will Osborne's band and Jennie Lang. Lowry playing Penn theatre here.

Understood Lowry holding out for more dough, with nothing closed yet. If deal goes through, Lowry will have with him Elaine Arden, 'Greek' comedienne, Lowry recently wound up several months of sustaining for NBC.

Ak-Sar-Ben Makes Grade

Omaha, Oct. 15. Special broadcast of the Ak-Sar-Ben stock show has been arranged for both the WFAF and WJZ networks along with the Pacific and southern groups of NBC. Will be made from the Ak-Sar-Ben coliseum Oct. 31 on the National Farm and Home hour.

Arranged through John Gillin, Jr. of WOW, and Niles Trammel, NBC Chicago. V.P. Ak-Sar-Ben officials have tried for two years to have event broadcast, and decision clinaxes campaign led by George Brandels.

Broadcast of the Ak-Sar-Ben ball, which opens the social season Oct. 12 and is the gala event of the year, was made locally over WOW.

Quality Group Sustainer

Zoe Freedman, manager of Fox-Brocklyn starting backstage series on Oct. 25 for Quality group four-station hook-up including WOR, WGN, WLW and WXYZ. Top name of current stage bill will head each week's program with assisting talent gleaned from various sources.

Will hit at 12:30 EST on Sunday.

Irish Luck

Lincoln, Oct. 15. John Connor, former KFOR staff announcer, had a lapful of luck recently. Taking his vacation in Chicago, he tried out on spec for a spot in the Myrt and Marge menage and landed.

Almost immediately thereafter, a roll of film he'd sent in for development with his pan in all the negatives won an ANSCO contest, the principal prize being a trip to Hollywood and a crack at flimflam.

Now he's afraid to open his mail.

NBC SHAKES UP CHI SPIELERS

Chicago, Oct. 15.

Switch in the set-up of announcers at the NBC studios here will bring Maurie Wetzel, production man into the exec offices in charge of the spilling staff. Hal Totten will concentrate his attention strictly to sports.

Pats Gallichio was brought back to the announcing staff at NBC last week after having been canned a week previously. But in that week so many things went wrong in the former Gallichio department that they sent a hurry call in for him. Gallichio had also been in charge of the pancake table, and on his absence the replacement announcers had the discs turning too fast or too slow and once pushed the needle right through the platter.

Boris Wallace drops out of the NBC announcers staff on Oct. 15, having come into the organization to handle special World's Fair stuff.

HEARST NIXES AIR COMM'L FOR RUNYON

Damon Runyon will not be permitted to broadcast under the Kentucky Cigarette banner. Sports writer was slated to audition a show that included Lennie Hayton, for the big account yesterday (Monday) when an order came through from W. R. Hearst barring the proposed air connection.

Hearing for Kentucky Winners has been arranged by the NBC Artists Service last Thursday (11). Included in the message to Runyon from Hearst was the suggestion that he (the publisher) would like to talk it over with him.

Chi G.E. Distrib Takes Hawk-WCFL No. U. Games

Cooper Company, distributors for General Electric refrigerators locally, has signed with Bob Hawk for the broadcast of home games of the Northwestern U football team over WCFL, the Chicago Federation of Labor station.

Hawk has control of a regular period on WCFL, retailing out portions of it to sponsors. He regularly broadcasts under the tag of 'Red Hot and Low Down.'

Delmar at WOR

Jules Delmar has joined the Artists Bureau of Station WOR, Newark-New York, as a booker.

It's the former RKO vaudeville booker's first connection with broadcasting. Started last week.

Ex-Page Boy Steps Up

Chicago, Oct. 15.

John O'Neill has been promoted to the traffic department at the local NBC offices, taking the spot vacated by Rowan Barrett.

O'Neill comes up from the page ranks.

Sponsor-Agencies

Skelly Oil Company bringing the 'Jimmie Allen' series into Chicago area proper for the first time. Product already well established in general Illinois territory, but this will be the first time for it in Windy City. Series on six times weekly.

MacManus, John and Adams, of Detroit, copied another account, the hot water heater firm of Howard Crawford, Inc., also Detroit.

Donahue and Cos Agency, New York, has another v.p. He's Frank Harwood.

United Remedies, Chicago patent medicine house, now has a new title. It's Drug Trade Products, Inc., henceforward.

Pinaud, Inc., starts its hair tonic brand on a half-hour over CBS Nov. 3. It's taken the 6 to 6:30 spot on the Saturday schedule. Program when picked will be musical.

Blaker Advertising Agency is handling the account.

E. Harold Greist and Victor Fabian have opened an ad agency of their own in Chicago under the name of E. Harold Greist, Advertising. Greist was formerly with R. B. D. & Co., while Fabian spent 13 years as advertising manager of Colgate-Palmolive-Peet, and prior to that he was connected with Lord & Thomas. Agency is starting off with the American Rolling Mill account, which has a weekly brass band program over NBC.

Scottissue is spreading around announcement contracts on the basis of three readings a night. Business will be placed in between 50 and 60 stations. Some of the schedules go into effect this week. J. Walter Thompson agency.

Pep Boys, auto supply firm, has bought Redfern Hollingshead for two 20-minute periods via WCAU, Philadelphia, as part of a twice weekly variety series. Show has signed Vincent Travers' band, the CBS Four showman quartet and Jean Shaw, a fem warbler. Programs will air Tues. and Fri. at 10:30 p.m. Contract is for 13 weeks. Firm formerly sponsored Banker Carter.

Wax Works

Grunow refrigerator (and radio) go on the ether on Nov. 1 through radio platters, after having cancelled their deal with CBS for a repeat of last season's Minneapolis symphony show.

Placed through the Hays MacFarland agency, Chicago, platters will hit some 85 stations throughout the country on a six-week twice weekly schedule. Discs carrying a pop musical show.

Nick Stuart will direct the orchestra for a series of discs for Radio Transcription Co.

Russ Johnston writing another mystery serial, 'Senate Murder Case,' for coast discing.

Gill and Doemling in series of 78 platters to be produced by Transco.

Luxor cosmetic company through the Chicago Lord and Thomas agency last week sent in cancellation orders to all stations which were booked to take radio platters of the new 'Sally of the Talkies' show which was due to start on spot campaigns on Nov. 19.

Bert Green, who formerly headed his own laboratory, now with the Chicago Edward Petry office as salesman.

General Baking is spreading out with its 'Ted and Terry' mystery series. It is placing 65 recorded versions of the serial on WJZ, Philadelphia, and stations yet to be selected in Indianapolis and Omaha, with the release schedule calling for five programs a week. Wax affair is currently running on WJZ, Detroit, and WVIC, Hartford, Conn. B. R. D. & O. is the agency.

Best Foods, Inc., sponsoring 'Round the World Cooking School,' electrical transcriptions scheduled for 13 weeks.

Provident Mutual Life Insurance Co., Philadelphia, using World series for nine weeks over ten stations starting October 14.

Grace Gibson, representing station 2GB of Sidney, Australia, is in

Premieres

(This Week)

Oct. 17. Josephine Gibson. (Hearst, 10, WJZ). (Maxon agency).

Oct. 17. Uncle Ezra's Radio Station. (Dr. Miles Laboratories, 7:30, WJZ). (Wade).

Oct. 18. Colby M. Chester, Edwin C. Hill, Edward Nell, Fulton Oursler, Arnold Johnson's orchestra. (Liberty Magazine, 8:30, WABC). (Erwin Wasey).

Oct. 19. 'Thrills of Tomorrow,' sketches. (Gilbert Erector, 6, WEAF). (Charles W. Hoyt).

Oct. 20. Edward D'Anna band. Francis D. Bowman. (Carborundum, 10, WABC). (B. D. & O.).

Oct. 21. Little Jack Little. (Flax, 1:30, WABC). (Russell M. Seeds Co.).

SCRUBWOMEN'S MATINEE

Two Shows for West Coast Keep Actors Up Late.

Circle of NBC clients, Beachnut Packing and Prudential Life Insurance, are considering asking the web to install some cots so that the players in their casts can take a snooze between broadcasts. In either case the program calls for a rebroadcast to the Pacific area which is fed into the mike from New York at 1:15 a.m.

With the Beachnut troupe the long wait between shows takes place three nights a week. The program, 'Red Davis,' gets its eastern and midwest release at 7:30 New York time. For the Prudential bunch, appearing in 'The Story Behind the Claim,' it's a four-hour stretch between shows, but once a week.

Quarter hour before these stanzas start for the Coast both NBC's New York keys, WEAF and WJZ have called it quits for the day, leaving the darkened plant in charge of the technicians in charge of the one show and the charwomen.

Phillips Oil Co. Buys Ryan's WGN Interviews

Chicago, Oct. 15. Phillips Petroleum company has signed with WGN, the Chicago Tribune station, for the sponsorship of the Quin Ryan 15-minute show each night at 6:45 p.m. Ryan has been in this spot for the past six months under the Thompson's restaurant wing, and built up a following as the World's Fair Reporter.

For the gas firm, Ryan will do a roving reporter stunt, interviewing 'interesting people in interesting jobs.' Show starts Nov. 5.

New High for WJJD

Chicago, Oct. 15. Ralph Altass station WJJD has completed its most successful month since the station has been in operation, hitting a new high in September. Station is now sold solid from 6:7:30 a.m. and from 2:30-6:45 p.m., when it signs off the air at the latter time.

Station is at present so sold on announcements that it will not take any more spot spots until present contracts expire.

COBB'S CHI ETHEREER

Hollywood, Oct. 15. Irvin S. Cobb, currently writing a script at Metro, hits for Chicago on a one-timer over NBC, Oct. 21, for Hoover Vacuum Cleaner Co. He'll then fly to New York for a once over for returning here.

Therold Crossdale, the London warbler, is being heard on WJAB, Philadelphia, again after a six-month lay-off.

Los Angeles purchasing electrical transcriptions for exclusive use and distribution down under. Formerly associated with Freeman Lang here, she went to the Antipodes six months ago. Returns to Australia Wednesday (17) on the Mariposa.

McGregor and Solie, transcription studio, is producing a series of transcription programs for 'Sego Milk company.' Will be placed through Petford, Constantine and Gardner agency in Portland, Ore.

OVALTINE ON WAX FOR FAR WEST

Chicago, Oct. 15.

Ovaltine company through the local Blackett-Sample-Hummert agency is cancelling the entire mountain and west coast on NBC following the refusal of the network to guarantee the 'Orphan Annie' show time more than 30 days in advance. NBC execs here have been in constant negotiation with the agency in an attempt to stall this cancellation but the split blew wide open last week.

Instead of using NBC the agency will go on platters for the west starting on Nov. 19, going off of NBC on the Friday preceding (Nov. 16). Will use seven stations only one of which will be an NBC station, and that in San Francisco. All other stations will be Columbia of indie transmitters.

Loss of revenue follows NBC kicking Ovaltine off the Saturday night rebroadcast on the coast when the Swift program took a coast-to-coast program at the same period. Which cut Ovaltine off on Saturday and Thursday, the latter for the Rudy Vallee-Fleischmann program. Ovaltine asked a guarantee for the four remaining days at least, but NBC couldn't see it that way.

When Ovaltine starts its disc version of 'Orphan Annie' in the west area, Nov. 19, the station releasing the program in Los Angeles will be a non-NBC affiliate. Contract for the five-a-week series has been turned over in that town to KNX, which isn't associated with either NBC or CBS. Live version of the show is carried on the blue (WJZ) link.

Waxed serial, however, has been placed on two other NBC affiliates, KDXL Salt Lake City, and KTAH, Phoenix. In the Los Angeles area Earle C. Anthony, operating KFI and KECA, holds an exclusive releasing contract with NBC.

SEVERAL NEW HANDS JOIN WORLD SYSTEM

Adrian Planter steps from assistantship to management of sales promotion at World Broadcasting, New York. It's one of several shifts at the big waxworks. Ted Hyron from WOKO, Albany, is new to continuity, and Allen Ward, from WLW, Cincinnati, is new to production. Robert Merrick is a new salesman.

World's new office in San Francisco is under Carl Langvin, who in turn is under Pat Campbell of Los Angeles.

KFPY, Spokane, 12 Years Under Same Management

Spokane, Oct. 15. On Oct. 21 KFPY will observe its 12th year on the air. Founded in 1922, KFPY has broadcast continuously for twelve years under the same management. T. W. Symons, Jr. is the owner and operator. Station joined CBS network in 1929. Recent promotions at KFPY are George Langford, now chief engineer, and Bob Struble, now production manager.

Socony's 'Pleasure Cruise' originating at WHAM, Rochester, going to WSYR, Syracuse, three nights a week during October instead of twice as heretofore.

Tom Everett, who has been doing freelance writing for various agencies, has joined J. Sterling Getchell's radio department.

Low Frost, program manager of NBC Pacific division, spent last week in New York. Most of it was around the home office and studios.

Bert Lytell, now appearing in 'The First Legion,' passing over WINS, New York, on 'Michael Tomes' 'Radio Voice of the Theatre.' On October 19 Charles Coleman is slated for a similar appearance.

COMMUNITY SHOWMANSHIP

VARIETY'S 2D COMPILATION

Relative Ratings in Local
Showmanship Enterprise
and Effectiveness in 40
Cities

NOT CIRCULATION

Variety again presents its city-by-city showmanship ratings of stations in respect to their community. Last similar digest was in April. It is planned to publish these listings twice a year, in the fall and in the spring.

Present list includes 42 cities as against 33 included in April. Fort Worth, San Antonio, Memphis, Indianapolis-St. Paul, Milwaukee, Indianapolis, Charlotte, New York and Hartford have been added. Spokane is dropped.

Following the April publication a number of protests were received by VARIETY from those who misread the text and misunderstood the aim of the listings. This survey is not an attempt to note or comment upon the "circulation" of any of the stations mentioned.

Considered here is not whether one station is above or below another on coverage, signal strength, affiliation, or importance of market. This is a ranking of local stations in relation to what is done locally on showmanship, stunts, merchandising, tie-ups, special events, program originating, talent development or the sundry other devices of creating station prestige by means existing within the community where the transmitter is located. In other words, VARIETY attempts to present an analysis of what the stations are doing for themselves rather than what is being done for them by the networks.

Variety derives these rankings from:

- (1) Opinions of reputable and unbiased specialists on stations in advertising agencies.
- (2) VARIETY's own information on local situations.

ATLANTA

October. April.
1. WB 2. WGST
2. WGST 3. WJTL
3. WJTL 3.
Lambkin Kay keeps WSB out front, aided by those 50,000 watts and WSB security as the south's eldest.

BALTIMORE

October. April.
1. WCAO 2. WCAO
2. WBAL 3. WBAL
3. WCBM 4. WFBR
4. WFBR 4.
Baltimore is a stumpy town. All the stations work hard to attract attention through showmanship. WCAO holds its lead. Tom Lyons seemingly better able than others to invest coin on prestige-builders in community. WBAL promotion very smart. WCBM, omitted from April compilation, is ranked third, closely trailed by WFBR.

BIRMINGHAM

October. April.
1. WSGN 1. WBRB
2. WAPI 2. WAPI
3. WBRB 2. WKBC
WAPI (NBC) is the class station of Birmingham but for energetic exploitation the town's chief wheeler-upper is unquestionably WSGN. Stephen Cider makes up in ideas and aggressiveness what WSGN lacks in wattage. Cider has gone after hillbilly stuff and sought to develop regional attractions. All in all, he puts on a strong campaign against bad odds to make WSGN locally important.

BOSTON

October. April.
1. WNAC 1. WNAC
2. WEEI 2. WEEI
3. WBZ 3. WBZ
4. WAAB 4. WAAB
These placements are unchanged since April. Shepard's WNAC now has 256 watts (formerly 1466) and

that should be a further advantage. WEEI's conservative ownership (utility) keeps it under wraps, but Charles Burton manages to cook up some attention-getters locally. Other Shepard outlet, WAAB, may go with George Storer's AAS web if CBS doesn't step in with a 'nay'.

Yankee web's fight against Boston dailies to put over its news bureau has been unique and won WNAC lots of comment. Noticeable that bulk of paying politicians this fall went to WNAC. Easily first in Boston, this station also carries influence through its New England listening area.

WJZ chiefly a network program-carrier.

BUFFALO

October. April.
1. WGR 1. WGR
2. WKBW 2. WKBW
3. WBEW 3. WBEW

Buffalo is provincial and radio outlook a bit corny but Lounsbury continues to have the situation well in hand. Not a notable town for community showmanship.

CHARLOTTE, N. C.

October. April.
1. WBT 1.
2. WSOB 2.

This hillbilly metropolis is outstanding in community showmanship. Advantages of wattage and prestige with WBT, but tiny rival never snoozes and pulls some stunts to compete with William Schudt's Manhattan inspirations. Town is accustomed to a regular diet of special programs, remote pickups, sports events, etc.

CHICAGO

October. April.
1. WGN 1. WLS
2. WLS 2. WGN
3. WMAQ 3. WMAQ
4. WBBM 4. WBBM
5. KYW 5. KYW
6. WENR 6. WENR
7. WJJD 7. WJJD
8. WIND 8. WCFL
9. WCFL 9.
10. WAAF 10.
11. WGES 11.

WGN has put up a distinguished fight to hold prominence in Chicago. It is without network assistance of any kind. Spends plenty and goes after big events. Several network programs are still picked up from WGN. With the influential Tribune ownership WGN's tie to Chicago leadership seems beyond evil.

WLS continues, of course, to be the big time of the sodbusters. WENR's relative ranking may seem odd because of its wattage and NBC importance but is a network station in character with slight meaning in local showmanship.

WIND, while not strictly a Chicago station, affects the south side and has been showing some speed under Ralph Atlas' direction. There's an improvement, too, in his other station, WJJD, which is slated for AFS affiliation. WCFL, Labor station, has recently retained a vaudeville showman, Malcolm Eagle to see if the quality of programs can't be improved. Too soon to report on that.

CINCINNATI

October. April.
1. WLW 1. WLW
2. WCKY 2. WCKY
3. WKRC 3. WSAI
4. WSAI 4. WKRC

WLW, with 500,000 watts and large talent and merchandizing staff, is America's biggest broadcasting organization outside the nets. In view of WLW's strength, the growing prestige of WCKY is doubly remarkable.

CLEVELAND

October. April.
1. WABR 1. WABR
2. WKH 2. WTAM
3. WJAY 3. WCAR
4. WTAM 4. WJAY

WGAR is given recognition as Cleveland's peer-station in community showmanship. Has an advantage in retaining from NBC (blue) guaranteed time for local use. Has nightly children's program, local news commentator, early rivers club, midday recues. Uses local advertising outside radio. Active in framing entertainments for big civic organizations. John Hart fosters talent development and has

Emile Ciani, formerly WTAM, as

program boss. J. Leslie Fox now with station.

WLIK and WJAY have both lost their managers by death. Harry Howlett, of the former, and Grant Melrose, of the latter, were up-and-at-'em boys and kept their stations prominently identified with community activities. Their policies largely being followed.

WTAM has lots of listeners nights due to the NBC red programs, but has partly lost its local character since John Royal left.

COLUMBUS

October. April.
1. WBNS 1. WBNS
2. WAU 2. WAU
3. WSEN 3.

Columbus is ranked as one of those in-between towns. Cincinnati and Cleveland high-powered opposition gets little competition from local Cleveland enterprise.

DALLAS

October. April.
1. KRLD 1. KRLD
2. WFAA 2. WFAA
3. WRR 3. WRR

No particular change from April ratings. WFAA can claim all the advantages of 50,000 watts and Martin Campbell is more local-minded than many NBC station bosses.

DETROIT

October. April.
1. WJR 1. WJR
2. WXYZ 2. CKLW
3. CKLW 3. WXYZ
4. WWJ 4.
5. WJBK 5.

G. A. Richards-Leo Fitzpatrick regime has kept WJR one of the biggest money-makers in radio. In strong position to dominate community prestige, but Kunsky-Trendle puts up strong counter-claims through WXYZ, key to Michigan regional work. Latter are experienced showmen from vaudeville and cinema. Recent power tilt should aid WJBK.

DENVER

October. April.
1. KOA 1. KOA
2. KFEL 2. KLZ
3. KLZ 3. KFEL
4. KFXF 4.

Gene O'Fallon makes 500-watt KFEL stand out in Denver because of stunts. Divvies time with KFXF. Denver has another station, WPOF, church voice and non-commercial.

DES MOINES

October. April.
1. WHO 1. WOC-WHO
2. KSO 2. KSO

KSO has started to step out so competitive situation in this town is keen. Both stations increasingly showmanship-minded. WHO specializes in local activities by remote pickups, barn dances, raffle parties and corn belt stuff generally. KSO previously throttled down a bit.

FORT WORTH, TEXAS

October. April.
1. KTAT 1.
2. WBAP 2.
3. KFJZ 3.

Southwest network station KTAT leads on the community angle. WBAP is owned by Fort Worth Star-Telegram and station has reputation to playing second violin to its time-sharer, WFAA, Dallas.

HARTFORD

October. April.
1. WTIC 1.
2. WDRG 2.

WTIC now full time and spending liberally. Has created one of most pretentious program departments outside New York and Chicago and runs away with community showmanship. WDRG is big money-maker, but invests little for talent etc.

HOUSTON

October. April.
1. KPRC 1. KPRC
2. KTRH 2. KTRH

Houston is one of those towns the advertising world seems never to hear from. Neither station goes in much for showmanship.

INDIANAPOLIS

October. April.
1. WFBM 1.
2. WKBF 2.

Little to choose here. Not a first

KANSAS CITY

October. April.
1. WHB 1. KMBC
2. KMBC 2. WDAF
3. WDAF 3.

KMBC probably still has the edge but relies a good deal on its laurels. Makes little effort to meet snappy showmanship of Don Davis at WHB. Latter runs away with the community stuff. Great idea-builder and, although station is limited to daylight broadcasting, it's a champ mail-puller. Does good job for local commercials and entitled on initiative and push to first place, despite KMBC's full time and other advantages.

WDAF has the Kansas City Star behind it. Which is a sufficiency. Station has swank appeal.

LINCOLN

October. April.
1. KFAB 1. KFAB
2. KFOR 2. KFOR

De-I town. Little to choose or report.

LOS ANGELES

October. April.
1. KNX 1. KHJ
2. KFI 2. KFNB
3. KHJ 3. KFI
4. KFNB 4. KFI
5. KMTR 5. KMTR
6. KECA 6. KFAC
7. KFAC 7. KECA

KNX enjoys a good reputation as a leader, independent, status and aggressive policy on press-radio and other matters, plus the origination of many local programs gives it claim to first place in this unusual town.

LOUISVILLE

October. April.
1. WHAS 1. WHAS
2. WAVE 2. WAVE

No change in this town. WAVE is making progress in elbowing the big station for a place in the Kentucky picture.

MEMPHIS

October. April.
1. WMC 1.
2. WREC 2.
3. WHB 3.

Two leaders have talent bureaux and are active in showmanship and station by-products. Town not particularly prominent in radio sense but getting more attention.

Memphis, long noted as, and somewhat sensitive of reputation as worst week in show business outside Holy Week.

MILWAUKEE

October. April.
1. WTMJ 1.
2. WISN 2.

WTMJ is possibly the nation's most up-and-coming individual station from a promotional angle. Took vigorous action to discredit Crossley survey of Milwaukee. Has built various local programs deemed very fair in quality and position in Milwaukee is strong.

Challenge of WISN, however, starts to promise fireworks. Under Jesse Kaufman supervision the station manager, Gaston Grignon, has plenty of leeway and is permitted to take the elastic off the bankroll when need arises. Look for WISN to go after some of WTMJ's laurels in community prestige.

MINNEAPOLIS

October. April.
1. KSTP 1.
2. WCCO 2.
3. WGGY 3.

Competitive town. Quite a lot of showmanship and the quality is going up in esteem. WGHM going out to grab local events and spent heavily for talent. Lots like Minneapolis-St. Paul will develop into hot spot for radio showmanship.

NASHVILLE

October. April.
1. WSM 1. WSM
2. WLAC 2. WLAC

This is the battle of the insurance companies. Much hillbilly stuff on WSM. WLAC is home lot of new N.A.I. president J. T. Ward.

NEW ORLEANS

October. April.
1. WDSU 1. WDSU
2. WMB 2. WMB
3. WWL 3. WWL

State rating for first place. Unit of WDSU is expected.

Sends staff all over for special stunts. Staged Huey Long hearings as big local circus. WSMB is conservative. WVL has its own local niche.

NEW YORK

October. April.
1. WOR 1.
2. WMCA 2.
3. WINS 3.
4. WHN 4.
5. WNEW 5.
6. WBNX 6.

WABC, WJZ, WEAH are not included, being considered as feeders of networks rather than local stations. WOR has long enjoyed first place among the Indies. Its programs have been of network quality and it has recently taken steps in connection with the organization of an artists' bureau to pay all talent 100%.

WMCA is credited with a great stunt in broadcasting the Morro Castle hearings and the station is now jirding for a big tussle for Manhattan attention. WOR will have to recognize the threat. It is generally believed. WINS, under R. L. Ferguson and Walter Preston, is another Hearst station taking on new life. WHN has its first commercial sales manager in Phillip Whitten, but isn't fully prepared for competitive purposes yet. Major "Bowen" analysis show has been its best claim on community interest.

Blackeye for WNEW was the Dr. Price program which resulted in the fortune-teller's arrest by the Federal authorities. WNEW, however, has made some progress in a showmanship sense.

OKLAHOMA CITY

October. April.
1. WKY 1. WKY
2. KOMA 2. KOMA
Not conspicuous for showmanship.

OMAHA

October. April.
1. WOW 1. WOW
2. KOIL 2. KOIL
3. WAOW 2. WAOW
John Gillin's push-'em-up gives WOW an edge. KOIL has Barnsall Oil support and good local concert staff.

PHILADELPHIA

October. April.
1. WCAU 1. WCAU
2. WIP 2. WIP
3. WPEN 3. WPEN
4. WRAX 4. WLIT
5. WLIT 5.
6. WDAS 6.
7. WHAT 7.
WTEL

Same old story here. All WCAU. But there's stirrings of competitive life in some of stations and in another six months there may be changes. Ben Gimbel has personally taken over KIP's direction and gives indication of starting things.

PITTSBURGH

October. April.
1. WCAE 1. WCAE
2. KDKA 2. KDKA
3. WWSW 3. WJAS
4. KQV 4. WJAS
5. WJAS 5.

WCAE holds its leadership on community showmanship. Because it always had to buck KDKA's longevity and power assets this station has been pretty pugnacious. Now, under Jack Stevens, Hearst policy of strengthening appld here, as with WISN, Milwaukee, and WINS, New York City.

PORTLAND, OREGON

October. April.
1. KGW-KEX 1. KGW-KEX
2. KOIN-KALE 2. KOIN-KALE

These two groups put on a great display of radio showmanship. Oregonian's duo holds the lead, but pressed by the Journal's pair, KOIN-KALE.

Town is kept stunt-conscious in dozens of ways. Both organizations originate lots of programs and movies. Probably no town finds the radio competition so keen, fast and intelligent.

PROVIDENCE

October. April.
1. WEAN 1. WEAN
2. WJAR 2. WJAR
3. WPRO 3.

WPRO has taken on activity and

(Continued on page 34)

RADIO INDUSTRY PRESENTS UNITED FRONT AGAINST EDUCATIONAL LEADERS' CLAIMS

Loucks Registers NAB Stand at Wash. Hearing—Commish Told New Legislation Would Be Disastrous to Radio

Washington, Oct. 15. Registering unalterable opposition to proposals to make statutory allocation of broadcast frequencies for non-profit stations, representatives of the radio industry last week began appearing before the Federal Communications Committee to answer criticism of educational and religious leaders.

With National Association of Broadcasters filing appearances for over 400 commercial representatives, industry presented a unified front in the hope of convincing the Commish and Congress that education gets a fair break under the present set-up and of staving off drastic legislation which would require deletion of nearly 100 existing stations.

Stand of NAB was registered by Philip G. Loucks, managing director, who said that similar proposals for placing educators have come up in the past and upon each occasion a resolution was unanimously adopted opposing statutory allocations by the Congress. Loucks assured regulators that "our policy has always been one of willing co-operation with the religious, educational, charitable, civic and other similar organizations, and asserted that evidence will be offered demonstrating that 'any change, however slight, in the present system is undesirable from the standpoint of the public and disastrous from the standpoint of the broadcast industry and the vast majority of all religious, educational, charitable, civic and other similar organizations'.

Sponsors Testify

Directing presentation of the industry's case, Henry A. Bellows, former CBS vice-president and a member of the original Radio Commission, opened a parade of more than a score of commercial broadcasters who presented specific arguments against the proposed change in allocation procedure. Virtually all big shots of the industry were on hand to offer supplemental testimony if needed or desired.

The central theme of the commercial spokesmen was that already adequate provisions have been made for the broadcasting of educational, religious and cultural programs and that any change would be more harmful to the industry and listening public than beneficial.

Referring frequently to sworn statements submitted by 300 licensees, Bellows maintained that commercial stations are working in close co-operation with schools, colleges, civic organizations, state and local governments, churches and other non-profit groups. Bellows listed a number of programs carried regularly by stations from coast to coast and demonstrated the nature of co-operation in both large and small communities.

Commercial transmitters carry many programs gratis for state governments, chambers of commerce, service clubs and local groups of all sorts, the NAB spokesman insisted, and have offered facilities freely to all worthy organizations.

"The commercial stations broadcasting in co-operation with educational institutions devote as much or more time to educational programs than do stations operated by educational institutions," Bellows testified.

Answering specific complaints from educators, Bellows denied that commercial stations "invariably" reject an educational program when a commercial sale may be made; that only useless daytime hours are available for educational use; and that commercial broadcasters fail to realize the benefits of educational broadcasts.

Colleges Squawks

In response, the commercial spokesmen fired a charge that colleges which complain about poor treatment frequently desire free time merely for the broadcasting of football games, rallies, musical clubs, and other non-educational features, complained that many of these of free time have been turned down because educators were not interested or could not provide funds to carry their share of the

expense; and asserted that many stations make large outlays for the sake of outside groups.

Commercial stations have demonstrated their ability to coordinate and develop the potentialities of educational resources available in their localities, Bellows said, explaining how series of programs have been arranged by a number of broadcasters and the way program directors have pitched in to arrange attractive educational features. Bellows complained that many colleges lack usable material, do not display interest needed to make their programs a success, and fail to realize the potentialities of radio in educational fields.

One station persisted in carrying educational programs despite kicks from its listeners about "dry" talks, Bellows related; a number of stations have opened campus studios and pay all line charges; and both big and little stations have demonstrated a clear desire to aid education in every possible manner.

CBS CONTRACT WITH DON LEE GROUP SET

Columbia states that it has a deal all set with the Don Lee Network to continue their present relations for at least another year. Only thing left to do in order to cement this entente cordiale is the exchange of contract signatures, says CBS.

Report that the coast link and CBS had not attended each other to an agreement brought from KFWB, Los Angeles, last week another bid. Warner Bros. outlet has been seeking to replace KHL, Don Lee key, as Columbia's Los Angeles release.

GIVOT'S ACROPOLIS TO BECOME REALITY

George Givot's monicker to grace a new 1,200-seater restaurant of Acropolis No. 7 style shortly, Jay Reiner, Wall street broker, behind idea with entertainer down to receive five percent of grosses for lending his initials.

To be located on 31st street near Fifth avenue. Assisting on plugging project.

F-WC Theatres Toss Radio Dept. Out; Mgrs. Happy

Los Angeles, Oct. 15. Fox-West Coast, through Charles Skoura, kicked out its radio department over the week-end. Circuit managers are gleeful over the abolition of the weekly \$500 kick-in for the hook-up.

Circuit conducted a birthday club broadcast over KFI each Tuesday and a Saturday talent tryout promoted over KFAC.

House managers were required to supply talent for the latter.

Burns & Allen to Coast

After Nov. 21 Broadcast

Burns and Allen leave for Hollywood following their Nov. 21 program and thereafter for at least two months will broadcast their General Cigar shows from the Coast.

Team is due to report at the Paramount studio Nov. 23, when "Win or Lose," first of two pictures they'll make on that trip, goes to work.

Bobby Dolan, orchestra leader on the cigar program, goes west with B & A and will recruit the rest of the air troupe out there.

CBS 18% Cultural

When Columbia gets its in-lining before the Federal Communications Commission on the hearing of education's demand for 25% of radio facilities the network will submit statistics showing that for the past year it has devoted 18% of its time to educational, cultural and informative purposes.

With commercial contributions of this nature added, CBS will point out, the high-brow side of the equation would amount to about 25%. CBS givers of testimony are slated to appear before the commission Wednesday (17).

Ratings

(Continued from page 33)

zip since affiliating with ABS network and may take the lead of Providence. It shouldn't be hard, as the other stations are snoots connected with partnership stores.

Providence has 300,000 population, just big enough to make the burg a bit cocky of its status as a metropolis and while Boston might ordinarily suffice to cover Providence, there's the local listeners' civic pride to be reckoned with. Stations very routine, however, and take little advantage of local pride.

ROCHESTER

October, 1. WHAM	April, 1. WHAM
2. WHEC	2. WHEC

WHEC is cutting down the margin and going after business with showmanship ideas. Spends own money for spotlight ads and otherwise pursues local prestige. WHAM with Stromberg-Carlson parentage, retains the class appeal. WHEC merchandizing tie-ups are getting results.

SALT LAKE CITY

October, 1. KSL	April, 1. KSL
2. KDYL	2. KDYL

KSL booked solid nights. Has 23 hours weekly of locally produced shows. KSL has 24 weekly from shows against KDYL's seven, and with former going after remote pickups.

ST. LOUIS

October, 1. KMOW	April, 1. KMOW
2. KWK	2. KWK
3. KSD	3. KSD

Jack Van Voelkenberg credited with strengthening KMOW's position.

SAN ANTONIO

October, 1. WOAI	April, 1.
2. KTSH	2.
3. KMCC-KONO	3.

WOAI has the leadership on showmanship here.

SAN FRANCISCO

October, 1. KGO	April, 1. KGO
2. KFRC	2. KFRC
3. KPJ	3. KPO
4. KYA	4. KYA
5. KROW	5. KROW

Not much change here.

SEATTLE

October, 1. KOMO	April, 1. KOMO
2. KOL	2. KOL

Both stations go in for showmanship rather extensively. Local stunts and merchandising prominent.

SYRACUSE

October, 1. WSYR	April, 1.
2. WFBL	2.

Things are kept popping for WSYR along showmanship lines by Manager Wilder, with the station gaining local distinction by the way it handles the pickup from vaude houses, the National Bowling Tournament and other stunts. Sam Cook, owner, has recently stepped into the WFBL situation with buildup intentions. Syracuse looks to become increasingly competitive

Inside Stuff—Radio

Of the five programs coming under his direction this season Ann Lyman is getting billing on two only, 'Mehdiana' and 'Waltz Time'. Both carry the Phillips Magnesia tag. Other shows using the Lyman unit are 'Manhattan-Merry-Go-Round' (Dr. Lyons toothpaste), 'Lazy Dan' (Old English Floorwax) and 'Royal Hawaiian Band' (Hill's Nose Drops).

WISN, Milwaukee, has quite a few ex-show folks on its staff. Sam Sutherland, who appeared on Broadway in drama, is now an announcer plus being soloist at St. Peter and Paul's church; Bryan Eaton, announcer and a member of the Wisconsin Players, was in dramas for years; Howard Peck is another reformed juvenile now an announcer; Woods Dreyfus, who appeared in vaude with his singing sons, is now an announcer, too, as is Ford Miller, for many years on the legit and a picture house m.c.

Sandra Kostner, in many Little theatre plays, now plays in radio skits; Mary Ann LeMay, another former actress, has turned typist for the studio, and Myrtle Netow, who was accompanist for several stage and concert stars, hammers out continuity.

Gaston Grignon, the station manager, once played the role of Shylock but it was only a high school production!

Several advertisers and radio stations up and down the Coast are winking at the agreement in the press-air news agreement that the Press Radio bulletins must not be commercialized.

Several instances of advertisers paying stations full time rates for the news periods and while not commercializing them on the regular order, such as 'this program comes to you through the courtesy of' the commercial announcements are there just the same.

On some western stations an oil company is paying for the period. At the start of the bulletin a straight commercial is read, with seemingly no connection with the news broadcast. In the middle of the program another announcement is made and a third at the close.

Visiting New York from NBC Frisco are Don Gilman, exec v.p. in charge of the western division, and Lew Foster, program director. They came east separately. There is some talk of keeping Foster east at NBC.

The 1934 World Series brought forth a number of what baseball scribes call 'firsts', and one, perhaps the chief of these, was the fact that a tag line used on a chain broadcast by a ranking participant was turned against him, with telling effect, by 'jockeys' on the bench of the rival club.

Lynwood Thomas (Schoolboy) Rowe, star pitcher of Detroit, was the fellow on whom the Cardinal 'diggers' concentrated their verbal spurs, and they jabbed him deepest with the 'Hello Ma, hello Edna (Miss Skinner, his El Dorado, Ark., sweetheart, now Mrs. Rowe), how am I doing?' query with which he signed off on the Rudy Vallee-Fleischmann hour during the week he hung up sixteenth straight victory.

Series writers believe that the Cards' taunting of Rowe played a part in his defeat in the crucial sixth game, which Detroit lost by one run. A victory that day would have given the Tigers the series. Bill DeLancey, St. Louis catcher, again shouted the 'Hello Edna' query at Rowe after he doubled off him in the Cards' seventh game rout of the Tigers. Incidentally the line, tabbed a natural when Rowe uttered it, was the product of an advertising agency man, according to Rowe.

Juliet Lowell whose 'Dumb Bell Letters' are on the screen as shorts is bringing about a book called 'More Dumb Belle Letters', being compiled from the files of CBS and NBC. Simon & Schuster to publish.

Progress made in facsimile broadcasting by WTMJ, Milwaukee, was demonstrated before an invited audience in the WTMJ studios Wednesday (10) when engineers of the Journal station for the first showed the public how news pictures could be dispatched by radio waves.

Freeman H. Talbot, former manager of KOA, Denver, charged with sending an extortion letter through the mails to his friend, John T. Fitzel, wealthy business man, was not indicted. Federal grand jury returned a no true bill. It is understood the indictment was refused turned a no true bill. Talbot is in a private sanitarium for treatment.

WSU, Iowa City, is preparing for long distance radio debate of University of Iowa and Bates college, Lewiston, Me. Probably occurs Jan. 12. National Broadcasting company to be used on an extensive hookup. Subject will probably be: 'Resolved, That the United States should pursue a policy of internationalism rather than that of economic nationalism.' Prof. A. C. Baird, director of debate, Iowa, is in charge.

WCAO and WFBR, Baltimore, are feuding again over the descriptive tag lines used after station identifications. First squawk was registered few years back when Bill Broening was mayor of burg. WCAO has always been accustomed to terming self 'WCAO, the Voice of Baltimore'. At that time WFBR ran a wire into the City Hall and aired a 15-min. weekly program direct from mayor's desk and announcing self as 'WFBR, the official voice of Baltimore'.

Recently WFBR has been terming self 'Maryland's pioneer station'. WCAO objected on grounds it antedated WFBR, to which WFBR admonished WCAO to consult dictionary and find meaning of 'pioneer'. Not known whether or no WCAO did look up meaning of word, but station has adopted new identification qualifying phrase, 'WCAO, Maryland's oldest station'.

James E. Hopkins, manager of WJIB, Detroit, points out that George Storer, head of the American Broadcasting System, does not own a single share in the corporation holding the license for WJIB. Storer does control, says Hopkins, the stock of the Port Industries Co. of Toledo, which has one-sixth of the outstanding stock in the WJIB corporation.

WASHINGTON

October, 1. WJWV	April, 1. WJWV
2. WOL	2. WOL
3. WMAL	3. WMAL
4. WRC	4. WRC

Ted Church of WJWV, goes in for special events. Grabbed wrestling matches away from WOL. Latter station, under Le Roy Marks, has smartly appreciated the true professional character of the Washington clerks and has fed the small cogs of the government bureaucracy the ham and eggs they're accustomed to leaving the caviar for the others.

Buddy Rogers Fades

Though Buddy Rogers and the others on the Ward program over CBS Sunday nights have received their notices, effective with the Nov. 4 broadcast, the account hasn't determined either way about continuing with the program.

Rogers meantime has received a bid to do a picture for Gaumont British in London, starting the middle of November, with Abe Laskoff of the William Morris office handling the booking.

WHOLESALE POWER BOOSTS

CBS Wants 20% from Talent

CBS' artist bureau under Ralph Wonders' direction is reported to have established a new general ruling in favor of a 20% managerial commission rate on the salaries of all contract talent. This is a 5% increase.

Whether some of the established names on the CBS roster will accept hasn't yet been indicated. But all future contractees will be charged 20%, from accounts.

CBS' commission rate was originally 10%, later being boosted to 15%. A short time ago there was talk at CBS of reducing it to 10% once more, but the reported increase to 20% appears to be a reversal in attitude.

Ford's \$375,000 Series Splurge Biggest Coin Spread in Air History

Chicago, Oct. 15.

Largest expenditure for any one program in the history of radio was the money poured into the stations by Henry Ford on his broadcast of seven days' worth of World Series games. Taking in the cost of talent and the coin going to the baseball commission, besides the rates on NBC, CBS and several independent outlets, it is figured that Ford spent close to \$375,000 on the week.

Baseball commission drew a clear \$100,000 for the broadcast rights. CBS and two NBC networks jointly got about \$375,000 for time, the games averaging about 150 minutes each afternoon. Ford did not pay for every minute on the air, the manufacturer having set up a gambling deal with the networks whereby he paid only by the half-hour, paying for the full half-hour if the game ran beyond the 15-minute mark and getting the extra minutes past the hour gratis if the time ran less than the 15-minute mark.

Talent cost Ford close to \$10,000, and merchandising expenses, such as posters, window cards, etc., ran him \$30,000 more.

STICK-AND-PUCKERS AS AIR COMMERCIALS

In addition to bankrolling a network show, which it has yet to decide on, Kentucky Wonders cigars will fill this fall and winter air for extensive hockey game broadcasting on a local basis.

Three towns it intends including in its spot schedule are New York, Detroit and Cleveland.

Another account that proposes to add the hockey game in various towns this season is Truly Warner hats.

Switching Cantor's Sked

Lehn & Pink through the Lennen & Mitchell agency last week turned into Columbia its time contracts for the Eddie Cantor and 'Hall of Fame' stanzas, each of which will take a cross-country hopkunk of around 50 stations.

From Jan. 6-27 the 'Hall of Fame' will take the 8 to 8:30 Sunday evening niche. With the debut of Cantor Feb. 3 into the same half hour the 'Fame' idea will move back to the succeeding 50-minute slot, giving Lehn & Pink the 8-9 stretch on the Columbia Sabbath night schedule.

Bad Break Halts Tommy Harris' Radio Promise

Sad climax to Tommy Harris' NBC radio opportunities in the East was the 22-year-old singer keeling over on the street last week and rushed to Montefiore Hospital, N. Y., from where he will have to be transferred upstate or west.

Harris came to attention with Meredith Wilson's program out of NBC-San Francisco and was brought to N. Y. for further bolstering. He got several chances in New York, clicked and was going places. He has a wife and two children.

1,000-WATTERS TO GET BREAKS

Federal Communications Commission Expects to Launch Policy of Blanket Increase When Tests Demonstrate No Engineering Objections

UNPRECEDENTED

Federal Communications Commission will within the next two weeks put into effect the most sweeping power boosting order known to American broadcasting.

With a single stroke of the pen the commission will invest scores of stations now licensed for 1,000 watts with authority to raise their power to 5,000 watts. Under this wholesale order any one of the 100-odd outlets currently listed in the 1,000-watt class may step up its signals providing the boost does not interfere with stations on the same or adjacent wavelengths.

Practically certain to obtain one of these 5,000-watt permits are the 1,000-watt outlets that have been operating at 2,500 watts, even if only experimentally, during the day. All such stations will have to do is to extend the increased power experiments beyond sunset and if the upping proves practicable these outlets will be eligible to 5,000-watt permits.

From an engineering point of view this general lift of power is regarded as a sound one, particularly for those stations whose transmitters are so spaced across the country as to obviate any possibility of interference. A case in point is the three 1,000-watt stations on the 880 k. c. wavelength: KFVB, Los Angeles; KMBC, Kansas City; and WBC, Washington.

Wholesale boost of power is expected to be of benefit to listeners in many outlying areas which are not serviced at the present time with network programs.

Benton & Bowles Just

Stone's Drop from NBC

Radio personnel of the Benton and Bowles agency will, after Nov. 1, spend little time in getting to the place where it does practically all its broadcasting.

Agency has taken quarters several floors above the NBC studios. It's the first major agency slated to set up shop in the RCA building, Radio City.

Radio Advisory Council Shouts Down Gov't Control in Chi Meet

Chicago, Oct. 15.

Government control of radio was heartily voted down by the National Advisory Council on Radio in Education in their annual convention here last week. The high spot of the two-day meeting, the debate on Government control, was watched closely by the newspapers and the broadcasters. True, generally was agreeably surprised at the wholehearted manner in which the assembly approved of private radio ownership as against Governmental operation.

Set debate was between Bruce Bivens, editor of the New Republic, who spoke in favor of Government control, and E. H. Harris, publisher of the Palladium-Herald, of Richmond, Ind., and chairman of the radio committee of the American Newspaper Publishers' Association, who took the side for private ownership.

1,400 Listeners Chip In \$6 Each to Help WCOA Pay A.T.&T. Wire Toll

\$1,350,000 Budget

Appropriation made by Campbell Soup for its 'Hollywood Hotel' affair on CBS Friday nights takes top standing for that network.

For time the account has set aside \$850,000 and for talent, \$500,000. Figured to carry the show along for a year.

Names Scarce at \$300; Maybelline Quits Hollywood

Hollywood, Oct. 15.

Maybelline Co. has given up its idea of using film names on its Sunday NBC broadcast from here, on the failure to line up further celebs for the dough offered.

Bebe Daniels, Gloria Stuart and Joan Bennett broadcast on previous programs at a reported \$300 each, but inability to get more names for this figure had the company giving up the idea.

On yesterday's (Sunday) broadcast Jimmy Fidler and Jack Grant, fan mag writers, were on spilling film dope, in order that the program might keep the advertised Hollywood flavor.

XEPN, 75,000-Watter, Closed Until \$3,000 Paid Former Employee

San Antonio, Oct. 15.

Mexican federal board of conciliation (S) closed XEPN in P' Cras Negras, across the Rio from Eagle Pass, Texas, until owners pay approximately \$3,000 back salary to Fernando Sanchez Ayala former chief operator.

Ayala brought suit in 1932 demanding salary and expenses for a trip to Mexico City. Board gave a split decision as to his rights to sue but majority vote made it possible for Ayala to reopen litigation. Ayala is former secretary of the board.

XEPN airs at 75,000 watts. Owned by W. E. Branch of Fort Worth and C. M. Brea of Piedras Negras.

Pensacola, Fla., Oct. 15.

WCOA, local 500 watter, slated to go CBS Nov. 1, obtained the funds with which to cover the first year's network wire charges through public subscription. Telephone bill for this period will come to around \$12,000, with almost two-thirds of it already collected from listeners in Pensacola and surrounding towns.

Station had for over a year tried to tie up with both NBC and Columbia but the matter of line costs had always stood in the way. John Pace, owner of WCOA, recently decided that the only way out of the coin dilemma would be through public appeal.

Pace organized a radio club with the idea of getting 2,000 persons to contribute 6¢ apiece to the telephone line fund. He started off the subscription ballyhoo with a banquet. Page ads in the local daily and talks over the air were made part of the drive. Within a week 1,400 listeners came, through with six bucks apiece.

Don Francisco For Radio Job At Lord-Thomas?

Indications are that Lord & Thomas will give up the idea of bringing in an outsider to head the radio department and instead will transfer Don Francisco, v.p. in charge of the agency's west coast office, to New York for the assignment. Francisco spent several weeks in New York this summer seeking a candidate for the job.

In his quest Francisco obtained the aid of Trade-Ways, Inc. Together the L. & T. v.p. and the efficiency outfit interviewed some 40 persons, many of them heading radio departments for other agencies and holding executive jobs with NBC and Columbia.

Benedict Gimbel Revamps WIP, Philadelphia; New Studios as First Step

Philadelphia, Oct. 15.

WIP elections last week moves Benedict Gimbel Jr. to the presidency, succeeding Ellis A. Gimbel, head of the Board of Directors. Board is composed of Gimbel, Arthur Kauffman, Richard Gimbel (head of Philadelphia store) and Charles Edwin Poe, former Philly district attorney.

Vice-presby berth in WIP goes to Franklin Lamb, former advertising manager of Macy's, George A. Lough was named Treasurer and Bernard Brown snared the Secretary job.

First big move by new officers was to approve plans for new WIP studios, to be located in the new Gimbel store building. Plans include an auditorium studio and three additional studios, to be ready before 1935.

Oldest Philadelphia children's show on the air, Uncle Wip program on WIP, is now sponsored by five accounts. Evening hour was heretofore conducted as only an institutional medium for Gimbel Brothers store, but with the new station regime, the store has forgotten the show and sold it as straight commercial.

Present accounts buying time are B. B. & O., Horst Metzger and three national direct accounts. Sponsorship gives client entire for one evening hour (7 p.m.) and spot announcements on the remaining sixth night.

RADIO SHOWMANSHIP

(Program-Building and Merchandizing)

Outstanding Stunts

WHITE HOUSE TRIP STUNT.
WIP, PHILADELPHIA.

PET EXCHANGE.
WMDB, PEORIA, ILL.

Meeting F. D. R.

Philadelphia. Sweets Co. of America will give 20 kids an opportunity to meet President Roosevelt at the White House through a popularity contest the maker of Tootsie Rolls will stage Nov. 6 over WIP, owned and operated by Ben Gimbel. For each wrapper turned in the juv. listeners will be permitted to deposit a ballot designating their favorite candidate for the trip. Winners will be the 20 youngsters getting the most votes. Gimbel, whose other interests are department stores, is a close friend of the President. Stunt will receive its buildup through the candy manufacturer's portion of the daily Uncle Wip program.

WMDB's Pet Exchange.

Peoria, Ill. WMDB is getting attention for a promotional stunt now a regular recurring program at 3:30 daily, the "Pet Corner," a unique program that draws plenty of fan mail. People write in telling of pets they have for adoption and the listeners write in with requests. Stunt is bringing the supply and the demand together. Whole thing started by accident when a lady wrote in a touching story about her lost dog and the station put it on the air. So great was the listener response that the thing was adopted as a regular feature. Rabbits, dogs, cats, and birds are exchanged weekly. There is one standing order for a turtle, as yet unfilled. Milton Budd handles the mike.

Bargaine Begin at 3:40.

San Antonio. Borrowing a term from the theatre KTSAs, San Antonio, turned out a life-size window display, including plug for Joske's local department store. Marjorie Wilson, store's radio commentator, explains unusual bargains for succeeding days. All items mentioned, most of which are sold only in limited quantity to a given customer, go on sale at 3:40 a.m.

WSM's Musical Scoreboard

Nashville. As an aid to ballyhooing its "Musical Scoreboard," WSM has arranged through the 3,000-odd members of the National Life and Accident Insurance Co., owner and operator of the station, to paste 15,000 streamers in drug stores, neighborhood shops and other spots where people gather. "Musical Scoreboard" is a half-hour Saturday evening program in which football scores are interspersed with college tunes. Streamers are in three colors and run 12 by 49 inches.

WHCC Talent Show

Rochester. Station WHCC conducted a contest to obtain five singers for the Gulf's "Hollywood" program broadcast from the Palace theatre as part of the ceremonies dedicating WHCC's new organ. Contest winners were Kenneth Spencer, bass, of the Eastman School of Music; Miss Dorothy Dean, soprano; George A. Baker, tenor; Miss Connie Gange, contralto; Walter Collins, baritone. Program was featured by Ann Leaf, WHCC staff organist, who played on both the studio and theatre organs. Gulf Symphony Orchestra, directed by Paul White, and a dance band led by Peter Ladrini rounded out the program.

Just Another Headache

Pa. Many have been sad because the ponies did run, but Harold Miller, WOLB announcer is perhaps the only man tossed into a latter because they didn't run. Miller was assigned to broadcast the races on the opening day of the big York fair. He hit a traffic jam mid arrived late just by way of starting the day wrong. Arriving at the grounds he set up his equipment and then waited for the opening bugle—but there was none. A quick check-up revealed that the officials had changed time and that the race was presented for a half-hour later than the announced time. Miller was in a spot. He saw the band leader idly lounging near the band stand and the idea of a band concert for a fill-in popped up. The

leader favored the plan but his men were out doing the fair. Announcer, undaunted and with but five minutes to go, directed a mad round-up which netted 10 musicians. When time came to go on the air Harold stepped up to the mike, cool and collected and put the show on the air. Then between announcements he rounded up the balance of the band.

Dressing Up Pancakes

Dubuque, Ia. WKBB has a melody cruise hour, coupled with a personality parade, the latter coming from Dubuque's imaginary theatre of the air. One program, the cruise pretends to throw open the gold room of the hotel where studios are located. Studio talent carries the continuity and original theme with guest artists on the program every week. Personality parade follows and is broadcast from the imaginary theatre of the air. Mostly platter and confined to hot numbers of the moment. Three tables are used with two announcers doing the stuff. Applause, sound effects from an audience, and the music reproduced, coupled with voice of the announcer has put the program in a checkered record. The check, produced more fan mail than on the strictly recorded presentation. It puts life in the program and gets away from run-of-mill platter presentations.

Anonymous Music

New York. WNEW is experimenting with an unannounced musical program of 15 minutes. Anonymous music will extend it to 30 minutes. Program will go on the air with the statement, "The following program of music will come to you without the interruption of announcements. There will be no identification of the orchestra (Leo Kahn) or of any of the numbers. But the orchestra breathing seconds between numbers and to turn the pages of their music the studio organ will play a few strains in between. Announcements have been used in the past for this reason as any other anyhow. Programs will hit at 9:30 p.m.

Druggists Receptive

Baltimore. Town snagging drug store show windows and laying out displays of merchandise that it advertised over its wavelength. With the unprecedented amount of money currently possessed of ether time, astonishingly large display can be set up. Each package or piece of merchandise has a cardboard affixed that tells time and days its manufacturer sponsors a program. Even the products of spot announcement sponsors come in for placement in the display. Station reports it easy to snag windows of stores, because it is a relatively new angle, and the drug store, the center of microphone mania, has more eye-catching than average ad display.

Brooklyn Points With Pride.

New York. WARD, Brooklyn, tell the world about this borough when its new series of civic minded programs get underway shortly. Town's outstanding places to be visited by remote pickup and prominent officials will relate their activities and interests. First on the schedule is "Navy's on the Air" and will be carried at 10:30 from the Brooklyn Navy Yard with authentic waterfront color and glamour relayed out over the ether. C. D. Isaacson, newest addition to station as program director, in charge of getting this one in shape for public hearing. Navy also co-operating so as to get the best possible program. Historical significance of many things and industrial reports to be emphasized in this salty program. Home news special is another show to keep the Brooklynites well informed and also to broadcast to the public in general. To get away from the stiff provincial angle, programs from the Brooklyn Academy of Music may be carried later.

'Gaslight Gema'

New York. Roland Badley of WINS getting new listeners by using amateur casts on each broadcast of his "Gaslight Gema." Gay 90's program comes on Monday mornings at 9:30 o'clock and is building through this push method of getting raw material ready for the shows.

Directed at the group are station for all applicants to turn out at a certain time for auditions. Most of amateurs badly overact and thereby fit in with the type of burlesque offering which is presented. Word of mouth chatter also aids in getting this one across, as everyone has a yen to hear his next door neighbor go out over the ether waves.

Fitch's Wrist Watch.
Schenectady.

Prizes offered in the Jingle contest on the Fitch Shampoo-sponsored program, for during Wendell Hall, over WOLB, Schenectady, (Chicago), are now watches instead of money. The timepieces are Elzins and are valued at \$50, according to air mail receipts. Pickers for women winners—who appear to predominate in the jingle contest, judging from the names read—are a special motif for the fair. Sponsor will also describe the names of winners. Previously, Fitch company awarded five prizes of \$10 each. The four-line affairs and Hall is the sole judge of the winning ones. A Fitch carton still is required to enter contest. All competitors receive a free bottle of a Fitch hair product.

Cedar Rapids Booster Show

Cedar Rapids, Ia. KWCR has inaugurated a series of programs having for their purpose to bring to the city to excellent business conditions obtaining in the Cedar Rapids trade territory. The broadcasts are to be sponsored by leading business firms and will feature a galaxy of local talent in addition to staff artists, and a prominent speaker from civic, commercial and government organizations. A local draw will be a contest having to do with facts as regards the firms sponsoring the broadcasts and about the city in general. Cash awards will be made listening to the program a welcome diversion. "Going Forward," title of the program and devoted to publicizing the optimistic trend of the local economy in the area which KWCR serves.

More Jimmy Allen Stuff

Portland, Ore. To tie-up with its broadcast of five nights a week on WDRC the Hydrant Oil Company, sponsoring a broadcast of the Jimmy Allen series with local aviation concerns. Tournaments will be held in the future at the aviation fields in which minors will participate with glider models. Plans are being sold at the company's own, stations and hangars have been painted up with signs at the fields located in this vicinity. It is planned later on to use airplanes to broadcast various episodes in the radio series, of which there is a 52 hour broadcast.

A Tough Civic

Portland, Ore. Portland is using the radio to help fill the Community Chest this year as never before. The yearly campaign of gathering money is steady harder and new methods are tried. Civic and 3000 commercial spots of local and imported talent was held in the civic auditorium. Headliners were ex-President Herbert Hoover, local chatter, the guns, and Leo Carrillo, who gave several short acts. Four major radio stations, KGW, KOIN, KEX and KATL, line time lots of time for Hoover and local civic leaders to make numerous long-winded orations.

Daily Bargain Tie-Up

Syracuse, N.Y. WFBL's "Top of the Morning Club" program, the station's eye-opener, has added a commercial 50% of the last 15 minutes of Ted Doolittle's broadcast being sponsored by Day Brothers & Co. local department store. The station has time the advertiser has attempted to cash in on the breakfast table audience, in this neck of the woods.

Football in Ballroom

Cedar Rapids, Ia. When University of Nebraska ruled against broadcasting Iowa-Nebraska football game, station KWCR has had a very interested local sponsor in presenting telegraphic reports to special group of invited Iowa fans in the ballroom of a local hotel.

Football was presented from studio of KWCR with appropriate sound effects and fed to ballroom by special wire. Immediately at the conclusion of the game, station repeated the entire affair on the air for same sponsor, presenting the complete play by play summary of the game.

'Voice of Labor'

Portland, Ore. Sponsored and conducted by the Portland Central Labor Council, the "Voice of Labor" is a semi-weekly program, featuring general labor news, and discussions of the economic and social questions. This broadcast over KWWJ supplies authentic reports of current labor news. It is a labor program, plain preaching, and deals with matters which concern the welfare of the community. Speakers are persons active in the labor movement, whose knowledge and experience qualify them to speak on the subjects and events which are dealt with. There are also speakers on the program who are outside the labor movement

whose studies and experiences qualify them to speak on phases of industrial and economic questions. A part of each program is devoted to reports of labor events in Portland. There has been discussions on such subjects as "Strikes Under the N. R. A." "When is Arbitration Not Just?" "How High Wages Benefit the Community?" This program is intended primarily as a source of information for the general public. Suggestions and criticisms are invited and received in number.

Educating Educators

Dubuque, Ia. WKBB made a hit with its educators from all sections of the state when they gathered here for a three-day convention and conference, Reginald Martin, station manager, conceiving the idea of throwing open the rooms and transmitter to all. Afternoon periods were given over to short addresses by those prominent in the education field, with a lunch given an opportunity to introduce speakers and to send their voices over the air in greeting. Entire stunt was arranged so as to give the educators an idea of small station commercial setup and to see it in actual operation.

Small Town Goes Big Time

Lancaster, Pa. Kay's jewelry store presented a one-hour radio show Friday (5). Program, one of the season's biggest, announced opening of annual anniversary sale. Show, which utilized much of the station's talent staged in real big time style by Thorburn-Howman production, which gave the station publicity in newspapers and over the air.

Guests were admitted to the studios only on presentation of elaborate invitation card, rarely given here. The idea in itself was good publicity for station made them tough to get and, hence, much in demand. Marjorie O'Connell, station's blues singer, topped the billing of the show with Cliff Grey, tenor; Earle Stanzola, pianist and Virginia Davis, accordionist among others.

Druggists' Contest

Syracuse, N. Y. Merchandising activity at WFBL, Syracuse, included a contest among the grocer and druggist of the city. The station sent a letter to all druggists asking them to enter the window display contest and to send their entries to the station. Contest to be held week of October 8 will give prizes of \$25, \$15 and \$10 to the three druggists having the best window displays of WFBL-advertised products. Station gathered together display material from various manufacturers and displayed it for the druggists to come in and pick out the material they would like to use. The station also offered to help them to make new displays from material on hand. A one-sheet on WFBL and its programs is imperative in every window. During the contest week, the station's four program, "WFBL Salutes the Druggist" will be broadcast pointing out the service rendered by the retail druggist.

Response from the druggists, according to Robert G. Soule, who originated the contest, is very satisfactory. A similar contest will be held among the grocers of the city.

WBAL Self-Merchandising

Baltimore. WBAL, a 16,000-watt station that can be tuned in all over state of Maryland, has this autumn been erecting exhibits in main buildings at all the county seats in this sector. Rather than send out a lot of money in the form of colored baby spots to secure best effects. Station plants samples of products it advertises, with placards mounted over each package. Merchandise shown advertising time and day the program backed by its manufacturer and type of program it can be heard.

It marks the initial time hereabouts that radio has ever gone out into the sticks to interest the hinterlanders who frequent the big city fairs with a showmanly exhibit.

High School Programs

Trenton, N. J. Edward J. Clery, manager of WTNI, is launching a series of weekly broadcasts to be conducted by students in high schools of Trenton and surrounding communities. Present plans call for the enlistment of students from Trenton High, Bordentown High, Hamilton High, Pennington High, Princeton High and Lawrenceville High Schools.

Each school will be asked to contribute an original program from WTNI studio in the Trenton-Trenton Half-hour programs, once a week, will be given.

Merchandising Mary Small

New York. Mary Small to reap some extra publicity when Baby's Show, advertising campaign really gets under way. Lots of art work and details concerning the singing youngster included in the plan. Heretofore many of her plugs have been confined to the metropolitan areas only, but new schedule takes in the entire country. Understood budget is set at \$150,000.

WBSC Talent Show.

New York. Brooklyn School of the Air swings into its most complete course of radio study for juvenile talent this fall having over 100 registered on its list. Under direction of Ida W. Smith, program director, new department is operated on regulation of program with classes covering dancing, drama, voice and piano. A special ballet class is run separately. Each Saturday morning a broadcast is presented using about 50 of the advanced students in the school. Comes on from 10 to 11 o'clock, embracing the usual flow of education stunts, singing and once in a while a piano solo. A Sunday program is also included in the week's program. Housed in WBSC building.

Bronson's Memorial

Paul. KSTP last Wednesday (10) at 3 p.m. put on a five-minute memorial program for Phil Bronson, producer of the station, who was killed in a traffic accident Sunday (7) night. Memorial started simultaneously with the church services several blocks away. Approaching organ music was played, followed by reading of a poem and two hymnals. Then came a one-minute pause in honor of the deceased. Program was especially welcomed by the thousands unable to gain access to the church. Bronson's aptitude at football announcing had endeared him to the sports fans. Cars of persons attending church services had downtown streets jammed for a radius of several blocks.

'What Would You Do?'

Syracuse, N. Y. Syracuse Herald is back on the air with a series of radio dramas with a "What Would You Do?" theme and broadcast from WFBL by a local cast. Each playlet leads up to a cliffhanger which ends with the listener in feeling the question, "What would you do?" The author's solution is printed the following day in the classified section of the paper, the program being designed to spotlight those columns, although direct plugging is avoided. Themes run to melodramas, and while the stories are given a local setting, there are no news dramatizations attempted.

Fur Show Season

Philadelphia. The WCAU auditorium, which houses the Women's Club of the Air outfit and local visual aircasts, will carry a fashion show of furs and fur accessories. Local fur store, Show will be three weeks, client receiving free station plugs for the club audience.

Auditorium houses four hundred, and admittance is gratis upon application.

Omaha to Lincoln

Lincoln. KFOR is going into Lincoln thick and fast here. Last week was the inaugural of the "Man in the Street" broadcast and now they've got a similar contest will be held among the grocers of the city. Some of the cracks which slip out over the air would make Gen. Butler's boldest line of chatter sound like a literary treat. Needless to say, it keeps the dials tuned to the station, since it's on at 10 a.m., when the kids are at school and the husband off to work.

Parent-Teacher Program

Cedar Rapids, Ia. KWCR at Cedar Rapids has succeeded in interesting local work of Parent-Teacher Association in broadcasts once each week. Local P.T.A. has appointed special radio committee to handle the series, which includes the following: "The School and the Home," "Story Lady," and short talks by prominent P.T.A. women. Just another of those programs that keep people talking about the station, and cost little or nothing from the standpoint of effort involved.

Spot Coverage

Dubuque, Ia. Radio as a medium for spot coverage of major news events is practically all fields was cloudy, including the station, when the station recently aired a major passenger train wreck in which 21 were injured and killed 30 miles from here. Resident station manager, who had a mike at the scene after its occurrence had been flashed from the station and gave a first hand account of the pile up. Best news to the street nearly 48 hours. John Price and Ray Sullivan of the station acted as a roving crew to feed the mike at the scene.

N. W. Ayer Avers KVOS, Bellingham, Pulled Fast One on World Series

Seattle, Oct. 15. KVOS, Bellingham, is reported in hot water with the Federal Communications Commission following its use of the Ford Motor Co. sponsored broadcast of the recent world series games.

Selling time to four local concerns, a Bridgeway retailer, a Ford agent, a bakery and a furniture shop, the 100-watt station picked up the baseball programs from CJOR, Vancouver, B.C., and re-broadcast them. CJOR got the programs from the Canadian Radio Commission with the Ford announcements deleted. KVOS substituted its own commercial plug-ins.

Ordered to stop, KVOS halted direct re-broadcasting, but set a man of its own to re-telling the play-by-play account as the authentic broadcast came in, giving credit to the Ford Motor Co.

N. W. Ayer office in New York declared last Saturday 12 that KVOS had squared itself with the Ford Co. by eventually confining the plug to the local Ford dealer, and that the complaint before the Federal Communications Commission would not be pressed. As far as Ford was concerned, said the agency, the incident was closed and forgotten.

NO HAUPTMANN TRIAL PICKUP IN JERSEY

Trenton, Oct. 15. Governor Moore has announced he will not permit any broadcasting from the courtroom of the trial of Bruno Richard Hauptmann at Flemington, which will begin about November 1, on charges of murdering and kidnapping the Lindbergh baby. "Every safeguard will be taken to insure an orderly, dignified trial," said the Governor. "Knowing Justice Trenchard as I do, I know he would not permit the trial to be a burlesque. The proceedings will be dignified in conformity with judicial procedure in New Jersey. There will be no broadcasting from the courtroom."

The State House Commission has voted an initial appropriation of \$15,000 to Hunterdon County to defray expenses of the trial. This was done after Governor Moore vetoed a suggestion by Flemington officials to put the case on a cash basis by leasing the broadcasting rights.

Radio Eds Catching NBC Chi. Showings

Chicago, Oct. 15. NBC's 60-minute showing each week for new talent, with the agencies and sponsors sitting in, is to include local radio editors of the dailies.

It's a plan to get the writers in to watch for the background information, which may later bring out more intimate notices in their columns.

World Spreads

World Broadcasting System continues its expansion program in the international field, which it feels is booming at present time. Honolulu is latest addition to its system and India is also contemplated as the next location to open up.

Last summer the Australian office was organized by A. E. Bennett. Initial intention of this office is to promote the use of World Program service in Australia and New Zealand.

First station subscribing to the service is 2GB in Sydney. Early extension to other stations is also anticipated, according to the latest reports received.

KSO, Des Moines, has received authorization from the Federal Com. Bureau to operate on 1,000 watts daily and 500 nightly on their 1,350 kilocycles. Station plans new transmitter and modern antennae. A site is now being surveyed near Des Moines.

Elastic Schedule

Coming east from California through the Panama Canal, Meredith Willson, NBC coast musical director, stopped off in Guatemala and presented himself at the government radio station. Willson was anxious to hear the Guatemala marimbaphone played on its own lot with authentic native technique. Inquiring when there would be a program of this nature which he might hear, the obliging official replied, "Right now." Forthwith the program then in progress was stopped and a special marimbaphone solo substituted.

WAAB CAN'T GO TO STORER, SAYS CBS

John Sheppard, 3rd, has been notified by CBS that he may not ally WAAB, Boston, with the American Broadcasting System, because such affiliation would be in violation of the contract he holds with Columbia. It is AFS' intention to use WAAB at night. New web's other Boston release, WHDH, is obliged to go off the air at sunset Denver time.

Columbia contends that its contract with Sheppard bars him from carrying the programs of any national web other than CBS. Though Sheppard's other Boston station, WNAC, gets most of the CBS commercials, the latter network feeds programs to WAAB daily between the hours of 10 and 12 a.m. and between 5 and 7 p.m.

BOWEN'S WIBX NOW GET CBS PROGRAMS 100%

WIBX, Utica, has been placed by CBS on a permanent program basis. Station from now on will receive the Columbia sustaining service at all hours of the day and night.

Previously WIBX was restricted to daytime sustaining. As WIBX's schedule now stands it is carrying seven hours of CBS commercials a week. Outlet is owned and operated by Scott Howe Bowen.

Mar-O Oil Quitting CBS; Going on Discs

Chicago, Oct. 15. Mar-O Oil shampoo account slated to leave the Columbia system wires on Jan. 1 and shift to discs. Heath-Schoof agency now negotiating on platter show to be recorded locally.

FORD'S ANNOUNCEMENTS

Chicago, Oct. 15. Chi branch of the Ford Motor Company signed for one-minute announcements locally with WMAQ and KWW last week. Time is for Mondays to Saturdays.

With this addition, their advertising policy is aiming for direct local plugs in place of the national campaign coming out of the Detroit center.

Tim Sullivan's New Job

Tim Sullivan is out as booker for the McCormick-Erickson agency. Previous to joining the McCormick-Erickson radio department he was with the NBC Artists Service.

Sullivan has moved into the retail liquor business helping his brother operate a store they opened in the Times Square district with the advent of repeal.

Fields-McHugh as Radio Turn with Own Stuff

Dorothy Fields and Jimmy McHugh are auditioning with a musical script idea from their own pens and to use both songsmiths as talent.

Reported more in the revue vein than the musical comedy sort of thing Howard Dietz and Arthur Schwartz are doing for Ivory Soap.

4 BALTIMORE STATIONS UP RATES

Baltimore, Oct. 15. Local stations are changing around their ad rates as the winter season looms. Changes, largely boosts, are greatest, both proportionately and numerically, burg has ever experienced in one brief period. WBAL led off, with new card rate that went into effect last Wednesday (10). Station reduced its local rate from \$240 an hour even, to \$200, and hiked its evening national rate from \$270 to \$300. The afternoon and morning local and national rates have been lowered and raised, respectively, proportionately.

WCBM, effective today (Monday), has boosted its national rate approximately 66%. Hour in evening now costs \$120; formerly might have been had for \$75. The station is keeping its local rate same; no change.

WBIR has applied to the Federal Communications Commission for an okay on its planned hike of local rates. Will equate 'em with its national scale, which is \$200 per hour evenings, \$125 afternoons, and \$75 mornings. Will represent about a 25% tilt over the present local rates. New scale will go into play next week.

WCAO, burg's fourth station, figures to hop its rates shortly, so that makes burg unanimous. Gives clue to manner in which radio biz hereabouts has bettered in past year.

At the suggestion of WCAO, all the stations have banded together for a united and standard-rate front as regards the airing of orchestras. All the stations will henceforth charge the site spots \$50 weekly, plus line charges, for broadcasting music and plugs from the niteries. That rate permits the spots as many as six airings of 15 mins. each as the spots can procure from the stations.

Dorothy Lee, KOMO-KJR, Seattle, singer, and Bob Ackerly, KJR announcer, officially marked as married since the news of their recent elopement to Tacoma escaped.

WBNX, New York City, Experiments With Code Language for International

WBNX, New York (Bronx), will broadcast another demonstration of the new radio language, known as the Spatari radio code within two weeks, initial airing of this new code aimed to eliminate the language barrier in international broadcasts was held in September. On first glance the code or air language appears quite complicated, but a few minutes careful perusal of the code index greatly simplifies the call jargon. It is best described as a spoken code based on the notes of the musical scale which are adaptable, phonetically, according to Spatari, the originator, to all civilized languages.

The alphabet is comprised of do, re, mi, fa, so, la, and ti, and out of these seven syllables a total of 260,780 words in combinations can be obtained more than sufficient to provide for every contingency of a language. All that a person needs to receive or transmit a message is the code dictionary which is arranged in such a manner so as to make the various combinations readily accessible to the user.

The first broadcast of this new air lingo was given in co-operation with the Canadian DX relay, a short

Petrillo Bans Sponsored Plugs For Chi Clubs as Too Commeresh

Guessers Out-Guessed

Six bands auditioning for an automotive account were tipped off through devious ways that that v.p. in charge of radio program for the Detroit sponsor was addicted to the Wayne King type of smooth waltz music.

That cued 'em all to simulate the King style excepting that one of the six bands, naturally given to heated denunciation, couldn't do it creditably enough and the maestro in disgust decided to be himself and play per always.

The other five did very good imitations of King's waltz style with the result they all sounded alike, and the band that was itself got the contract for no other reason than it sounded so different.

ANNOUNCERS CRITICIZE SELVES

Charlotte, N. C., Oct. 15.

WBT this week began using a dictaphone as a means of improving the work of its announcing staff. Announcers were required to record their commercial continuities on the machine and then listen to themselves.

Idea worked out perfectly as all announcers could readily find fault with their own work and needed no other suggestions. Stunt was entirely successful as it made immediate improvements in certain cases.

Dictaphone next used to record actual broadcast from a radio receiver. Thus announcers got recorded comparisons of their rehearsal and actual air work.

Niesen in Legit

Gertrude Niesen of radio goes into the Lew Brown-Warner Bros. musical, "Calling All Stars," which opens on or about Thanksgiving at the Hollywood on Broadway. It's her first show chance.

Miss Niesen, a CBS contractee, was set in the show by Charlie Morrison.

Hal Tillotson has resigned from the sales staff of the Rockwell-O'Keefe office's radio department.

Chicago, Oct. 15.

Musicians' Union made a general ruling last week covering all the Chicago area that no sponsor can horn in for free radio advertising on the regular broadcasts of bands out of clubs, hotels and other entertainment spots.

Buling was originally made last year at the opening of the World's Fair when the large companies sponsoring clubs and eateries there tried to work in mention of their products between orchestra pieces. The union nixed that on the basis that it was unfair to the musicians and, did them out of possible further coin on regular commercials.

Commeresh Angles Since then several companies with commercials have been angling for night spots with the idea in mind that while the orchestra is on they will work in a few ad spels. Distillers and liquor companies had the angle that they could open a few clubs around town, as the Schlitz Beer Club or the Canadian or the many other names in the field, and get their names announced if only at the head of the program for little or no expense.

Club idea is oke with the union because the more clubs there are the more business there is for them. But from that point they joined hands with the radio stations and ruled that any announcements must be confined strictly to the name of the band. If the music comes from the Urban room of the Congress hotel it would be mentioned as coming only from that room, just as the music that has been on the air from the Canadian Club at the Fair was announced as coming from the Lagoon theatre. The point is that there could be no mention that also in the Urban room are being sold Dash cigars or so and so be or whatever other company managed a foothold by contributing a few dollars.

As far as the stations are concerned, they'll let announcers talk during the entire program if they wish, but want strict editing on names.

NBC, CBS STATIONS IN WASHINGTON TIFF

Washington, Oct. 15.

Bitterness followed switch by Wilkins coffee program from CBS outlet, WJWS, back to NBC station, WRD. Both chains are blaming back and forth with coffee company and its agency getting in an occasional poke.

Bad feeling between two webs reached a climax last week when Columbia sued off in an attack on the program and accused both John Wilkins, Jr., and Ryan agency of being dishonest to home-town talent by substituting transcription for live talent. Coffee company is burning as a result.

Official explanation for the switch was given as follows by an official of the Ryan agency:

"When Wilkins program went back to WRD because the company became convinced it could reach a new and larger audience in the morning and satisfactory arrangements could be made with NBC. Surveys have proved that an early morning hour is best suited to food and grocery products and as NBC had the hour wanted, it rates the Wilkins company desired to pay and had attractive program material the switch was made."

Long known as one of the town's leading local programs, the Wilkins hour occupied an evening spot on WJWS, Columbia outlet, last year and used local talent throughout the contract period. Previously WRD had carried it.

There are two Wilkins outlets here. Wilkins-Rogers millinery outfit debates Monday (15) with live talent program, never having done anything more than spot announcements before, and backed with WJWS through Lewis agency. Wilkins coffee outlet is controlled by Ryan agency and is a separate concern.

Walter Etkin went off the air after 12 weeks on CBS. College professor is on leave of absence from academic duties at Columbia University and will make a three-months' lecture tour.

LUX RADIO THEATRE

Seventh Heaven" with John Boles, Miriam Hopkins, William Ingersoll, Harold Vermilyou, Wilfred Lytell.

60 Mins.

COMMERCIAL

WJZ, New York

When it is remembered that only about two hours of actual playing time goes into the making of a radio play (deducting for intermissions) it is apparent that 50 minutes is not too tight a shoe into which to fit a radio play. In fact, it is a tight shoe for business and the superfluous conversation such as radio would have to discard anyhow because of the character of the medium, would probably boil down almost to that much script automatically even if time were not an essential consideration. Which is by way of pointing to the statement that it looks like Lux has found a program formula with much to recommend its chances of building an audience.

With an important "if" attached to the optimistic outlook—grace indeed is the broadcasting danger inherent in straight conversation. Plots must have suspense and must "get" the listener within the first three minutes or that other "or" won't be given a chance. Thompson agency is scouting for hit shows of other seasons.

Announced purpose of presenting standard stage work acted before the microphone by deluxe names gives acting as such added radio attention following Mary Pickford and some other recent manifestations of revived concern with serious histrionics. Lux intends to and must have a balanced combination of artfully framed and staged productions based on substantial and meaty stories and entrusted to performers of ability equivalent to their reputations. On that basis the show has been planned, but the grind will be tough, because to make 50 minutes of gab and sound effects consistently diverting week after week will mean that relatively uncertain talents cannot be slipped over nor, reversely, fine stars entrusted to the leaky banks of third-rate scripts. It'll probably be fairly easy the first two weeks, after that there'll be canals on foreheads. The right actors and the right script may be hard to get together. Seventh Heaven is being used as a getter-offer stuff for the Lux launching. Joffe's taxi-cab army is alluded to late in the story, but not incorporated in the actual play. Probably typical sample of limitations on the air. It was not microphonic. Could not be written off staged. So was omitted. In the film version was the spectacular sock.

Whipping sequences conveyed fairly vividly. This is emotional, but calls for exposure. Miss Hopkins had what it takes. Boles did well as Chico and the various other characters were able. One girl voice was incidentally distinguishable from Hopkins. The whole thing will be a major casting worry. In keeping with the adoption of stagecraft and long by radio, Lux is billing the stage director, J. Edgar Garrick. It's Belasco whoopla, opening night folded, pseudo-inside stuff but very likely the calculated cunning of the man. J. Walter Thompson is correct in surmising that the laymen will like the "four directorial genius" flap-doodle. A touch of the stage, an impresario, so Lux has Garrick. Spotlight ads called attention to the premiere and at the conclusion the broader minor players were named (rapidly and without mention of the roles played).

Lux uses picture names abundantly in the sales copy. Lever Bros. has succeeded in getting the wood endorsements for the past several years. It's done here with the suggestion of intimate familiarity with color and merchandise. Mamie and Gerlie are sure to be impressed by the reading of telegrams from film stars. Plugs for forthcoming releases squares the studios for the radio borrowings of the stars. Land.

SEELEY AND FIELDS

"Around the Town"

Songs, Talk

60 Mins.

COMMERCIAL

WABC, New York

Blossom Seeley and Benny Fields have plotted something different for radio in the way of song-story ideas. It received its second network airing last Wednesday night as part of the Bi-Sixty show. Actual break-in of the new "act" took place several weeks previous on the Rudy Vallee-Felix Summerlin Test which over NBC's red (WEAP) loop. "Around the Town" is a suave piece of patter and song medley blending with the thing so constructed as to fit in admirably with the medium of broadcasting. This fine patch-quilting of patter, song and sound effects is in a way a signpost for other music-forms. It shows what can be done to lift the ordinary air routine out of the standardized and dull.

For their teeter-board Seeley and Fields take a side of music and, with the latter in the role of the Barker and his partner shifting from another character to another, they paint a swiftly moving picture of the New York scene. It's got heaps of drama and melody and a nifty assortment of human characterization.

BROMO-SELTZER REVUE

With Dwight Fiske, Al Goodman, Jane Froman, Al Bowly

Talk, Songs, Band

30 Mins.

COMMERCIAL

WJZ, New York

It was Bromo Seltzer's original idea to stimulate an air of the ultra smart by putting together an all-around show with Ray Noble, a British bandman-arranger, as the hub. American Federation of Musicians stymied this proposition by refusing to let Noble do any banding on the air. S. S. What the anodyne mixer debuted on the NBC blue link Friday night (12) was art of the originally intended setup plus a couple of American broadcast-ers' better standbys.

Even though Jane Froman and Al Goodman turned in their customary performances, the thing shaped up as a sadly disjointed hodge-podge. The only evidence of a headache which to relieve the commercial will require something other than a dose of its own product. Dwight Fiske, who doubled as master of ceremonies, didn't jell on this initial affair because the lad is essentially out of place in American radio. His caterwauling pipes add to the confusion, and the sophisticated lyrics may be okay for the swank niteries of the Mayfair Yacht Club stratum but upon the average American listener Fiske's Pleadings produce little other than a sense of mingled puzzlement and pain. Fiske included in his repertoire a long drawn out piece of piffle that had something to do with African lunch fauna. It was the essence of dullness.

Al Bowly, introduced as the favorite of London society, revealed a fair baritone and a keen flair for diction. Even he didn't do so well with the melody the city's clarity of speech left no doubt as to what the lyric was about. The show has a few other topical attempts to convey is that it is ultra smart to use Bromo Seltzer. Opening program did it deftly by the dialog device. Time was also taken to announce to the audience that the product is a balanced compound, combats acidity and contains no narcotic. All around the sales angle came in for brief and effective treatment.

Bromo Seltzer constitutes the maiden effort for the J. M. Mathes agency in radio.

DE MOLAY VARIETIES

With Mary Jane France, Evelyn Clough, Eddie Farrell, Ely Gordon, Huntley Henderson

Variety Show

45 Mins.

Sustaining

WABC, Omaha

This show is back again on a longer term after being off the air about two months. It has a similar set-up to its last summer incarnation, which was a good thing. The new list of talent and producers. Only holdovers on the talent list are Mary Jane France who sings the popular songs in the same way she made them popular before; Evelyn Clough as a comedienne; and the DeMolay Quartet, the most popular performers of the program. Besides these are included the Colonial Club orchestra, local crew who are too strong on the tympani and rhythm; Lyle Gordon, baritone of the studio staff, who has difficulty with the ark in arranging keys; a girl's trio who hardly register; the DeMolay Quartet, and Huntley Henderson, who is poorly cast as a soloist.

Material for this is being scripted by Jimmie Douglas, who on the last series directed the music. Material is okay, but the music is not. The studio staff, who have difficulty with the ark in arranging keys; a girl's trio who hardly register; the DeMolay Quartet, and Huntley Henderson, who is poorly cast as a soloist. Station deserves credit for even attempting to build a big time show. One of the only two produced locally. Considering drawbacks too numerous to mention, the program is not had and can become really attractive to listeners with care, work and building.

To the program's advantage is the niche it fills from 4:15 to 5 Sunday afternoons when the channels haven't much to offer. Increasing the time from half hour to three quarters will be an advantage if the season continues to improve.

SHER BLOSSOMS

With Alice Sher, Max Bloom and Sunny Gear

15 Mins.

Sustaining

WCFB, Chicago

This trio is headed by Max Bloom who has been a standard vaude performer for years and tops as a comedian. Alice Sher assisting and Sunny Gear, who has been a vaude performer for years and tops as a comedian. This trio is headed by Max Bloom who has been a standard vaude performer for years and tops as a comedian. Alice Sher assisting and Sunny Gear, who has been a vaude performer for years and tops as a comedian. This trio is headed by Max Bloom who has been a standard vaude performer for years and tops as a comedian. Alice Sher assisting and Sunny Gear, who has been a vaude performer for years and tops as a comedian.

LUM AND ABNER

Rural Hoke

15 Mins.

COMMERCIAL

WOR, Newark

This is the first of the commercials using the WOIN-WJLV-WLWV hook-up. Horlick's Malted Milk is the sponsor and the show follows the lines of comic comedy as when Lum and Abner were sponsored by Ford. All in all, it's fairly clever stuff, with due license granted for story liberties. The characters are carried by the program and these have a ring of what show biz calls "sincerity." Which is to say the hokum is played honestly, as if the participants believed it isn't hokum.

To please both ends of the argument the billing on the new network reads something like this: "This is a presentation of the Quality Broadcast Group which has come to you through the facilities of the Mutual Broadcasting System." Horlick's uses a dramatized version of the anchor drops in on Mrs. Scupperperry for a social call. Mrs. Scupperperry is a little plucked, just a wee bit soreheaded, when teacher hints that little Wilmut Scupperperry is faintly deaf in school. Nothing serious. Teacher allays mama's fears that there's anything pathologically wrong with little Wilmut by saying, "If he needs, absolutely nothing else, is Horlick's Malted Milk added to his diet."

Land.

MADAME SYLVIA

Talk, Drama, Music

15 Mins.

COMMERCIAL

WJZ, New York

Ry-Krisp (Ratston) did much better by Madame Sylvia, and vice versa, last season. Gardner Agency, which is responsible for the program, has added up the epidemic knacker with too much chatter. The madame on this series is not only dishing out the advice on how to reduce pounds, she is also putting in the sales talk for Ry-Krisp but she's serving as co-narrator in that portion of the program which seeks to dramatize excerpts from recent comedies and sketches. The triple assignment makes it equally tough on the madame's lingual limitations as far as English is concerned and the listener's patience.

Follow who plays the "Old Ranger" role in the Tom Mix thrillers has been inserted as the madame's interlocutor on all three assignments, but the matching of personalities and voices is not a happy one. Things could be bettered all around seemingly if the program were returned to the routine of last season.

Program is now offering to give away gowns worn by screen players in recent productions. Upon three women writing the best letters on the boons of Ry-Krisp, and not for coming late to the show, the triple assignment makes it equally tough on the madame's lingual limitations as far as English is concerned and the listener's patience.

Wray in her latest picture. *Odessa*.

MAX DOLIN'S GRENADIERS

Radio Discs

15 Mins.

COMMERCIAL

WGY, Schenectady

A series of electranscripts waxed by Max Dolin's orchestra are being broadcast on the Friday evening morning broadcast sponsored by the WGY Food Stores (no connection with station). Apparently they were made to fit any program, for no advertising time is given to the number-announcing is part of the imprinting, and at five-minute intervals the station mike men cuts in for a brief split.

For unpretentious platters, these fill a bit nice here and can do the same for other small commercial.

EMMY & EZRA

Dialect Sketch

15 Mins.

COMMERCIAL

WGAL, Lancaster, Pa.

Playing to the tender spot in the hearts of the native Pennsylvania Dutch, this air show has become one of the stations most popular. Recently the team was replaced by Gunzenhauser Bakery and were immediately resigned for a longer period.

Using the broad accents of the Pennsylvania Dutch on the air is a bit nice here and can do the same for other small commercial. Emmy, in real life is Grace Bowman while Ezra is Cliff Thorburn. Their act has been on the air for several years and is one of the most popular in the area. It is now a fairly fixed set of time.

ALEXANDER WOOLCOTT

Recounters, Songs, Music

30 Mins.

COMMERCIAL

WABC, New York

Alexander Woolcott has gone commercial—and with a vengeance. It may not have occurred to his sponsors, also to whoever else is involved, that Woolcott can't have changed so much so suddenly. Not only is Cream of Wheat mentioned three times by the announcer during his half hour broadcast but Woolcott himself inserted some chatter about it where it didn't belong—in the middle of a story—a fourth time. Somehow a very clear picture emerges of Woolcott being puckerish (300-odd pounds worth) and whimpering. "So I'm selling a breakfast cereal. Am I? Well, all right, I just tell you. And he does. With the result that, strangled among strange things in cockeyed radio, Alexander Woolcott's program suffers most from the fact that it's overdone from an aspect standpoint.

Otherwise, the little difference between Woolcott as he is and as he was (when he was just a sustaining). He chatters nimbly about this and that; he gossips pleasantly about the RCA building; he hurrah about a book or a person; he sings a song (even though he admits he can't sing a note) and he continues quite pleasantly building up his own undisciplined sense of America's premier raconteur.

Last Sunday (14) he had as his guests several members of the Jimmy Cagney Gilbert Sullivan troupe, current in New York. They sang three songs for him while he eulogized the composers through out his half hour. Throughout, that up with the notion of the time he took off to tell about Cream of Wheat.

Knif.

MOLLY PICON

Songs, Comedy

15 Mins.

COMMERCIAL

WABC, New York

Miss Picon on her first commercial program in radio, is presenting an interesting example of radio idiosyncrasies. When she first debuted, about five weeks ago, it became a matter of time before it was there was something wrong. Enjoying a healthy and well earned reputation in both Yiddish and Broadway theatrically as a comedienne, she has been in radio for a while and failed to register. A lot of tinkering was called for, brought in quick, and the program is now one of the best of its kind. But it's still an example of the difference between stage and air.

In legit and vaude Miss Picon is known as a comedienne. She sings and does her own comedy but her singing is secondary. In radio, it turns out, it's the other way around. Her voice happens to register well, much better than it does in a theatre. Her comedy, however, her portrayals are not too good. It takes, it seems, her face and mannerisms to put them over.

Miss Picon now does two or three numbers, picking those particularly which give her a chance to sing, although sticking to special material. And her comedy is sprinkled in between her numbers by way of stories. She'll still have to figure out a better excuse for the chatter, but that's easy.

Current assignment is for Jello (Crescent) to broadcast eight nights at 7:30 with special direction of Jewish listeners, although Miss Picon doesn't use any Yiddish, with the exception of a word or two here and there. Her comedy purports to be in Yiddish. Her audience is too big to be restricted by use of any language but English.

Knaf.

TOM THUMB AND CO.

15 Mins.

COMMERCIAL

WCC-WHO, Des Moines

There is much to commend the Crescent Moon of music, sponsored by the Crescent Macaroni and Cheese Company, and the program could bring No. 68 of the firm, put on every Friday 4 to 4:45 p.m. The series now is musical and vocal appeal to all classes and ages. "Charmaine" themes for the introduction of artists, Miss Macaroni and voice of the Golden Gram cracker, soprano and tenor voices, Ed. Norton, a cornet player, clarinet and Tom Thumb orchestra. Quarter minute break is a plug for a macaroni dish, the half hour for a macaroni dinner. The program is a plug for the 150 brands, with "Charmaine" by the ensemble a bookmark.

Voice is good and heard in solo and duets. Technikowsky and Sousa are drawn on for the forerunner by Tom Thumb, with a findings and "Hance Of The Fire" by the latter. There is a smoothness that characterizes the orchestra as one composed of individuals who have long been in the business. In Dayton, at the WOC studio years ago, the program is now aired from the Des Moines WCC-WHO studios and is one of the outstanding in the all-time local sponsored hits.

SPARTON TRIOLIONS

Jolly Coburn Orchestra, Harold Van Emburgh

Band, Songs

15 Mins.

COMMERCIAL

WJZ, New York

Not in entertainment and sales matter the maker of the Sparton set sticks to its policy of last season. Between check slabs of potter and RCA records to be derived from playing hop-scoot among the short-wave bands on an all-way deal, Sparton's present Sunday evening half hour provides a combination of plausible dandification and vocalizing. Jolly Coburn's hand, doubling from the "Rockefeller" miter, the RCA building, shoulders the former task while Harold Van Emburgh fills in nicely on the tenor interludes. Whole thing is built to the old stereotyped mold. Favoring the program is the fact that it has nothing of a similar to compete with on either the red (WEAP) or Columbia.

Harold Van Emburgh Coburn mixed the latest grist from the Tin Pan Alley mill with some of the more popular standards. Coburn does better than the others in a fast tempo and hot-diggerty interplay of brass.

Odce.

"AROUND THE CRACKER BARREL"

With Ed Harvey, Howard Peck and Guests

Sports Chatter

15 Mins.

Sustaining

WISN, Milwaukee

Something new for this town is a sustaining program, and especially since it is spotted quite late, 10 p.m. CST.

Crackles takes place in a country store with the usual tinkling bell effect and clank as wool is thrown into the stove by Uncle Lem (Harvey). Entire idea is built around work of Ed Howard Peck, the station's sports announcer, who first discusses sports happenings of the day, local and national, with Harvey, and then gives way to the visitors.

First night, after discussion of world series finale, Peck brings in Richie Mitchell, former lightweight boxer and line near champ, who is managing a string of battles now. Peck and Larry Lichter, local sports writer, interviewed Mitchell on his old lights, dating back to when he floored Benny Leonard and then lost the bout on a knockout.

Second time heard, the Harvey-Peck talk was centered on midwest football games as a certain-raiser for Ford. Harvey, coach of Marquette university team here who then took the mike to explain what he expected his squad to do in the game with Kansas State. This "spot" was a line near champ, who is managing a string of battles now. Peck and Larry Lichter, local sports writer, interviewed Mitchell on his old lights, dating back to when he floored Benny Leonard and then lost the bout on a knockout.

Looks as though program will become a regular feature of the station. Studio reported angling for a sponsor, which shouldn't be hard.

Israel.

BLUE STAR REVUE

Musical Variety

60 Mins.

COMMERCIAL

KOIN, Portland, Ore.

Over a network of four stations including the cities of Portland, Seattle, Bellingham and Spokane the Blue Star Revue comes to Vancouver uses a radio campaign supported by newspaper and bill boards for introducing and increasing the popularity of the music. The trade mark is a Blue Star which ties in the idea of the program on its 46th week.

Program uses a variety of artists, and orchestra and a male quartet. Each week an outstanding musician, who is recruited from stage and concert circles, stars in two spots on the program. Revue consists of popular hits, vocal arrangements in different and interesting scores arranged by Jimmy Iddell and Owen Forster. The "Greatest Hits of the Old," a group of favorite melodies which pay tribute to a different foreign country each week. Joseph Sampaio conducts the music while Ron Myron directs the program.

HAROLD STOKES ORCHESTRA

Dance, Music

Sustaining

WGN, Chicago

Hal Stokes is back at WGN, the Chicago Tribune station, after several years at the NBC quarters. WGN is looking ahead. There is, of course, the new Mutual Broadcasting System, but Stokes is at WGN, and WXYZ-TV, a web which blankets the eastern half of the country and this network must be in a position to keep itself with outstanding shows of a culture that can compete with the CBS and NBC sustinings.

With the Stokes band the Mutual web will have the quality of music, the sustaining band. It has a habit of delivering an excellent brand of music. Has an orchestra of 22 men and a variety of instruments. It is not going to stint. Stokes gets full value out of those 22 men, making his dance orchestra give every type of shining, background and range of pace.

Gold.

KANSAS CITY SYMPHONY

With Karl Kraeger, DeWolf Hopper, Stanley Deacon
Music, Songs, Narrator
30 Mins.
COMMERCIAL
KJZ, New York

United Drug (Knoxall) brings this half hour of classical music at 4 p. m. EST. It should have no trouble pleasing. It is a perfect spot for grade A music is Sunday afternoon. DeWolf Hopper, 70-year-old veteran of the stage, makes an ideal narrator with his fine booming voice and his reading of lines in the grand style. He stands out and gives the program a different touch. It is revolutionary for a symphony orchestra to be narrated by the man who made "Casey at the Bat" a national classic, but the innovation is on the profit side entirely.

Moreover, it's not a bad precept for program-framers to ponder. Many an old leg with the vocal splendors of yesterday might well make a routine announcer's assignment take on some glitter.

For the first program Louis Liggett took up in his program from Boston for three minutes or so (wire tolls about \$500). His remarks were primarily, if not exclusively, aimed at the local audience, although he addressed as "Hello-Partners." Commercial emphasis of the program suggests that intra-organizational prestige and stimulation is as much a part of the sponsor's purpose as reaching the listening public.

Street & Finney agency is handling the account and this looks to be about the most pretentious program attempt by that agency to date. Walter Craig from the New York office, part of the program on the air from Kansas City, where the program is reported as causing a great leave of pride in local radio circles.

Stanley Deacon is a nice tenor variation to the orchestra. But "Gloria Road" (done a few weeks ago by Lawrence Tibbett) is material that will here as much as it can possibly please. It's a Negro spiritual with more recitation than singing to it.

CLARA E. LAUGHLIN

Monolog
15 Mins.
COMMERCIAL
WGN, Chicago

Against all commercial indications a furniture company is paying good money to a performer to go on the air and tell the public about her travel experiences. This is the height of something and belongs in the archives of the industry as the most absurd thing in radio advertising today.

Sponsor is the John M. Smyth furniture and home furnishings company of Chicago. Miss Laughlin is known as the author of those "So You're Going" travel books; "So You're Going to Europe," and so on. Miss Laughlin, early in the program, reminds her audience that she is just completing her latest one, "So You're Going to the Mediterranean." That's a swell plug for a home furnishings company. Why spend coin for home furnishings—look up the house and see the world—that's the general impression this program gives.

Seems like Smyth company is going against the most obvious rule of advertising in radio. Not only does Miss Laughlin speak of traveling but she discusses the depression, and at length. That's also a sweet idea. "Times are tough; board your coin—there's another idea which the audience must get. That's a swell way to sell furniture.

That is, of course, if the Smyth company really wants to sell furniture.

NU-ENAMEL

With Frank and Flo
Songs, Talk
15 Mins.
COMMERCIAL
WOR, New York

Very creditable local commercial. Some of the gagging is a bit paled, but the singing is always pleasant and the manner of working is rippling and unforced. Enamel is pushing an auto paint. It advances the thought through the ears and one satisfies the insect-like type of pain which the audience, if not a plausible sales thought.

In their singing Frank and Flo suggest, without imitating, Grand and Sanderson's gilt edge harmony. In the adroit weaving of comment about the sponsor's product into the main body of the entertainment and without change of pace or emphasis they suggest the slick efforts along similar lines of Philco's Boske Carter.

NEWARK POLICE GLEE CLUB

15 Mins.
Sustaining
WOR, Newark

This sort of remote pickup is always a good community showman in that it gets multitude to listen in and what a good way it is. It happens that the Newark cops have welded together a very nice glee club capable of giving attention on intrinsic merit.

ART KASSEL'S ORCHESTRA

With Pat Kennedy
Songs, Music
15 Mins.
COMMERCIAL
WABC, New York

Pat Kennedy is Ben Bernie's "unacknowledged" tenor, now on his own and co-headlining a Sunday afternoon program for Groves' Bromo-Quinine tablets with Art Kassel and his Kassel in the Air orchestra.

Program is snappy and well edited as to the current popular faves, colds and doesn't profess to cover a lot of other things.

Nice quarter hour in toto. A bel.

BETTY AND BOB

Serial Sketch
Radio Discs
15 Mins.
COMMERCIAL
WGY, Schenectady

Gold Medal Four people, one of radio's best customers, are paying the time charges over a string of stations for this series of platters. Here they are placed on the turntable at 4 p. m. five afternoons a week, in connection with a Limerick contest closing October 31.

From the tracks of the platters comes the story of a young married couple who are striving to keep their heads and that of a baby afloat in the sea of depression. Job, the wife, is a nurse, married, and an office worker against the advice of his father, whose assistance he swore he would not seek. He loses his job, becomes seriously ill, and is placed in the weary rounds of a search for another, sees hills piling up, with the inevitable suits for their payment, for the reason of his father, who, worried continually over the problem of how he can extricate himself from the hole, without eating humble pie.

Advertising is the kind the networks often do not welcome: That which tends to pan the other fellow's product. A barrage on "cheaper, inferior" grades of flour is laid down, coupled with puns, for the higher-priced Gold Medal brand.

JUST THE TWO OF US

With Holly Smith, John McAllister and Jane Bartlett
Songs, Chatter, Piano
15 Mins.
Sustaining
WBT, Charlotte, N. C.

McAllister has been imported from New York for a build-up with Holly Smith, who is the WBT production manager. The two worked together in other years on eastern stations. After a week or so of sustaining programs the commercial advertisement is now out to sell the spot.

Music and comic chatter are mingled, with each man getting a solo, then working together for harmony duets. McAllister getting a coming-out evening at his side, and Miss Bartlett all the time getting as much music from a piano as any ivory tinker ever to play these parts.

Chatter takes the form of the advice of Johnnie and Weibie (Holly and McAllister).

MUSICAL MILLERS

Rustic Music
15 Mins.
COMMERCIAL
WOAI, San Antonio

This one is aimed at the small town hearers and properly so. It can't rate anything else. Combo of accordion, vocalists and strings, all manipulated in rustic style. Program caught (5) offered a vocal duet in German which was also since large part of rural population here is of that strain. Also plugged a coming-out evening in a nearby town when flour, the product of the advertiser, will be a give-away. The product is further plugged with dialog between 'aunt' and 'Helen' in homey fast and easy.

While it's probably acceptable to the audience for which it's intended it grates on the urban listeners to whom flour has become something the baker puts in bread and cakes.

PAGES OF HISTORY

Dramatized History
15 Mins.
Sustaining
KSTP, St. Paul-Minneapolis

This weekly show over KSTP was inaugurated Tuesday (9) and judging from the hefty response following the first airing, station feels it has struck a good chord.

Important historical events are scripted by the station continuity dept., collaborating with the University of Minnesota Department of Speech, the Department of History checking all scripts for accuracy.

Members of the advanced acting class of the U theatre portray the scenes in a classically correct manner, and give ratings accordingly.

Program airs every Tuesday from 5 to 5:15.

JACK BENNY

Mary Livingston, Frank Parker, Don Bestor, Don Wilson
Comedy, Songs, Band
30 Mins.
COMMERCIAL
WJZ, New York

Jack Benny took up with his fourth network backer, Jell-O, last Sunday evening (14) and laid down an introductory performance that moved in all the cylinders.

With him Benny brought over his entire stock company, stooges, warbler, band and announcer, and smacked out a series of solid chuckles. With the deft way he went about weaving each of the principals into the proceedings, it's the earliest spot (7 p. m. EST) that Benny has ever filled in his st. spins from account to account, but that should be of no worry to General Foods. They'll get home in time to tune in on him.

Account attempts something new in the way of creating bathos by opening and fading out with a collegiate cheer spelling the word Jell-O. Thing is adroitly handled, although the connection of a grandstand and a bathos with the word article might impress as not only confusing but farfetched. Inclusion of a newsboy shouting, "Extra! Extra!" the new Jell-O has extra rich flavor, is a definite one of those attempts to get away from the stereotyped. Latter resort registered effectively.

General Foods took advantage of the Benny music to put in a plug for its Log Cabin Syrup affair on the same network Wednesday night. This was done by the device on having read a wire from Larry Ross, central figure in the Wednesday show, congratulating Benny on his new connection.

CARLSBAD SALTS

With Rod Arkell, Louis Katzman, Lew White, Harrison Knox, Ruth Everett
Music, Philosophy
30 Mins.
COMMERCIAL
WEAF, New York

Program was judged by the first sample (14) needed a little pep. Admittedly the conscious policy of the program is a mood of reverie. The music was too funeral, Rod Arkell's philosophy would have a better accompaniment to music that rippled with the soft melodies of woodland and glen.

Nice. In the afternoon half hour along the lines of haunting tunes mingled with spoken sentimentalities is an okay formula if we're going over on the subject tempo. Orchestral repertory seemed to lead the program into something not intended.

Arkell speaks with modulated intonation. Each syllable comes across clear and crisp. His precepts are more or less familiar beachheads to courage and nobility and away from pettiness and small potato stuff. He is the main dish and the pivot of the Carlsbad set-up.

In the tardiness of the NBC network the personal studio of Lew White is temporarily utilized for the program until the network completes its going over on the subject tempo. Other evidences suggested some uncertainty in the program. It didn't get away to a twinkling start. Ruth Arkell wasn't much to remember in the program except Arkell. And for a 30-minute program more is needed.

Carlsbad tried a midwestern campaign last year over WJR, Detroit, and three other outlets. Gene Dennis, mid-render, was the attraction. It didn't work. But the same sales talk is retained. That's the build-up for Carlsbad, the European watering place, as the spa of kings, prime ministers and plutocrats. Since the treatment at the spa is expensive the spa is brought to suffering humanity in the states through the little beads of concentrated thought, etc. It's a good slant. Why not dramatize the spa rather than just talk about it in the commercial? It seems a logical idea in showman's hands. Opportunities for the advertising writer are unlimited.

H. L. Mencken for Sale

Baltimore, Oct. 15.
WFBP is out scanning the town again for a sponsor with which to attempt to lure H. L. Mencken onto the air.

Station had one last year, but it was a beer account, and Menck, in view of his rep and writings, is surprised the town by nixing it because of the product.

But his more ardent admirers around here still insist it was because he didn't hold a very high regard for that certain brand of brew.

Lorenzo Kenon, who has been sued by the station for libel in Oakland, last month accepted an appointment as manager of KGOV, Missoula, Montana.

New York Radio Parade

By Nellie Revell

Personal Finance Loan Corp. auditioned Tim Ryan and Irene Noblette with Peter Van Steden Ork at NBC for a half hour show. Addition was piped to a large studio where 250 clients were gathered to pass on the show. This sets some sort of a high water mark for number of experts who must okay a show.

Some People Like Detroit

N. W. Ayer Agency sent a large staff to Detroit to sell Ford or the World Series. While there, the boys were inoculated with that Detroit fan germ. Boys went for plenty on Detroit.

One Phase of Radio Work

Ole, Olmand, rigger of WGY, recently climbed one of the 300-foot towers supporting the antenna of the Schenectady station, to repair a guy wire. Arrived at the top platform he found a family of wasps in residence. Ole retired, hurriedly and in good order.

Dividing Jane Froman

Starting on the 26th, Frances Langford will split the singing assignment of the Bromo Seltzer show with Jane Froman. Pontiac Motors sponsor Jane on their own show as a steady feature so didn't want her identified with anything else. Okay for occasional broadcasts but n.g. on the steady opposition.

Showboat Sunday Possibility

Frank McIntyre, Al Swanson, Herbert Lawlinson, Tom Chalmers and Frank Moulton have auditioned for Charles Winninger's old spot as Cap'n Henry on the Maxwell Coffee Showboat. Sponsor wants to keep Winninger who resigned to do a legit show, so if present deal goes through, the program may switch to Sunday evenings.

Brain Wearer-Outer

Columbia University may bar whom they wish from RCA Bldg. in Radio City. Copper boundary lines, sunk in concrete, run from 5th avenue side of sunken gardens down both 49th and 50th streets to Sixth avenue. Placques sunk in concrete read: "Property line of trustees of Columbia University crossing by permission only which permission is revocable at will." Strictly speaking one needs a pass from Columbia to enter the NBC studios.

Short Shots

Phillip Morris Cigarette NBC network increased by 26 stations giving it a grand total of 57...Pitts Sanborn, World-Telegram music critic, auditioned for NBC...Walter O'Keefe will be m.c. at the Essex House when Glen Gray's Ork responds there...Corn Products will sponsor a dramatization of "The Gumps", Daily News comic strip, at CBS. Show will be thrice weekly, opening in November...Virginia Rea and Frank Munn, who teamed as "Olive Palmer and Paul Oliver" some years back, will be reunited for one show on Radioton on the 20th...NBC ripping station 3B apart to install an organ...Grace Hayes is broadcasting from various NBC stations in towns where she is headlining at vaudeville theatres...Mark McCaffrey, who authored "Shadow" scripts at CBS and "Song Pix" at ABS, is now head of script dept. of Black Barr and Castle...Pat Barnes hits his 38th year on Friday...Lois Revel has Leroy Nixon as her pianist...Peter Higgins, vaudevillean, is to sing on the Dills Tobacco show at NBC on the 26th...Adelaide Moffett is now being managed by Ted Collins...Peter Dixon auditioned a new kid show at J. Walt Thompson Agency on Friday.

Scrambled Notes

Martin Lewis of Radio Guide has been transferred to the Chicago office. Jack Banner and Mel Spiegel are the entire staff in New York...CBS Dramatic Guide returns on Oct. 21...Phil Duey for the new Ed Dowling musical...Larry Harding, CBS announcer, doing a wee bit of composing on the side. Ann Leaf will organize a couple of his tunes...Borrah Minevitch and his Harmonica Kascals are playing their first night club date at the Chez Paree in Chicago and doubling at the Chicago theatre...Doug Conah of CBS press staff will become a padre around Xmas time. This makes the fourth member of that staff to score this season...Kay Johnson, Bert McMurtrie's new importation from the Coast for ABS needs a trio to round out her program...KQV, which claims to be the oldest station in the country, celebrated its 15th year on Sunday...Jack Denny apartment hunting...Max Schell will manage Buddy Rogers' orchestral affairs for the next two years...Dorothy Atkins, a show gal and niece of Paul Whiteman, gets a singing sustaining at ABS...Roland Bradley, once of WGY and now of WINA, is a padre. Mrs. Bradley was Elizabeth Kittell, sister of Clyde Kittell, NBC announcer...Sunny Werbian, executive of MCA, is in Post Graduate Hospital for observation...Edith Murray makes it 24 years on Oct. 28...A 12-voice chorus under direction of Leith Stevens has been signed for the Chevrolet show.

Gossip

Bob Armbruster Ork, Mary Courtland and a vocal quartet is the new show for Ludens at CBS. This outfit once had time at NBC...Henceforth ABS remote announcers have to work in tax since they now have to cover Harry Rosenthal Ork from Place Piquale, Maxmillian Berger (Max Berger) from the Park Lane...Ed Fisher of WNEW is under the weather...In private office of J. P. Gude, head of CBS press dept., is large photo of Radio City taken from the window of his office...Bislow and Lee, radio harmony team now at the Greenview Village Inn...Verna Burke renewed at the Governor Clinton...Malaxes and January will celebrate their sixth year as a team on the 24th...CBS American School of the Air returns for sixth year on Oct. 22...The "Sizzlers" open at the Roxy soon...John Greig will guest star on Bond show at the 21st as "Professor Epinaud Ork", which character is successor to his Prof. Lucifer Butts...Mitzel Green back in town...Andre Baruch doing the Chevrolet series at CBS...Edward Childs Carpenter, author of "Order Please" at the Playhouse theatre, is brother-in-law of Karl Knight of WMCA staff and rewrote second act certain to put in a plug for Knights Voice of Romance...Bill Rapp, mag editor, Charles Locke, script writer, and Bill Virges, bandmaster, have organized to form original musical shows for radio.

Stand By

William Malone, former account executive of Cowan & Denker, is now with Luckey Bownan, Inc...Bob C. Marshall, secretary to McMurtrie at ABS, week-ended at home in Boston...Leo Rosetta, NBC ace pianist, has been curing in the Catskills for the past year; returned to NBC last week...Marilyn Duke in town from Atlanta, Ga., just two days and has spot at NBC...Was Sieberling Gal over WGST...Johnny Marvin of the Oklahoma draw and one of the Thousand Islands is heard twice per week over WGY...Elsie Thompson, former organist of the Brooklyn Par, is new staff announcer at CBS...Oct. movers include Leith Stevens, Walter O'Keefe, Don Ball, John Carlisle and Kate Smith...Jack Barry of WNEW has new commercial. A nail polish...Nick Kenny gets another amateur show. This time at WNEW...His brother, Charles, is helping while Nick is in hospital...Harold Lee, The Green and now singing over WTC, was taken to the Hartford Hospital with a serious illness...Irene Halsey in town. Visited with friends at CBS...John Carlisle, chief of CBS announcers, has the flu blues...Bromo Seltzer rebroadcasts at 11:30 for the Coast...John Bolea smoked cigars continuously at his rehearsals.

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)

50 Rockefeller Center
Circle 7-5300

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,
Elgar Kolok, V-P. in Charge of Sales,
John F. Royal, V-P. in Charge of Pro-grams.

George Engles, V-P. in Charge of Artists.
Roy C. Witmer, V-P. in Charge of East-ern Sales.
David Rosenblum, V-P. in Charge of Planning and Developments.
Henry K. Norton, Treasurer.
Lewis MacDonagh, Secretary.
C. W. Horn, Dir. Research and Develop-ment.
Frank E. Mason, V-P.
J. W. Payne, Commercial Engineer.
De la Jara Almon, Evening Gen. Mgr.

Department Heads

Donald S. Shaw, Eastern Sales Mgr.
Alfred H. Morton, Mer.-Program Dept.
Bertha Braun, Commercial Program Mgr.

Thomas Debus, Charge Music Library.
Quinton Adams, Office Manager.
John R. Carey, Service Manager.
D. B. Van Houten, Office Supervisor.
W. D. Bloxham, Purchasing Agent.
R. F. Trichner, Assistant Treasurer.
H. F. McKee, Assistant Auditor.
F. P. Peter, Dir. Statistical Dept.
Donald Witherspoon, Mer. Station Rela-tions Dept.
C. R. Hanson, Chief Engineer.
E. P. H. James, Sales Promotion Mgr.
D. B. Tuthill, Business Mgr. Artists' Service.
Harold Kemp, Artists Service, Pop Tal-ent.

Frances Rockefeller King, Artists' Serv-ice, Private Entertainment.
Lloyd C. Kemer, Transcriptions.

CBS

(Station WABC)

485 Madison Ave.

Wickham 2-2000

William S. Paley, President.
Edward Kluhner, Executive V-P.
Sam Pickard, V-P.
Hugh Kendall, Sales V-P. in Charge of Sales.

Lawrence W. Lowman, V-P. on Opera-tions and Secretary.
W. M. C. Gutierrez, Sales Mgr.
William H. Ensign, Asst. Sales Mgr.
H. P. Hayward, Comm. Program Dir.
Julius P. Seidenberg, Program Operations.

J. G. Gable, Publicity.
C. K. Coburn, Technical Dir.
Paul White, Special Features.
Paul W. Keeten, Sales Promotion.
John Kord, Market Research.
Robert Stephenson, Local Sales.
John C. Chubb, Production Mgr.
Frederic P. Willis, Educational Dir.
Julius Matfield, Music Library.

Hugh Cowham, Commercial Engineer.
Courtney Saville, Dramatic Dir.
Rahab J. Wonders, Mer. Artists' Bureau.
Paul Rosa, Mer. Personal Bookings.

ABS

(Station WMCA)

1003 Broadway

Columbus 6-5000

Geo. B. Storer, President.
Allen A. Ryan, Jr., Vice-Chairman.
James P. Norris, V-P.
Fred Weiser, V-P. in Charge of Opera-tions and Station Relations.

Wm. F. Fitzgerald, Mer. Trans.
Frank Jennings, Artists' Bureau.
Derek McMurtrie, Prog. Dir.
Fred Cull, Publicity.
Frank Marx, Chief Engineer.

WHN

(Station WJZ)

1310 Broadway

Bryant 9-7000

Edward Lewis, Gen. Mgr.
Philip Whitten, Sales Mgr.
Pauline Lasker, Secy.
Fred Raphael, Asst. to Gen. Mgr.
George Windham, Chief Engineer.
George Nibbs, Prog. Dir.
Jack DeWane, Artists' Mgr.
Benny Leonard, Sports.
Russell Chaney, Chief Announcer.
Jack Lewis, Special Events.
Nicholas Rose, Mus. Dir.
Sidney Adler, Night Mgr.
Perry Charles, Publicity.

WNEW

(Station WJZ)

501 Madison Ave.

Plan 3-3940

Joseph Blum, President.
Richard O'Day, V-P.
Charles Stark, Mgr.
Walter Butterfield, Program Dir.
Leo Kahn, Musical Dir.
Bernice Judin, Sales Mgr.
Max Weiner, Chief Announcer.
Bill Farrow, Chief Announcer.
Ida Fisher, Publicity.

WOR

(Station WJZ)

1140 Broadway

Pennsylvania 6-5883

Alfred J. McCook, President.
Theodore C. Streibler, Gen. Mgr.
Walter J. Neff, Sales Manager.
Dave G. Caven, Asst. Public Relations.
Jas. F. J. Maher, Mer. Press Dept.
J. Lewis Hill, Director of Programs.
George Shuckley, Musical Director.
Adolph Offinger, Asst. Program Dir.
Joseph Bier, Studio Mgr.
Philip Thorn, Continuity Editor.
J. R. Popple, Chief Engineer.

WINS

(Station WJZ)

114 E. 58th St.

Edison 6-5100

R. L. Ferguson, Station Mgr.
Walter Preston, Sales Mgr.
Roland Bradley, Production Mgr.
Heather Thomas, Production Dir.
Vincent Remy, Musical Dir.
Edward Chubb, Continuity.
Edythe Meserian, Press.

WLW

(Station WJZ)

Universal Broadcasting Corp.

415 W. 59th St.

Columbia 6-7000

H. F. Riley, Dir.
F. J. Kieran, Business Mgr.
R. W. Hark, Sales Manager.
George O'Brien, Program Dir.
Rudolph Furt, Musical Dir.
Joseph Davis, Chief Engineer.

Chicago Ad Agencies

Radio Production Executives

Aubrey, Moore & Wallace, Inc.

410 North Michigan Ave.

J. H. North.

F. G. Bhatt.

Batten, Barton, Durstine & Os-born

221 N. La Salle St.

George May.

Blackett-Sample-Hummert

221 N. La Salle St.

N. H. Peterson.

Roscoe Barrett.

Doremus & Company

208 S. La Salle St.

H. Ray Henderson.

Erwin, Wasey & Co.

230 N. Michigan Ave.

William Weddell.

Fredericks & Mitchell, Inc.

309 N. Michigan Ave.

Karl Frederick.

Charles Daniel Frey

333 N. Michigan Ave.

Jerry Triggs

Gundlach Advertising Co.

400 N. Michigan Ave.

Irving Rosenblum.

Hanff-Metzger of Ill.

520 N. Michigan Ave.

S. J. Andrews

Hays McFarland

333 N. Michigan Ave.

Henri Hurst & McDonald

520 N. Michigan Ave.

N. L. Pumphlin.

Frances Hooper

400 N. Michigan Ave.

Frances Hooper.

Kastor

360 N. Michigan Ave.

Ben Frost.

Kirtland-Engel

646 N. Michigan Ave.

R. M. Kirtland.

Lord & Thomas

919 N. Michigan Ave.

Ed. Allen, Jr., President.

Lewis Goodkind.

Matteson, Fogarty, Jordan

307 N. Michigan Ave.

H. L. Weller.

McCann-Erickson

910 S. Michigan Ave.

Raymond Atwood.

McJunkin

228 N. La Salle St.

Gordon Best.

Morris, Windmuller & Enzinger

230 N. Michigan

George Enzinger.

Carroll Dean Murphy

35 E. Wacker Drive

James Shebel.

Needham, Louis & Brorby

360 N. Michigan Ave.

Heien Wing.

Neisser-Meyerhof

400 N. Michigan Ave.

Walter Rubens.

Reinke-Elis-Youngren-Finn

520 N. Michigan Ave.

Russ Williams.

Roche, Williams & Cunyng-

ham, Inc.

Strauss Bldg.

William Roche.

Rogers & Smith

20 N. Wacker Drive

Everett Opie.

Ruthrauff & Ryan

360 N. Michigan Ave.

Nate Caldwell.

Sellers Service

8 S. Michigan Ave.

George Couper.

Stack-Goble

8 S. Michigan Ave.

Ralph Goble.

J. Walter Thompson

410 N. Michigan Ave.

Dick Martin.

George Allan.

Wade Adv. Agency

208 W. Washington St.

Walter Wade.

Young & Rubicam

221 No. La Salle St.

D. G. Scheider.

Chicago

NBC

Merchandise Mart

Superior 8200

(Stations WENR-WMAQ)

Niles Trammel, V-P. in Charge.

Sam Kacey, Asst. to V-P.

P. G. Parker, Asst. Gen. Mgr.

John Whalley, Office Mgr.

Sidney Straus, Program Dir.

Roy Shiel, Chief Musical Dir.

C. L. Menner, Production Mgr.

Alex Robb, Asst. Program Mgr.

Willis Cooper, Continuity Mgr.

Frank Muller, Director of Agriculture.

John Weller, Educational Dir.

Kenneth Carpenter, Sales Mgr.

B.H. Hay, Local Sales Mgr.

I. E. Showerman, Asst. Sales Mgr.
Howard Laurens, Chief Engineer.
M. W. Mfr. Chief Engineer.
H. R. Donagan, Maintenance Mgr.
Al Williamson, Publicity Mgr.

CBS

Writter Bldg.

Whitehall 6000

(Station WBBM)

H. Leslie Atlas, Vice-Pres. in Charge.

J. J. Kling, Asst. Vice-Pres.

Leonard Erickson, Western Sales Mgr.

J. Kelly Smith, William Sales Mgr.

Bill Williams, Eastern Sales Mgr.

Richard Elpers, Sales Research Dir.

Neil Conklin, Band Bookers.

Richard Knick, Program Dir.

Leonard Cox, Asst. to Program Dir.

Ray Appleby, Dramatic Prod. Mgr.

Howard Neumiller, Music Dir.

Henry Klein, Continuity Editor.

Howard Kaufman, Publicity Mgr.

Edna Marjorie Harvey, Educational Dir.

Arthur Kismet, Community Concert Mgr.

McClure Bellows, Columbia Concert Mgr.

KYWB

Strauss Bldg.

Wabash 4010

Home Hogan, Gen. Mgr.

Parke Wheatley, Production Mgr.

Harold E. Bean, Asst. Production Mgr.

Res. Maupin, Musical Director.

H. F. Randall, Chief Engineer.

WCFB

Furniture Mart

Delaware 9000

John Fitzpatrick, President.

Edward N. Neukirch, Gen. Mgr.

Franklin Landquist, Bus. Mgr.

Maurice Lynch, Treasurer.

Howard Kegan, Production Dir.

Eddie Hanson, Musical Dir.

Howard Kegan, Chief Announcer.

Maynard Marquardt, Chief Engineer.

WJLB

Lake and Wells Sts.

State 5460

Ralph L. Atlas, President.

Arthur W. Jankin, Gen. Mgr.

Herbert Sherman, Sales Mgr.

Joe Allinghouse, Program Mgr.

WLS

1230 W. Washington

Haymarket 7500

Burridge Butler, President.

Walter Snyder, Gen. Mgr.

George Higgin, Program Mgr.

Walter M. Davidson, Adv. Mgr.

Tom Rowe, Chief Engineer.

Clementine Legg, Artists Mgr.

Cl. O'Halloran, Chief Announcer.

Julian Bentley, Publicity Dir.

WGN

Drake Hotel

Superior 6100

W. E. Macfarlane, Gen. Mgr.

Quin Ryan, Station Mgr.

George Isaac, Commercial Mgr.

Edward Barry, Production Mgr.

Carl Myers, Chief Announcer.

Frank Schreiber, Publicity Dir.

WGES

128 N. Crawford

Van Buren 8300

Gene Dyer, Station Mgr.

Charles Lamphear, Production Mgr.

Joseph Brubaker, Chief Engineer.

John Van, Musical Dir.

Don Crooner, Chief Announcer.

WIND

201 North Wells

State 5460

Ralph Atlas, President.

W. A. Richards, Manager.

Raymond McKee, Chief Announcer.

Dave Nowelson, Continuity and Pub-lic.

C. C. Shirk, Chief Engineer.

Raymond Gough, Musical Dir.

Los Angeles

CBS

(Station KHJ)

(Columbia to West Broadcasting System)

NEW STUDIOS — NEW CONDUCTORS! ORIGINATING FOR THREE NETWORKS



HAROLD STOKES

Leader of the new W-G-N Dance Orchestra

Director, composer and arranger of popular music . . . Young, brilliant, versatile . . . At 29 a master of modern melody . . . Conductor of the first coast-to-coast commercial broadcast from Chicago, the Studebaker Champions . . . Staff conductor with NBC . . . Conductor of the Camation Contented Hour . . . Sealed Power . . . Palmer House Promenade . . . Climalene Carnival Hour, and many others . . . Outstanding leader of modern dance music . . . Harold Stokes makes his bow to the Middle West audience in charge of W-G-N's new 22-piece dance band.

**THE CHICAGO TRIBUNE
STATION**



**appoints the
greatest maestros
in the Middle West
to conduct its
two studio
orchestras**



HENRY WEBER

Musical Director—Conductor of the W-G-N Concert Orchestra

At 33 a veteran of a dozen years with the world's finest orchestras . . . Maestro of opera . . . Director of symphony . . . Student with Richard Straus . . . Graduate of the Imperial Academy of Vienna . . . Debut at the Royal Opera in Bremen . . . Conductor with The Chicago Civic Opera . . . The world's youngest conductor of a major opera company . . . The first American to direct an operatic orchestra in Italy . . . Guest conductor with The Chicago Symphony . . . Staff conductor for NBC . . . Henry Weber directs W-G-N's musical activities, including the newly augmented W-G-N concert orchestra.

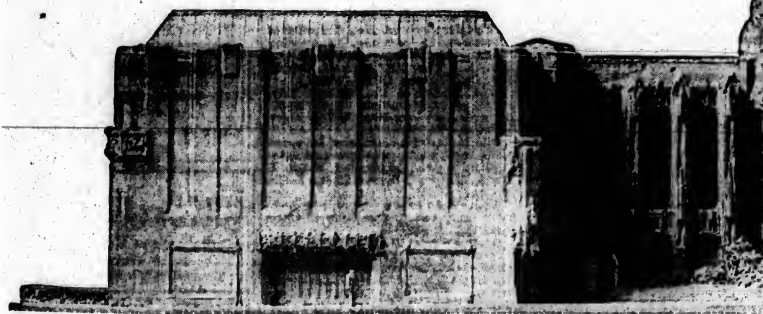
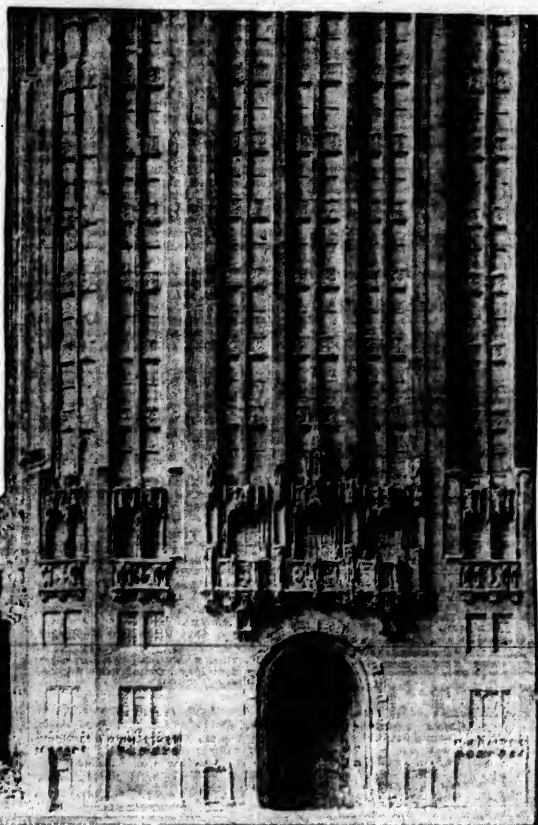


**NOW ORIGINATES THE FOLLOWING
PROGRAMS FOR THE THREE NETWORKS**

MUTUAL BROADCASTING SYSTEM
"Lum and Abner"

NATIONAL BROADCASTING COMPANY
"Clara, Lu and Em"
"Little Orphan Annie"
"The Singing Lady"

COLUMBIA BROADCASTING SYSTEM
"The Romance of Helen Trent"
"Just Plain Bill"



A Model Broadcasting Studio Building

Construction work was started October 1 on the new \$500,000 broadcasting studio building which will be devoted exclusively to W-G-N programs. Built on Michigan Avenue, Chicago's main avenue, adjoining TRIBUNE Tower, this building will house the best in radio studio equipment offering W-G-N listeners and advertisers the finest facilities in radio history. Among the many construction features will be a theater-studio which will seat 600 spectators.

New Business

ROCHESTER

Weiss & Fisher, furniture, announcements, daily, 12:14 p.m. for four months. Placed locally, WHAM.

J. Hungerford Smith Company, drink, "Jolly Roger" studio program, two days a week, 15 minutes at 5 p.m., six months. Placed locally, WHAM.

Richfield Oil Corporation, gas and oil, "Adventures of Jimmie Allen," transcription, 15 minutes daily at 8:15 p.m. for three months. Placed by Fletcher & Ellis, Inc., New York, WHAM.

Bond Electric Company, flashlights, "Treasure Adventures of Donald Ayer," transcription, once weekly, 15 minutes at 5:15 p.m., for three months. Placed by General Broadcasting Co., New York, WHAM.

Dr. Miles Laboratory, alkali seltzer, "Comedy Stars of Hollywood," transcription, three days, 15 minutes at 6:15 p.m., for four months. Placed by Wade Advertising Agency, Chicago, WHAM.

General Baking Company, announcements on household hour, studio, two days at 10 a.m. for three months. Placed by Batten, Barton, Durstine & Osborne, New York, WHAM.

Scott Paper Company, tissue, announcements on household hour,

studio, three days at 9:50 a.m. for six weeks. Placed by J. Walter Thompson Co., New York, WHAM.

Chiffon Company, colorshirts, announcements on household hour, transcription, three days at 10:05 a.m. for four weeks. Placed by Van Sant Mordike, Baltimore, WHAM.

Scott & Brocher, emulsion, household hour announcements, transcription two days at 10:10 a.m. for five months. Placed by Scott-Hewison, Inc., New York, WHAM.

Okite Products, cleanser, household hour announcements, studio, two days at 10:14 a.m. for three months. Placed by Richard & Company, New York, WHAM.

SALT LAKE CITY

Standard Optical Company, 15-minute program, twice weekly, 52 weeks. KSL.

South East Furniture Company, 15-minute program, twice weekly, 52 weeks. KSL.

Standard Furniture Company, 20-minute program, twice weekly, 52 weeks. KSL.

Royal Baking Company, 15-minute program, five times weekly, 26 weeks. KSL.

Crazy Crystals, 15-minute program, five times weekly, 52 weeks. KSL.

Dinacodey Furniture Company, 15-minute program, weekly, 13 weeks. KSL.

Alka Seltzer, 15-minute program, three times weekly, 13 weeks. KSL.

Pullman Tailors, 15-minute programs, twice weekly. KSL.

Boyd Park Jewelers, 15-minute program, weekly, 52 weeks. KSL.

Boyle Furniture Company, 15-minute program, seven times weekly, 13 weeks. KSL.

Union Dental Company, 15-minute program, weekly, 13 weeks. KSL.

Lopez Garment Company, 15-minute program, twice weekly. KSL.

Granite Furniture Company, 15-minute program, weekly, 26 weeks. KSL.

Geppert Studios, 30-minute program, weekly, 13 weeks. KSL.

Pathfinder Magazine Company, 15-minute program, weekly, 13 weeks. KSL.

Morton Salt Company, announcement service, weekly, 13 weeks. KSL.

Schuback Jewelers, 15-minute program, weekly, 13 weeks. KSL.

Dundee Clothes, 15-minute program, weekly. KSL.

Central Shoe Company, 15-minute program, twice weekly, 26 weeks. KSL.

Blue Blaze Coal Company, 15-minute program, three times weekly, 20 weeks. KSL.

Rice Studio, 15-minute program, weekly, 13 weeks. KSL.

Adlerick, 15-minute program, weekly, 13 weeks. KSL.

SAN ANTONIO, TEXAS

Vick Chemical Co., 78 15-minute electrical transcriptions, beginning Oct. 29, Morse International Agency, New York, WOAI.

Dodge Bros. Corp., five one-minute electrical transcriptions, Ruthrauff & Ryan, New York, WOAI.

Wander Company, "Little Orphan Annie," six 100-w rd announcements, Blackett-Sample-Hummert, Chicago, WOAI.

United Drug Co., Rexall, five 15-minute electrical transcriptions, beginning Oct. 30, Street & Finney, Inc., New York, WOAI.

Gardner Nursery, Osa, Iowa, six five-minute electrical transcriptions, N. W. Radio Adv. Co., Seattle, WOAI.

J. G. Dodson Co., Mentodene, 33 100-w announcements, Ruthrauff & Ryan, New York, WOAI.

J. A. Folger Co., coffee, four 100-w announcements, Blackett-Sample-Hummert, Chicago, WOAI.

Morton Salt Co., 13 half-hour programs, Wade Adv. Agency, Chicago, WOAI.

Lumbermen's Association of Texas, 27 half-hour programs, Placed by WFAA, Dallas, WOAI.

TRENTON

Warwick's Credit Store, transcription announcements, three times daily for 13 weeks. WTNJ.

City Rescue Mission, Sunday nights, 7-7:30, services from mission chapel conducted by Joseph Keating, superintendent. WTNJ.

St. Peter's Catholic Church, Sunday evenings for 26 weeks, series of "Bible Dramas," written especially for broadcast, with invited guest stars. WTNJ.

LOS ANGELES

End Poverty League, Inc., daily, 12:30-1 p.m., Oct. 22 to Nov. 5, political talks. KNX.

U. S. Tobacco Co. (Dill's Best), Tuesday 9:30-10 p.m., discs. (McCann-Erickson.) KNX.

Network Renewals

Sterling Products (Bayer Aspirin), 52 weeks effective Oct. 14, Gus Haenschel, Frank Munn and Virginia Rea, 54 stations on NBC's red (WEAF) link. Blackett-Sample-Hummert.

Sterling Products (Dr. Ryan's Toothpowder), 52 weeks, effective Oct. 15, 26 stations on NBC's red (WEAF) loop, Sunday nights, Raquel de Carlay, Pierre Le Kreun, Jerome Mann, Men about Town and Andy Sennella. Blackett-Sample-Hummert.

Procter & Gamble (Camay Soap), 13 weeks, effective Oct. 15, three matinee quarter hours a week, 38 stations on NBC's red (WEAF), Barry McKinley, Ray Sintera's band, Pedlar & Ryan agency.

Red Star (East & Products Co.) 13 weeks, effective Oct. 16, three a.m. quarter hours a week, 17 stations on a split NBC network, Thursday mornings, W. S. Hill agency.

Sterling Products (Phillips Milk & Magnesia), 12 weeks, effective Dec. 28, 18 stations on the red (WEAF), Abe Lyman's band. Blackett-Sample-Hummert.

J. L. Prescott (Oxol), 13 weeks, effective Oct. 22, Monday and Wednesday afternoons on 11 CBS stations, Gordon, Dave and Bunny. B. B. D. & O.

CEDAR RAPIDS

Bunt Bros., for one-half minute spot announcements a week for eight weeks. Placed by Fred Robbins, Inc. KWCR.

Jordan Stores, 10 one-half minute spot announcements, one week. Placed by Frank B. Sawdon, KWCR.

Hamilton Seed & Coal Co., three 10-minute and two 15-minute broadcasts a week for 26 weeks. KWCR.

Ginsberg's Jewelry & Loan Office, one 15-minute broadcast direct from store for 13 weeks. KWCR.

United Drug Co., five 15-minute transcriptions, one week sale. Placed by Spot Broadcasting. KWCR.

Montieur Studio, seven half-minute announcements a week for 13 weeks. KWCR.

Jock's Shop, three minutes and a half announcements a week for 52 weeks. Direct. KWCR.

Central Park Coal Co., six half-minute spots a week for 26 weeks. Direct. KWCR.

Killian Co., 156 minutes spots. Direct. KWCR.

DES MOINES

Laundry Association, two announcements daily, 13 weeks. Lessing Adv. Agency, local. KSO.

D. M. Food Show, six one-half programs, Jackie Heller and Al Morey band, Battenfield & Ball Agency, local. KSO.

United Drug Co., five 15-minute, Rexall sale, Street & Finney, New York, KSO.

Globe Machinery & Supply Co., 52 five-minute programs daily. Direct. KSO.

City Club Beverage Co., five five-minute programs lost and found per week, 13 weeks. Direct. KSO.

Uniplex Baking Co., five 15-minute programs per week, 13 weeks. Welch-Sixsmith Agency, local. KSO.

Colonial Baking Co., five five-minute programs per week in addition to one hour program Sunday a.m. Direct. KSO.

Scars, Hotchuck & Co., 72 60-word announcements to be run in two weeks. Direct. KSO.

Shuler Coal Co., three announcements daily, 13 weeks. Coolidge Adv. Agency. Local. KSO.

Consumers Coal Co., two announcements daily, 13 weeks. Fairall Adv. Co., local. KSO.

Keating Coal Co., three five-minute programs per week, "Doc. Hot Air." Direct. KSO.

BOSTON

Rates Clothes, 26 125-word announcements, daily except Sunday, beginning Oct. 8, Through Frank Weston, Providence, WEAN.

United Drug Co., five 15-minute electrical transcriptions, starting Oct. 16, Through Street & Finney, New York, WNAC-WICC.

L. P. Rogers & Son, 26 125-word announcements, Wednesdays and Fridays, beginning Oct. 3, Through Salinger & Publicover, WNAC.

Arthur Brooks Co., 26 half-hour programs, Mondays, beginning Nov. 12, Through Harry M. Frost, Boston, WNAC.

J. F. Foz Co., 21 time signals, daily except Sunday, renewal effective Oct. 8, Through Alfred Rooney Co., Boston, WROB.

Cole Shoe Co., 100 weather forecasts, daily including Sunday, beginning Oct. 8, Through Broadcast Advertising Co. WNAC.

Houghton & Dutton Co., 26 1-

minute programs, Wednesdays, beginning Oct. 7, Through Salinger & Publicover, WNAC.

Pease & Curran, 120 15-word announcements, four daily including Sunday, beginning Oct. 10, Through Harry M. Frost, WNAC.

Healey-Kimball Co., 21 News Service broadcasts, daily, starting Oct. 4, Through Scott Advertising Agency, Boston, WAAH.

Scott Paper Co., 24 30-word cut-ins, twice daily except Sunday, starting Oct. 15, Through J. Walter Thompson, New York, WAAH.

Community Dentists, 52 five-minute programs, Saturdays, starting Oct. 6, Through Sternfield & Godley, New York, WAAH.

E. G. Edwards Co., 13 15-minute programs, Thursdays, beginning Oct. 11, Through Kenyon Adv. Agency, Boston, WNAC-WEAN-WMAS.

Boston Varietal Co., 225 temperature reports, daily, including Sunday, beginning Oct. 13, Through Ingalls Adv. Co., Boston, WNAC.

W. H. Grunham Corp., 13 half-hour programs, Sundays, beginning Nov. 25, Through Harry M. Frost, WNAC-WEAN.

Penn Tobacco Co., three football broadcasts, Oct. 12, Nov. 12, and Dec. 12, Through Ruthrauff & Ryan, New York, WNAC, WEAN, WORC, WMAS, WICC, WDRB, WLBB, WFEA, WNH, WLII.

CHICAGO

Baume Benque, 30-minute program weekly for 13 weeks, William Esty Agency, New York, WGN.

Maryland Pharmaceutical Company, for 13 weeks weather reports each Sunday for 25 weeks, Joseph Katz Agency, Baltimore, WGN.

E. E. Hess Company, three 15-minute programs weekly for 13 weeks. Direct. WGN.

Skelly Oil Company, daily 15-minute programs except Sunday, WGN.

G. M. Loan Corporation, one 15-minute period Sunday during the day using transcriptions, Schwimmer and Scott Agency, KYW.

Ford Motor Company, daily announcements, McCann-Erickson agency, KYW.

Mickelberry Food Products Company, 15 minutes each Sunday with options for six months, transcriptions, Schel Advertising Agency, KYW.

Vacuum Oil Company, renewed for six months options, 15 minutes Sunday, transcriptions, Lo Holmberg Agency, KYW.

CINCINNATI

Thomas Leeming & Sons, New York, exploiting its Baume Benque on series of 15-minute 8:30-9 o'clock programs, labeled Fireside Songs, starting Oct. 19, featuring Norman Corwin, bass; Lucille Peterson, soprano; male quartet and 15-piece orchestra. Account placed by William Espy & Co., New York, On WLW of Quality Network. Programs originate at WOIR, Newark, and also to be piped to WGN, Chicago.

NEWARK

Coward Shoe Co., 35 weeks, starting Oct. 15, three quarter hours a week. WOR.

D'Arrigo Bros. (Andy Boy Broccoli), starting Oct. 21, 1934, and ending April 13, 1935, five minute recordings, twice weekly. WOR.

Gardner Nursery Co., six program renewal, recordings. WOIR.

Thomas Leeming & Co. (Baume Benque), 26 minutes of actual work, starting Oct. 19, half hour musical show Friday nights. WOR.

Piao Co. (Cough Syrup), 13 weeks, three five-minute programs a week. WOIR.

Craig-Martin Toothpaste, four weeks, five minute recordings three times a week. WOR.

Norwalk Pharmacy Co., three weeks of five-minute recordings, six days a week. WOIR.

OMAHA, NEBRASKA

Brandes-Campbell Motor Co., Hudson dealers, two announcements daily except Sunday, Sept. 29-Oct. 13, on used car sales. WOW.

Excelsior Springs, Mo., Chamber of Commerce, 13 daytime, 13 evening announcements between Oct. 1 and Nov. 4, Through Murrell Crump Adv. Co., Kansas City, WOW.

J. A. Folger Co., Kansas City, coffee, announcements Oct. 24-25, Through Blackett-Sample-Hummert, Chicago, WOW.

International Laboratory, hair and scalp treatments, five minutes, Fridays at 1 p.m., began Oct. 5 for 52 times, Through Ernest Hader & Co., Omaha, WOW.

Kellogg Sales Co., announcements twice daily except Sundays, 48 times from Oct. 1. WOW.

Omaha Flour Mills Co., 15 minutes Fridays at 6:30 p.m., 26 times beginning Oct. 19, transcriptions of the Randolph Family series and organ music. Through Russell Comer, Kansas City, WOW.

P. F. Petersen Baking Co., time signals daily except Sundays, alternating weeks beginning Oct. 1, Through Earl Allen & Co., WOW.

Robert C. Daily, 15 minutes, 6:30 p.m., Tuesday and Thursday, George Johnson at organ of Scottish Rite Cathedral with John Chapel and his reveries, 29 times from Oct. 8. WOW.

PHILADELPHIA

Father Johns Medicine, five minute electrical transcriptions every Monday, Wednesday and Friday at 10:05 a.m. for 52 times. John Keane, WCAU.

Pep Boys, preview of Saturday football games by P. W. Zukers, 10 broadcasts, Placed direct, WCAU.

Morning Sip Coffee, two 15-minute musicals, Tuesday and Thursday at 10:30 a.m. with Jan Savitt's orch., contract until May 5. W. B. MacKenny Co. WCAU.

Joia Soap, four one-minute e. t. announcements weekly until January 4. Paris and Ivart Agency, WCAU.

United Drug Company, five 15-minute electrical transcriptions until Nov. 3. Street and Finney, Inc. WCAU.

Hollywood Shoppe (fur coats), 21 spot announcements weekly for 13 weeks. Placed direct. WIP.

Kahler Corrective Shoes, three announcements daily for 13 weeks. Placed direct. WIP.

Frank and Seder (department store)

(Continued on page 43)

LEON BELLASCO

ARMOUR HOUR
FRIDAY—WJZ—9:30-10 P.M.
OPENING OCT. 16, CASINO DE PAREE
COAST-TO-COAST
COLUMBIA BROADCASTING SYSTEM
—Sole Direction, HERMAN BERNIE
1619 Broadway, New York

Columbia Broadcasting System
Presents

THOMAS "FATS" WALLER

"Radio's Harmful Little Animal"
Composer, Pianist, Comedian,
Character Vocalist
On Entire Columbia Network
3 TIMES WEEKLY
Hear New Victor Recordings
Direction
PHIL PONCE

JACK SMART DINNEY

AND HIS ORCHESTRA
Conoco Oil
Wed., 10:30 P.M.
WJZ

fred allen's

"TOWN HALL...TONIGHT!"
AN
HOUR OF SMILES
with
PORTLAND HOFFA
JACK SMART
LIONEL STANDER
JOHN BROWN
MINNIE PIOUS
EILEEN DOUGLAS
Material by Fred Allen and
Harry Zukend
Management, Walter Hatchelor
Wednesday, 9:30 P.M., E.S.T.—WEAF

VIVIAN JANIS

"ZIEGFELD FOLLIES"
CHICAGO
Sole Direction
HERMAN BERNIE
1619 Broadway
New York City

LOOK AT HIM! COLUMBIA NETWORK—MON. NIGHTS AT 9:30

JESSE BLOCK and JIMMY EYE
DIRECTION WILLIAM MURRAY

COLUMBIA BROADCASTING SYSTEM Presents
MARK WARNOB
MUSICAL DIRECTOR
BORDEN'S
45 MINUTES
HOLLYWOOD
Thursday Nights
at Ten, EST
C-S NETWORK
Managed Exclusively by
COLUMBIA BROADCASTING SYSTEM

★
ARTHUR BORAN
★
RADIO'S FAVORITE MIMIC
ARCADIA INTERNATIONAL
HOUSE
PHILA. PENN.
Presenting Nightly
His Interpretations of Stars
of the Stage, Screen, Night
Clubs and Political Life
★

GRACIE BARRIE
HELD OVER
CASINO DE PAREE
Guest Star on the
BEN BERNIE PROGRAM
P.M. E.S.T. NBC-WEAF, TUESDAY
Sole Direction
HERMAN BERNIE
1619 Broadway, New York

ABE LYMAN
AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST
WABC—Tuesday, 8:30 to 9 P.M., DST
(Phillips Dental)
WEAF—Friday, 9 to 9:30 P.M., DST
(Phillips Milk)

JAY MILLS and NALLY PARKER
Radio's New Comedy Find
Radio Management
MARTIN GOSCH

EMERSON GILL
AND HIS ORCHESTRA
HOTEL WEBSTER HALL
DETROIT
MOA DIRECTION

Here and There

WSM, Nashville, so far is the only station in the South to make arrangements for broadcasting of football games participated in by members of the Southeastern Conference. The station has made arrangements with Vanderbilt University to broadcast home games.

Margaret Chesick gets a three-times-a-week commercial program under the sponsorship of Southern Public Utilities over WBT, Charlotte, N. C. Supporting her will be Peter Martin, xylophonist, and George Fraser, pianist.

Florence Freer, chief of the domestic selection department of the Brooklyn Edison Company, is heard on Thursdays now over WBBC, giving talks directed to housekeepers, young married women and all those keeping house in general.

Don Forbes, CJOR, Vancouver, program director, in San Francisco for a two-month stay.

Leo Nicholson, loaned to KPCE, Seattle, for its lacrosse broadcasting, by CJOR, Vancouver.

Arthur Bryan's 'Chubby's Chums' auditioned at WCAU, Philadelphia for Tastyteat.

Jack Carlson, filling with partner, Polly Craig, has teamed with Jean Shaw for the WCAU-CBS programs.

Bill Johnson is conducting a radio announcers' school through WPEN, Philadelphia, on the side.

Dave Walls, WPEN, Philadelphia, will wed Theresa Watson.

Kolin D. Hager, manager of WGY, and a baseball-basketball star at Albany High School and New York State College for Teachers before the 'World War, pitched for the 'Programs' in a soft-ball game against the 'Technicals' at annual student clambake. Asa O. Coggeshall, program director, captained his side, and Al Knapp, control room engineer in station's Albany studio, led the Techs.

Ernest B. Foote, formerly a v.p. of the World Broad. Sing System, is now on the station relations staff of NBC's New York office.

Maurice A. Kinstler with program department of WJNS and Irene King, former Chester Hale dancer, also with same station as hostess, married Friday (Oct. 12) in New York.

Marilyn Dulce, recent addition to the NBC sustaining staff, has tied in her Atlanta origin by adopting as her theme song a brand new Mills tune, 'Georgia's Gorgeous Gal'.

Bill Moyes, radio editor of the Portland Oregonian, broadcast an offer to bet Jean Anthony, m.e. at the Columbia Garden, who thinks he is running for governor, \$5 to a half a glass of state beer that the m.e. would not poll a certain number of votes on election day.

Hank Keene and His Radio Cantz, late of the Selenetady air waves, is sojourning at WHAM, Rochester, while working theatres. Troupe is of the hill-billy school.

Jack Chevigny, Texas University coach and former Notre Dame star, now heard each Wednesday evening in a sports commentary airing from KNOW, Austin, and the NBC chain. Jack got a fine buildup when his team took Notre Dame in season opener, 7-6.

Ponce Sisters remaining with WJAY, Cincinnati, for an extended period, having just signed with **Duke Motor Jour.** Phil Davis orchestra also on same hour.

Jerry Kilgore, former NBC announcer at San Francisco, checks in on the KXN, Hollywood, staff.

Frank R. Kent returns to the other Nov. 7 for resumption of his chats on politiana for the Radio Commercial Bank. This year, however, he will air over WBBB; last was on 'WBAL.' Understood Kent will receive \$50 per broadcast.

Ford Miller, announcer at WCAE, Pittsburgh, shifted to WJNS, Milwaukee.

Milton Lemask, violinist and concertmaster for Pittsburgh symphony Orchestra, teaming with

Must!

One free-lance radio p.a. has injected a touch of the s.a. in his dealings with the columnists on the New York dailies. All he does now is write the chatter items. Delivery of the stuff he leaves to a young blond looker, chic in garb and with an insouciant way of seating herself on the radio ed's desk.

Lois Miller, organist, on Josephine Gibson's NBC network program from KDKA.

Marion McNary, executive secretary at WCAE, Pittsburgh, has been the secret bride of Jack Traa, instructor at Carnegie Tech, since the middle of September.

Idriss Jones of WAPI, Birmingham, is vacationing in Philadelphia.

Zelma O'Neal over from London to do 'Good News' in tabloid form for Kraft program and back again to England, where she has already made five films.

Jack Lavin now managing Tony Cabooch and Frank Crumit-Julie Sanderson as well as the Paul Whiteman setup.

Herb Polesie, fatigued after long siege of New Jersey commuting, has wiped the Jersey mud off his boots and now has permanent abode in a Grand Central zone hotel within semaphore distance of the J. Walter Thompson office.

Oscar Shaw will do 'Flying High' in tab form on the Whiteman program.

Tommy Tucker has moved from the Syracuse hotel to the Odenbachs, Rochester, N. Y. Emily Lane is warbling with the combo.

Jerry Mann, Southern Methodist All-American quarterback in '27, gets the play by play assignment for Southwestern Broadcasting Company's airing of Southwestern conference grid struggles sponsored by Chevrolet. He initiated Saturday (13) when the Texas-Oklahoma game hit the waves. Mann is also known in politics. He's a state Democratic committeeman.

Ruth Brine has joined WSAZ, Huntington, W. Va. to broadcast as 'Talkie Tattler' a film digest every evening.

Lee Bradford has replaced his brother, Tom Bradford, as soloist on the Silvertown tire program over WBRC, Birmingham.

Jerry Wilson has joined the announcing staff of WSGN, Birmingham, coming from KNOW, Austin, Texas.

Jack Keasler has left WSGN to become manager of WJBY, Gadsden, Ala.

Wynne Gibson will be guest artist on the coast NEC Shell Show tonight (Monday). She'll top in a one-act play, 'Lady Tells All.'

Arthur B. Church, KMBC, Kansas City, in and around New York last week on business.

Buddy Cantor has been awarded for another 12 weeks of WJCA, New York, by the Wilson Distilling Co. Cantor does a film chatter act.

Cornelius Vanderbilt, Jr., got an audition from the NBC program board last week.

Ann Pillien, secretary to Pete MacArthur, program director, WHO, transferred to the program department, WOC, Davenport.

WOC-WHO's Burdance Frolic, opened winter season at the Presidential theatre, Des Moines, Oct. 6. Mr. and Mrs. Arthur Church of KMBC and Glen Snyder, WLS, Chicago, among 'those present.'

KSO breaks in three NEC artists for personal appearance at the local station-Louise Heller, and High and Low Teams Dick Tech and Gwyneth Nye.

Clerk Luther of commercial dept. WIO, K. WOC as sales manager.

New Business

(Continued from page 42)

store), two announcements daily for 14 times. Direct, WIP.

Modern Musical Art Studios, 100 announcements. Direct, WIP.

Edrolas, night spot announcements, indefinite. Placed by Seabury and Johnson, Inc. WIP.

Pomer Bros. (dresses), 500 spot announcements. Direct, WIP.

Laurenside Park (amusement company), five-minute program daily. WIP.

Keystone House and Window Cleaning, two announcements daily for 13 weeks. Placed direct, WIP.

PORTLAND, ORE.

Huntington Rubber Mills, seven daily announcements per month. KGW.

Wander Company, 100-word daily announcement. Placed by Blackett, Sample and Hummert Agency. KGW.

Six Sixty Six, gown shop, daily announcements, 13 per month, one year. Placed by Mary-Pentland Agency. KGW.

Carnation-Albers, 18 five-minute transcriptions. Placed by Erwin Wazey Agency. KGW.

Eastern Outfitting Company, 10 15-minute sport news programs. Placed by Robert Smith Agency. KGW.

Tax Limitation League, 10 night time and two day time 15 minute talks. Placed by Frederick Schmalz Agency. KGW and KEX.

Cook Super Service Station, announcement service. KGW.

New System Laundry, five minute daily program, three times weekly, one year. KGW.

Oregon City Wooden Mills, 14 announcements. Placed by W. S. Kirkpatrick Agency. KGW.

Nick's Flower Home, 15-minute program, weekly, one year. Placed by Associated Advertising Service. KGW.

Bohemian Restaurant, 21 announcements. KGW and KEX.

Jimmy Dunn, clothier, announcement service. KGW.

Lambert Gardens, announcement service. KEX.

Associated Oil Company, football announcements. KEX.

Bob Shoppe, daily announcement service, one year. KEX.

Brass Rail, Vancouver, Wash., daily announcement, 15 times. KEX.

Dan Bowman, clothier, 13 five-minute programs per month, one year. Placed by Associated Advertising Service. KEX.

Pau-Co Vesta, costumers, announcement service. KEX.

Alberts Products, daily announcements, one month. KEX.

Nu-Enamel, 15 announcements per month, one year. KEX.

Aladdin Cleaners, announcement service, daily, one month. Placed by Weller Advertising Service. KEX.

Palace Laundry, 15 announcements, one month. KEX.

Conrad Bruce & Company, financial service, daily 15 minute program, one year. KEX.

LINCOLN

Gooch Milling Company, broadcasts of Nebraska's away from home and out of conference games. KFAB.

Silvated Drug Company, five 15-minute electrical transcriptions. KFAB.

Kellogg Sales Company, two daily announcements for 10 days. KFAB.

Sendall, four daily announcements for six months. KFAB.

Love Benefit Association, daily announcements for one year. KFAB.

Beacon Coffee Shoppe, daily participation in Time & Pines nursing broadcast, contract runs a year. KFAB.

Osika Rogers Food Dealers, sponsor the Man in the Street (Poster May) broadcast, from 12-12:15 p.m. KFAB.

Dewar's Corporation, 156-14-minute daily programs except Saturday and Sunday from 11-11:15 a.m. KFAB.

Lincoln Glass & Paint, announcements for one month. KFAB.

Clark Clothing Company, announcements on the Marigold Ballroom program for three months. KFAB.

Ricks Radio, announcements for a year. KFAB.

Paramount Laundry, daily participation in KFAB's noon organ program for a month.

Addicks, 15-minute electrical transcriptions given Wednesday and Fridays, 39 times. KFAB.

Booth Fisheries, 100-word break-in announcements for the local community, the CBS national program. KFAB.

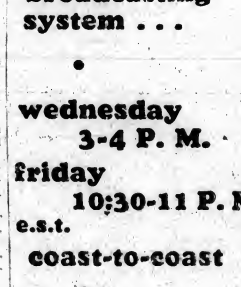
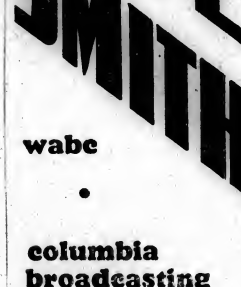
Graham Brothers, 15-minute paper Moon ETs for 13 weeks on Tuesdays and Fridays. KFAB.

Theodore Minor, 100 two-minute announcements on the Cornishers program. KFAB.

Willard Tablet Company, 26 one-minute announcements on the daily Farm Program. KFAB.

Starz Recreational Company, announcements three times during each World Series game and the game tie-in to be continued with PHS football broadcasts. KFAB.

Elting Columbia Company, one month of announcements on the Farm Program. KFAB.



W
J
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N
B
C

Jane Froman Announces, Beginning Oct. 12 (8:30 P. M., E.S.T.), a Weekly Series of Guest Appearances for Promo - Seltzer

COAST-TO-COAST



Jane Froman Reminds You of Her Regular Sunday Night (10:30 P. M., E.S.T.) Pontiac Program

W
E
A
F
N
B
C

COAST-TO-COAST

Management
WM. MURRAY-WM. MORRIS
OFFICE

wabc

columbia
broadcasting
system . . .

wednesday
3-4 P. M.

friday
10:30-11 P. M.

e.s.t.
coast-to-coast

Management
TED COLLINS

Radio Chatter

New York

Brooklyn night spots to be visited over the air shortly when WBBC's "Round the Town" series gets started. Hotels and beer gardens to be included in the tour.

WINS carrying he rodeo on two broadcasts direct from Madison Square Garden. First, last Friday (Oct. 12) and the next coming on Oct. 29 for a half hour program. Earl Harper handling broadcast.

Triangle Furniture company now in its fourth year as sponsor of A. Adolf Phillips Theatre Hour over WBBC, Brooklyn. Program is in German devoted to short sketches and other Teutonic skits. Ernst Otto announcing in native tongue also.

WBBC's present official set-up runs as follows: Peter J. Testan, managing director; Bert Child, studio director; Ben Golden, announcer; Arnold Jaffe, director of

Jewish programs, and Ida W. Smith, program director. The last named now on her ninth year in radio work.

Phil Porterfield now etherizing in Chicago, expected in N. Y. soon. WARD and associate station WJTH carrying Brooklyn Foreign Affairs Forum with Dr. John C. Walker, pastor of Plymouth church, down as speaker recently. Herman Deickman relating the Brooklyn political mirror over the same hook-up.

The new baby girl at the Roland Bradley home has been named Patricia. The father is program manager at WINS.

Isadora Newman, writer of children's tales, official story teller in New York public schools and settlement houses, begins a series of kiddie programs over WJTH starting Oct. 15.

Squire Garden rodeo guesting on Kate Smith's Matinee Hour over CBS, created confusion in elevator on way up to broadcasting room, when the group suddenly decided to remove their top-gallon hats in the presence of the women passengers.

Johnny Tucker, old-time songsmith now over WPAB with three one-half hour programs with Irish ditties.

Elythe J. Moserand of WINS, New York, back at her desk. G. W. Johnstone of NBC recuperating after a week's session on the sick list.

Adelaide Moffat, making her air debut on Kate Smith's Matinee Hour, also assisted on some of the dramatic portions, only singing.

Barth Murray back on CBS. Spotted in an hour's sustaining, "Modern Minstrels".

Anthony Frome started for Pepto-Mangan this Sunday (14) over NBC's blue (WJZ) line.

Four Dudley Brothers, late of Henry Santy's Revue, are now appearing on three commercials weekly for Fleischman's furniture house, over WSYR. Quartet is announced as the Fleischman Rhythm Boys.

Act doubles at the Hotel Syracuse, appearing in the floor show built around Art Collins and his orchestra. Latter, replacing Tommy Tucker, opened an indefinite engagement on the 5th.

Tom Lewis, Waldo Pooler and Jerry Brannon are back at WGY after a trip to Cleveland, where in the studio of WTAM they auditioned for prospective client, the Joe and Eddie sketch. Some time ago trio traveled to New York for the same purpose.

Chester Vedder, of WGY, at his post with spite of a heavy cold which handicapped him in the announcing assignment.

Bill Rose, WGY tenor, sings, plays the piano accompaniments, makes the number announcements, and handles the advertising, without a script, on his commercials for "Save the Baby" patent medicine. He is WGY's lone single doing all four things on one program, and working so informally. Plugs his p.a. dates, too.

Carmelo Casella, blind concert pianist, is now playing on a Sunday morning program over WGY. Tenor is his own composition, "Song Without Words".

Majestic, a feature, opening with vaude-films, is featuring radio names. Pickens Sisters on first bill with John Foxarty following.

Christian Science Monitor on the air over WJLC, Hudson Falls, with "The Monitor Views the News," a commentary on current events from the Monitor's columns.

Charlie Lathrop, news broadcaster for the Albany Evening News, is having his troubles. Complained to the boss that janitor never swept out the mike booth and that every time he drew the soundproofing curtains together he was regaled with a cloud of dust that threatened kerchiefs while broadcasting.

Telxie Frigrina starting a radio attention-getting campaign with WMCA and NBC appearances.

"Uncle Ezra" comes before NBC microphones Oct. 17 for new series of three-weekly programs. Pat Barrett created the character.

Carlsbad Coming Out Party celebrated Columbus Day at Lew White's studios with Rod Arkell as host.

Gordon, Dave and Bunny, the Oxol trio, get contract renewal effective Oct. 22.

Kate Smith borrowed from Elder

Michaux's repertoire by singing "Happy Am I" on last Friday's program.

Frank Buck and his gang east from Chicago, to carry on over NBC.

Everett Marshall off air because of tonsils. Alexander Gray subbing.

Earl G. Thomas has been appointed executive vice-president and director of radio for A. & S. Lyons.

Arthur Boran signed for International, Philadelphia.

If Molasses in January can get permission from Maxwell House coffee, the radio team will make personal along with the initial showings of Paramount's "Mississippi" now in the cutting room. Team breaks into major films in this musical production.

Courtland Manning, old time actor, reopens series of radio interviews on outstanding personalities of the stage over WHAM Mondays at 8 p.m. With Allan Sisson putting the questions, he reviewed the life and analyzed the success of George M. Cohan in the opening program.

Students in the radio course at the Extension Division of the University of Rochester will get actual experience before the mike at Station WHAM. Carmen Oden, of the studio staff, conducts the course, which includes preparation of manuscripts, advertising and microphone technique.

WJLM Rochester, is carrying Tommy Tucker's orchestra nightly from the Odenbach Peacock Room and furnishing two afternoon spots weekly to NBC.

WJLM's band broadcasting daily over WHAM from Marigold restaurant.

Ohio

WJW, Akron, O., has Gladys Martin, class pianist, and recent station winner, weekly spot at 3:45 p.m. Agnes and Lew program has been switched from 10 a.m. to 6 p.m. every day.

Both WADC and WJW will carry Chamber of Commerce good will programs, with talent from surrounding towns furnishing the entertainment. WJW will begin its series next Monday, with Massillon being first on the schedule.

New act on WJW is Jolly Joe, a song and patter individual who will be heard Monday, Wednesday and Friday at 11:45 a.m.

Mention of the forthcoming ladies minstrels on WADC brings word from Art Graham of WJW that this station also is planning to include a bit of blackface humor on its programs starting next Friday.

Virginia Sturm, radio editor of Dayton (O.) News and Dory Duran, radio editor of Akron (O.) Beacon-Journal, visited Kinc stations last week.

Bugs Enlick to wed Mrs. Bert Upson of Cincinnati Oct. 20.

Leon Benson left Crosley continuity staff, Cincy, to return to press book publicity department of Paramount in New York.

George Dorn, tenor, out of WLW, Cincy.

Texas

Melvin Marshall, who left San Antonio for KFDH, Beaumont, is back again.

Melvin Williamson, formerly of KABC and KTSB, San Antonio and now on the coast with KRKL, Los Angeles, tied the knot with Lorna Ladd, commentator and writer who airs on KMPC, Los Angeles.

R. E. Wilson, manager of KABC, pulled through that operation.

Ed Rannque, formerly of KONO, San Antonio, is at liberty.

Myrtle Mays' big band is a new nightly remote pick-up for KABC from Riverside Gardens, one of the town's hot spots.

KGZE, joint station of San Antonio and Texas state police, installing new crystals and equipment to perk on newly assigned 2,432 kilo frequency. Emergency transmitter now in use.

Joe Luther, for five years with KTSB, San Antonio, has joined the production staff of KABC.

Margorie Luthi has joined the writing staff of KABC.

KABC is first San Antonio station to air local football games as remote pick-ups. Started last week on major high school games. Plans to follow up with University of Texas, struggles from Austin. They'll air as commercials, too, with Fred Maly, long time sports writer

and recent addition to station staff, doing the spinning.

Franklyn Ferguson, Southwest network program manager, is doing the Chevy plugs for SBC's airings of vital Southwest conference football games.

KNOW, SBC's Austin outlet, has moved its studios to the 13th floor of the air-conditioned Norwood building.

West-n Electric type installed by Paul Bostaph of KNOW and Joe Thigh, SBC technician.

KTSB recently went to a full-time schedule, taking up a previously unused hour between 2 and 3 p.m. This station is also operating on its new frequency assignment of 350 watts with 2,500 watts at night and 1,000 daytime.

California

KFWB has taken a mystery serial authored by Arthur La Voe, former newspaperman, to the air.

Kay Van Ripper starts "Life of Sarah Bernhardt" over KFWB around Oct. 18. She is also authoring, producing and acting in "American Caravan" over the same frequency.

Terry La Franconi, former KFWB staff warbler, has returned to Agua Caliente.

Pacific Northwest

Stations KEX and KGW swing into new fall schedules with the Big Four of Portland dance bands forming the new combination ever on local airways.

Bands in the group are Dwight Johnson, Bart Woodyard, Archie Loveless and Cecil McElroy.

Chas. Myers, president of KOIN, is busy enlarging the studios of that station. Expansion amounts to 100 square feet of floor space.

Salvatore's orchestra begin a daily program over KALE, titled "Master Music Room."

Lefty Carson has been heard over KALE for many months. Recently his program of songs of the range became a feature on the Dinner Hour Melodies program and will be heard each night.

The Oregonian and Oregon Journal have both enlarged their radio sections in the Sunday editions.

Opening of the New Orpheum was described in a broadcast over KOIN with Art Kirkham as master of ceremonies.

Bill Bauman, organist with KALE, is giving the Oaks some real music for a change.

Sam Wildermann, for many years publicity director for the U. of O., and widely experienced in the football field, is giving sport flashes over KOIN.

Jack Bain and his orchestra have returned from Seattle where he has been playing at the Club Victor. His band will be featured over KOIN on a half hour sustaining program.

Using a series of programs entitled "Threads of Tradition," over KOIN an enlightening feature upon the origination of various every day expressions, the Oregon Optometrists assn. has tried a new venture in collective advertising for Optometrists.

Covered Wagon Days, fourth oldest dramatic program in the country, which has been weekly by KGW for over four years, has been transferred to Station KEX for another year. Contract was made just recently. Reason for change, NBC's demand for time on KGW.

Nebraska

Police court broadcasts over KOIL and WAAW becoming the rage with listeners.

Freddie Ebener and his band back in the Pontonelle and broadcasting remote over WOW.

John Chapel has combined his reveries with George Johnson's organ playing to put on a new commercial.

Colonial Club orchestra has replaced Warren Ritchie's crew on the DeMolay Sunday afternoon broadcast.

John Gillin busy conferring with the board about moving the studios of WOW. No date set or even in sight.

Walt Casel, Kathleen Shaw, Harold Shaw and the Melodians the main attractions on the new Nebraska Power Co. show Mondays via WOW.

Eddie Butler forced to call off all his piano and organ broadcasts due to a broken digit reaped in a kitten ball game.

Hayden Brothers having an evening formal opening for their remodeled store featuring the broadcast auditorium for their WOW programs.

Larry Kemmer doing his book-keeping at KOIL next to the loud speakers during the series broadcast. June Saunders the fan at WOW.

Al Bates turning the KOIL-KFAB Omaha studios into a workshop while he makes new panels for control boards, etc.

KICK with Dick Cook at the microphone broadcasting the home games played in Creighton stadium.

Illinois

Chl CBS production and engineering sections commuting to Detroit week ends for the Ford assembly plant, including Truman Bradley for announcing.

Bill Rose of the NBC publicity department getting married.

Molly Milligan's mother visiting in town from the Coast.

Al Short on leave of absence from the NBC studios on account of sickness.

Chick Schauerman down with flu for a couple of weeks on a fishing trip in Michigan for final recuperation.

Roy Shield back to his desk after an appendicitis operation.

Amos 'n' Andy on the road again with week-end bookings, and taking Bill Hey along.

Willis Cooper back to work after serious attack of sickness.

Al Williamson back from New York and Washington.

Tom Flegle handling publicity on Tony Wons.

John Blair on a week's business tour of the Midwest for Greg-Blair-Splint.

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

Tommy "Cecil" MACK

COLUMBIA'S CREATIVE COMIC

Opening Shortly in Low Brown's "Calling All Stars"

WITH GEORGE GIVOT EVERY TUESDAY

WABC-9-6-30-11 M. COAST-TO-COAST

Management HERMAN BEHNE

1019 Broadway, New York

CHARLES PREVIN

Conductor

REALSILK'S SILKEN STRING CONCERT

NBC Sundays, 6-6:30 P.M., C.S.T.

ROY FOX

AND HIS BAND

ON TOUR

B.B.C. NETWORK

KEN AND HIS BANJO HARVEY

RUDY VALLEE'S GUEST STAR

London Evening News: "Ken Harvey not just a banjo player, but the last incredible word in banjo playing."

Indefinitely Radio Directed Cafe

Phil Fosse Henry Hermann

RAY HEATHERTON

Broadcasting

Monday and Wednesday, 11 A.M.

KICK with Dick Cook at the microphone broadcasting the home games played in Creighton stadium.

Direction NBC Artists Bureau

EDDIE PEABODY

The Instrumental Stylist

Week-end, 8:30h FOX THEATRE

Brooklyn, New York

Thank you, Tiny Timmer, for selecting me for another "Maxwell House Coffee Show" hour

Personal Direction HAROLD F. KEMP

NBC Artists Service

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

Jack and Loretta Clemens

WEAF

9:30-10:30 P.M.

Saturdays

IVORY SOAP

Direction

NBC Artist Bureau

and Ben Rocke Productions

Columbia Broadcasting System Presents

GEORGE GIVOT

THE GREEK AMBASSADOR OF GOOD WILL

Every Tuesday

10:30-11 P.M.

Coast-to-Coast

Personal Direction HERMAN BEHNE

1019 Broadway, New York

GIERSDORF SISTERS

"CHESTERFIELD"

Monday, Wednesday, Saturday, WABC-9-6-30-11 M.

Columbia Broadcasting System

LEO REISMAN

ON

PHILIP MORRIS

TUESDAY, WEAF AT 8 P. M.

COMMERCIALS

WEEK OF OCT. 16

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
6:30-Su-WABC
12:30-Th-WABC
Smiling McConnell
*Henri H. & McD.

A. & P.
6:30-W-WEAF
Harry Horlick
Frank Parker
*Paris & Post

AMERICAN ROLLING MILLS
6:30-Su-WEAF
Frank Simon Ore
Bennett Chaplin
*B. B. D. & O.

ARMOUR
9:30-F-WJZ
Phil Baker
Martha Nease
Harry McNaughton
Leon Belasco Ore
*Lord & Thomas

ATWATER-KENT
8:30-M-WABC
Frederick Jagel
J. Pasternack Ore
*B. B. D. & O.

B. T. HABBITH
1:30-Su-WEAF
Mary Small
Wm. Wierga
Marie Coast
J. X. Sisters
*Peck

BALLET & BLACK
(Blue Jay)
Corn Plaster
4:15-Tu-F-WJZ
Wade Boech
Dorothy Day
*Needham, L. & B.

BRACHMUT
7:30-M-W-WJZ
Tied Davis
Burgess Meredith
Madge Kennedy
*McCann-E

BISODOL
8:30-W-WABC

Alex Gray
Ellenbeth Lennox
Othman & Arden
Victor Arden's Ore
*Blackett

BLUX COAL
6:30-M-W-WABC
The Shadow
Frank Headfield
*Rathbun & R.

BORKEN
10-Th-WABC
45 Min. in P.M. w'd
Mark Warnow
11:45-W-WABC
Jane Ellison
*Young & Rubicam

BOSCH
8:30-Su-WJZ
Explorers' Pro
Capt. J. P. Barker
*Direct

A. S. BOYLE
(Floor Wax)
2-Su-WABC
Irving Kaufman
*Blackett-S.H.

BRKENTENACH
2-Su-WJZ
Anthony Frome
Alvin Back
*McCann-Erickson

BRILLO
12:30-Su-WABC
The Quizar
Harp Ensemble
*F. Presbury

BRISTOL-MYERS
9-W-WEAF
(Sai Imitation)
Fred Allen
Portland Hoffa
Jack Smart
*Kiesewetter

CARBORUNDUM
10-Su-WABC
Edward D'Anna
Francis Bowman
*B. B. D. & C.

CARLSBAD
4:30-Su-WJZ
10:30 p. m. M-W-W-WEAF
Rud Arkell
Ruth Everett
Harrison Knox
Louis Katzman Ore
*Kiesewetter

CARNATION MILK
6:10-M-W-WEAF
Gene Arnold
Lullaby Lady
M. L. Eastman
Jean Paul King
*Erwin-Wasey

CAMPANA
6:30-Su-WJZ
Ann Seymour
Don Amecche
10-F-W-WEAF
First Nighter
June Meredith
Don Amecche
Carlton Erickett
Cliff Souther
E. Sagerquist Ore
*Aubrey Moore

CAMPBELL
(Soup)
9:30-F-WABC
"Hollywood Hotel"
Dick Powell
Jane Williams
Louella Parsons
Flo-Rito Ore
Wm. O'Neal
El Brendel
Kay Francis
*F. W. Armstrong

CONTINENTAL OIL CO.
10:30-W-WJZ
Harry Richman
Jack Denny
John L. Kennedy
*Tracy-Led

CREAM O' WHEAT
8:30-Su-WABC
Alexander Woolcott
R. Armbruster Ore
*J. W. Thompson

CUTEX
(Odorono)
9-F-WJZ
Phil Harris
Leah Ray
*J. Walt. Thompson

R. D. DAVIS
(Cocomity)
6-M-Tu-W-Th-WABC
"Buck Rogers"
Curtis Arnall
Adela Roman
William Shelley
Elsie Melcher
Joseph Granby

EMERSON
8:30-F-WJZ
Edna Wallace
H. Goodman Ore
Dwight Fiske
J. M. Mathes
ENNA JETTICK
10-M-WJZ
Dennis Moore
Thomas Katzman Ore
*N. LAX

6:30-M-W-WABC
Lud Glimkin
Black & Sully
*Kathryn Nielsen

11:30-M-W-WEAF
H. Firestone, Jr.
Gladys Swarthout
Vocal Ensemble
Wm. Daily Orch.
*Society-James

COLGATE-PALM
(Colgate Dentifrice)
9:30-M-W-WEAF
"Dixie Ho'se Pity"
Joe Cook
Donald Novis
Frances Langford
Don Voorhees
*Young & Rubicam

10-Tu-W-WEAF
(Palmolive Soap)
W. A. Backer, Dir.
"Dearest Enemy"
Gladys Swarthout
John Barclay
Nat Shilkret
*Henton-B

GENERAL CIGAR
(White Elephant)
9:30-Th-WABC
Fred Waring
Ted Pearson
*N. W. Ayer

6:30-Su-WABC
John Latham
John Latham
*Blackett-S.H.

KRAFT-PEANUT
10-Th-WABC
P. Whitehead Ore
Joseph Nelson
Feggy Healy
Jack Latham
*J. Walt. Thompson

LADY ESTHER
10-Su-M-W-WEAF
11:45-Th-W-WEAF
Wayne King
*Stech-Goble

LEVIN & FINK
(Lyzol)
10-Su-WABC
Lucerna Bori
Leah Ray
*J. Walt. Thompson

LIBBY-McNEILL
6:30-M-W-W-WEAF
"Adventure Hour"
Albert Brown
Patricia Dugan
James Andelin
Jesse Hugh
*J. Walt. Thompson

LIGUETTE
9:30-M-W-W-WEAF
(Monday)
Rosa Bonelle
(Wednesday)
Martini
(Saturday)
Grete Stueckgold
(Throughout)
A. Kottelmann Ore
*Newell-Emmett

LOUIS PHILIPPE
8:30-Th-W-WEAF
"Marie, Little French"
Princess
Ruth York
James McHugh
*Blackett

LUX
11:45-Su-WJZ
*J. Walt. Thompson

LUXOR
6:30-Su-WEAF
"Talkie Pic Time"
June Meredith
John Goldsworthy
John Stanford
Gilbert Douglas
Murray Forbes
*Lord & Thomas

J. W. MARROW
(Oil Shampoo)
11:45 a.m. M-F-W-WEAF
8-Su-WJZ
(Institutional)
Otto Klemperer
Albert Spalding
*Campbell-Ewald

GERBER & CO.
10-Su-WJZ
June Schumann-H
*Erwin-Wasey

GILLETTE
(Safety Razor)
7:15-Daily except
Sa-Su-WEAF
Gene and Glenn
*Ruthbun & R.

GROVE LAB.
(Bromo Quinine)
1:45-Su-M-Tu-Th-W-WEAF
Pat Kennedy
Art Kessel Ore
*Stech-Goble

6:30-Su-WABC
Will Rogers
Frank Parker
Clark Bremer
Alan Holt
Willard Ampton
James Innes
Glen Bradley Ore
*Cecil, W. & C.

HEALTH PROD.
8-M-WABC
(Asperin)
Carlson Robinson
John Mitchell
Pearl Flanagan
John Battle
Ann Elmer
*Kathryn Nielsen

6:30-WABC
(Fren-A-Mint)
George Gerbacia
Louis Katzman
Dick Robertson
Evelyn Arnold
Lullaby Peterson
Harry Von Zell
*Wm. Eery

HECKER H-O.
6:15-Daily-WABC
"H-Har-O Rangers"
Bobby Benson
Neil O'Malley
Florence Italian
Dilly Hallon
John Barrie
*Erwin-Wasey

MOORE
11:30-W-WEAF
Low White
*McKeller C.

10:15 a.m. Daily
Sa-Su-W-WEAF
"Bill & Ginger"
Virginia Baker
Lyn Murray
*Hollings

N. Y. MILK
11:45-Th-F-S-WABC
Lester Jay
Tony Gillman
Junior O'Day
Arthur Bruce
Cal Timney
Billy Mauch
Robby March
Jean Sothen
*N. W. Ayer

NORTHWESTERN
8-M-WJZ
Jan Garber
*Hays McFarland

OXOL
Dove, Humby & G
Runny Coughlin
Dave Grant
Gordon Graham
*B. B. D. & O.

OXYDOL
(Procter & Gamble)
2:45-Daily Except
Sa & Su-WEAF
"Ma Perkins"
Virginia Dayne
Garrison Hannon
Karl Hubel
Will Forman
Chas. Engleton
*Blackett

PACIFIC BORAX
9-Th-WJZ
"Death Valley Days"
Tim Frawley
Joseph Bell
Edwin W. Whitney
Lonesome Cowboy
Joseph Bonline Ore
*McCrick

PACKARD
8:30-Tu-WJZ
Lawrence Tibbett
Vincent Pelletier
*Young & R.

PEPSODENT
7-Daily Ex Sat Sun-WJZ
Amos 'n' Andy
Sa & Su-WEAF
7:45-Daily, Except
Sa & Su-WEAF
"Jungle Adventures"
Frank Buck
*Finnex Co.

1:30-Su-W-WEAF
Little Jack Little
*Russell M. Seeds

PHILCO
7:45 daily ex. Sa-Su-WABC
Donnie Carter
*Hutchins

PHILIP MORRIS
8-Tu-WEAF
Leo Reisman's Ore

BENJ. MOORE
11:30-W-WEAF
Low White
*McKeller C.

10:15 a.m. Daily
Sa-Su-W-WEAF
"Bill & Ginger"
Virginia Baker
Lyn Murray
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11:45-Th-F-S-WABC
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Arthur Bruce
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7:45-Daily, Except
Sa & Su-WEAF
"Jungle Adventures"
Frank Buck
*Finnex Co.

1:30-Su-W-WEAF
Little Jack Little
*Russell M. Seeds

PHILCO
7:45 daily ex. Sa-Su-WABC
Donnie Carter
*Hutchins

PHILIP MORRIS
8-Tu-WEAF
Leo Reisman's Ore

SINCLAIR
6:30-WJZ
Sally Childs
Mae McCloud
for Parsons
Cliff Souther
Harry Kosen
*Hutchinson

SMITH BROS.
8-Su-WEAF
Rose Hamilton
Schuyler Hubbard
Nat Shilkret Ore
*Huffman, T. & F.

SPRATT
(Dog Foods)
5:45-Su-WJZ
A. Payson Terhune
*Davis & Carl

STAND. BRANDS
8-Su-WEAF
(Chase & Sanborn)
Kalla Kantor
(Tubifon)

8-W-WEAF
(Royal Gelatine)
Mary Fletcher with
Stock
*Clensden

8-Th-WEAF
(Fleischmann)
Rudy Valle and
His Conn. Yank.
7:30-Su-WJZ
Joe Penner
Uzile Nelson Ore
Harriet Hillard
*J. Walt. Thompson

SOCONY VACUUM
10:15-W-WJZ
Madame Sylva
*Gardner

RCA RADIODIOL
8-Su-WJZ
John B. Kennedy
Frank Black Ore
*Lord & Thomas

REAL MILK
3-Su-WJZ
Chas. Frelch Ore
Olga Albani
Charles Lyons
*Erwin-Wasey

RED STAR YEAST
11-Tu-Th-Sa-WABC
Edna Odell
Phil Porterfield
Glen Lawrence
*R. J. REYNOLDS

(Cannel Cigaretts)
10-Tu-WABC
9-Th-WABC
(Phillips Mag)
Waltz Time
Dave Lyman Ore
Frank Munn
Vivienne Segal
*Erwin-Wasey

8:30-Tu-WABC
Ade Lyman
Vivienne Segal
Oliver Smith
5:15-Daily Ex. Sa-Su-WABC
"Skippy"
*Blackett

(Continued on page 46)

NOTICE!

THE NAME
"PARKYAKAKAS"
is registered by
HARRY EINSTEIN

Thanks to EDDIE CANTOR, radio's greatest showman, for the opportunity of presenting the character of PARKYAKAKAS on his CHASE & SANBORN RADIO PROGRAM.

(Signed) HARRY EINSTEIN

"The Evangelist of Rhythm"

WILLIAM BELSON
AND HIS
DEEP RIVER ORCHESTRA

"Plantation Echoes"
Sponsored by VICKS

"Continental Grill"
ST. MORITZ HOTEL

NBC (WJZ)—Mondays, Wednesdays, Fridays—7:15 P.M., E.S.T.
WEAF, Tuesdays, 11:00 P.M., E.S.T.
NBC—WJZ, Saturdays

Exclusive Management:
GROMBACH PRODUCTIONS, INC.
STEINWAY BLDG., NEW YORK CITY
Tel. Circle 7-2678

GRACIE BARRIE

BROADCASTING WITH
LEON BELASCO'S ORCHESTRA
From the CASINO DE PAREE

Commencing Sunday, Oct. 21st—11:30 to 12 Midnight
Wednesday—11:15 to 12 P.M.

WABC—COAST TO COAST

Sole Direction
HERMAN BERNIE
1010 Broadway, New York City

LAZY DAI
(IRVING KAUFMAN)

THE MIRACLE MAN OF RADIO

BROADCASTING FOR
OLD ENGLISH NO-RUBBING FLOOR POLISH

FOR THE THIRD CONSECUTIVE YEAR
Via **COLUMBIA CHAIN**
54 STATIONS
EVERY SUNDAY, 2 P.M.

HELD OVER
2nd WEEK—ROXY, New York
(WEEKS OCT. 8 and OCT. 12)

MANAGEMENT
CHARLES C. HASIN
156 W. 44th Street, New York

PERPETUAL PAYER-OFFERS

Ray Noble Stays in U. S., but Not As Maestro; Joins Par as Songwriter

Ray Noble, British bandman-arranger, who was denied permission by the American Federation of Musicians to do broadcasting or make work on this side, flew Saturday (13) to Hollywood to close a writing contract with Paramount. Deal, which is being arranged through Tom Rockwell, of Rockwell-O'Keefe, Inc., will, if okayed all around, provide for Noble's doing the score for Bing Crosby's next picture. Terms already agreed to call for a minimum of eight weeks at \$1,000 a week.

Only detail of the agreement to be ironed out has to do with the publishing rights to Noble's manuscripts for Paramount. Noble insists that the rights go to Select Music Publications, Inc., a Rockwell-O'Keefe subsid., while Paramount and Lou Diamond want the songs turned over to Famous Music Corp., Paramount's subsid. Diamond is president of Famous.

Noble will join the Paramount payroll immediately upon his signing of the contract.

Hollywood, Oct. 15.
Ray Noble's multiple duty contract with Paramount calls for him to compose, orchestrate and conduct music. He will work under Nathaniel Finston's supervision.

Metro Settles With Chappell On the 'Widow'

Metro-Goldwyn-Mayer on behalf of itself and Republic Music Corp., its subsid., paid Chappell & Co. a cash settlement and further settled the 'Merry Widow' song rights by ceding to Chappell the Canadian and foreign publication rights of the official Metro film score (new lyrics by Lorenz Hart).

Robbins retains the U. S. pub. rights and is also granted the U. S. and Canadian radio and other performing rights so that no other complications will arise, such as those which halted Paul Whiteman's broadcasting of the Robbins film version on a chain hookup which carried the music into Canada. 'Widow' being in the public domain for the U. S., there was no question about the public performance in this country.

Chappell owns the Franz Lehár score's publication rights for the world. By virtue of a recopyrighting in 1907 of a new arrangement, its present 28 years' copyright protection doesn't expire until next year. Chappell threatened suit but none was actually started.

Law Suit to Determine Who Wrecked Of '77

Washington, Oct. 15.
Supreme Court will review evidence in the case involving authorship of the song 'The Week of the Old 77.' Suit is against Victor Co., brought by David Graves George of Greens, Va., who seeks royalties on record he claims he wrote to tune of 'The Ship That Never Returned.' Disc makers contend song was work of Fred Lewey and Charles Neel, who based it on tune 'The Parted Lovers.'

Reichman at Palais
When Ben Marden's Palais Royal opens for the new season shortly, Joe Reichman will wear the baton. Paul Small will go along with the outfit to handle.

Reichman has been out of town recently appearing at the Hollywood Casino in Buffalo.

Berle and Tapps in New Casino Paree Show

Milton Berle opens at Casino de Paree, New York, tomorrow (Wednesday). At the same time Al Trahan departs.

Another change in the Paree's floor show cast has George Tapps replacing Paul Draper.

Chi Majestic, Cort to Open As Casinos

Chicago, Oct. 15.
N. S. Barger will open the former vaude Majestic on a Casino de Paree policy Nov. 15. He has taken the option on the property and is redecorating the spot. Barger also operates the burlesque Star and Garter.

Barger wants to set up a mutual booking arrangement with the Casino de Paree in New York for the interchange of shows.

Also going into the Casino policy is the Cort theatre, U. J. Hermann having last week made arrangements to turn the house over to new operators.

Opening of the Majestic will not be the first of these spots in Chicago, the opera Auditorium having pulled a flopper with that policy last winter when it was opened by Andy Reber as the Cascades. Spot lasted only four weeks.

MARDEN BRINGING N.J. SHOW OVER TO B'WAY

Ben Marden will reopen the Palais Royal, Broadway niterie, either Oct. 25 or Nov. 1, bringing over from the Riviera, Englewood, N. J., both the present floor show and band, the Dorsey Bros. Jimmy McHugh, who, with Dorothy Fields, wrote the show's score, will do the staging with an augmented cast.

Dorsey Bros.' contract, which runs to Jan. 2, will be renewed so as to extend for a year, with the Palais Royal reopening as the starting date.

OLSEN'S OLSENS

George Olsen has signed the brothers Olsen and Olsen (no relation) to fashion tunes specially for the Olsen-Ethel Shurtz organization. The songwriting Olsens were previously with Ted Weems.

Olsen brought Gordon and Revel to attention through having them under personal contract before they connected with Paramount Pictures.

COWGALS TO HAWAII

San Antonio, Oct. 15.
Jerry MacRae's cowgal band, which originated in San Antonio and played one night spots in the Southwest for years, sailed for Hawaii to play the Honolulu roster and dance jobs.

Figuring on a swing through Japan before returning.

MILNE GOES BOSS

Portland, Ore., Oct. 15.
Ted Milne, nite club m.c., has opened his own dance and dance place, Omaha, which was formerly the Arab Inn, where Milne and his sock recently entertained. Included in Milne's show are Maudie Scott, Harry Shaw and Thomas Flynn, Irish tenor.

TIN PAN ALLEY LIFTS THE CHECK

A Perennial Habit with Music Men Who Make Possible All the Fun and the Jobs for Purveyors of Popular Music—Nelson's Debut at New Yorker an Example

WHY?
By ABEL GREEN
Like the time-honored, theatrically sacrificial character of melodrama, the music men are the ones who always pay and pay and pay. And how!

They're the paties for the good time Charles of the radio-music-show biz. Or call it any other name. Ozzie Nelson's opening at the Hotel New Yorker last week is an excellent example.

For two hours Ken Murray, pressed into service as m.c., held the floor as confereer of the Nelson debut festivities and introduced a host of neo-celebs from all branches of the amusement field. But nary a music pub or a music man, save a couple of visiting maestros from London (Ray Noble) and San Francisco (Meredith Willson). Their hosts—and the hosts of almost all of the other on-the-cuff guests—were taken as a matter of course.

It was never so significantly brought out as at this particular opening, which otherwise would rate as just another dance band premiering into just another hotel. There will be at least three or four more such 'openings' at this same hotel, the New Yorker, in the course of this year. That's as a matter of course because of the various hotels' general policy of switching in dance attractions.

But it brought home how necessary is the very thing which the music publishers and their song-pluggers donate to the bands and the radio which makes possible all such festivities of the type such as this.

Yet it's the music man, giving everything to the gaiety of the evening, who must also be present in order to economically underwrite the festivities.

So self-conscious is everybody (Continued on page 59)

4 SPOTS AT ONE TIME, TOP FOR BIRMINGHAM

Birmingham, Oct. 15.
Club Florentine, Birmingham's first night club, has been reopened. Frank Rae's orchestra is supplying the music.

Pickwick Club has also reopened for the winter season, and with the Hollywood and Thomas Jefferson running, Birmingham has the largest number of niteries in many a year.

STEIN SAILS

Chicago, Oct. 15.
J. C. Stein of Music Corporation of America sails for London and Paris Oct. 20.

Stein will return some time in December.

Orchestra Routes

Band and orchestra routes appear in this week's Variety on page 55.

ASCAP's Third Quarter Divvy Off 15% as Point Rating System Starts

College Inn Reaches Far In Plugging Geo. Olsen

Minneapolis, Oct. 15.
Falm for long-distance night club newspaper advertising goes to the College Inn, Chicago. It's advertising the appearance of George Olsen and his orchestra in amusement columns of local sheets, although Minneapolis is more than 225 miles distant from Chicago.

Flying time between two towns, however, is around three hours, and maybe that's an influence with the Chi niterie.

Pop Pubs Study Revised Code Shortening Hours

Popular music publishers met at the Astor yesterday afternoon (Monday) to consider the revised draft of the industry's code as passed on by the NRA Labor Board. The new document calls for a reduction of the working week from 40 to 35 hours, and an upping in the minimum age of children employees.

Under the revised provision in the labor clause, the publishing industry may not employ any one under the age of 18, unless the candidate can come under the classification of 'youthful genius.'

In a letter to John G. Faine, chairman of the Music Publishers Protective Association, explaining the latest changes in the code, P. A. Murkland, deputy NRA administrator, declared that the Labor Board had found that there was no justification for continuing the music industry on a 40-hour per week basis. Revised hour provision, however, permits the industry to work its employees overtime two weeks in the first six months of the year, and three weeks in the second half of the year to take care of peak periods, inventories, etc.

Also covered in the latest code changes is the method of electing the code committees. New provision makes the selection of committee members the concern of the entire industry. Under the previous arrangement, the elections of the administering groups were to be left to the two trade associations, the MPPA and the Music Publishers Association of America, latter representing the standard faction.

Ed Burnett Loses 'Baby' Plea in N. Y. Fed. Court

Eddie Burnett's right to collect a royalty on 'My Melancholy Baby' from the Joe Morris Music Co., was denied by Judge Cox in New York Federal Court last week. In dismissing the suit brought by Burnett, writer of the tune, the court upheld the validity of a bill of sale which, it was alleged, the song's original publisher, Theron C. Bennett, obtained from Burnett.

Morris contended that Burnett sold the song outright to Bennett in 1912 and that Bennett, in turn, disposed of the contract to Maurice J. Lawson, music printer. In 1918, avowed Morris, he bought the rights from Lawson.

Copyright on 'My Melancholy Baby,' which since 1915 has undergone three substantial song-sheet revisions, will expire in 1935. Rights will then revert to Burnett.

Jimmie Ashley, Chicago composer, in N. Y. to write music for Ned Weyburn's forthcoming musical, 'The Year Round.'

Income of the American Society of Composers, Authors and Publishers took a substantial dive through the months of July, August and September. Checks distributed among ASCAP members last week showed that the royalties accumulated for the third quarter of 1934 were around 15% less than they had been for the April-June stretch of this year.

Responsible to a major degree for the drop in revenue was radio. Although the national networks went through the past summer doing jointly around 20% better than they did during the 1933 warm spell, the society's return from local stations was away off from what it had been the summer before. Collections from hotels and cafes have, on the other hand, held up nicely the past three months. Same applied to the theatre operating industry, despite the fact that the new seat tax was in controversy.

Society's receipts have showed a downward trend for the past three quarters. From a peak \$600,000 quarterly plum the split-up for the April-June period dropped under the \$450,000 mark.

Recent move by the publishers' classification committee, through which the double and triple letter ratings were replaced by a point system, had little effect on the individual shares meted out to publishers in last week's distribution.

This was made clear in a note (Continued on page 62)

SONGPLUGGERS TO STAGE OWN BENEFIT

Certificate of organization for Professional Music Men, Inc., composed of publishers' contact men—songpluggers to you—was approved by Justice Dore in the N. Y. Supreme Court last week.

PMM is arranging to bolster its exchequer through a benefit performance at the Shubert theatre, N. Y., some time in November or December. Jonie Taps will chairmen the event.

FISCHER BUYS CHI CASINO OUTRIGHT

Chicago, Oct. 15.
Clifford Fischer has taken over the French Casino, which has been housing the 'Folies Bergeres' show for the past 12 weeks.

Fischer has full control of the niterie, having bought out the interests of J. C. Stein, Jack Huff, and a couple of others who had small shares. Fischer plans to continue the French type of show in the spot when 'Bergeres' rescue leaves.

Henry Santly's Estate

Appraisal of the estate of Henry W. Santly, partner in the publishing firm of Santly Bros., who died Feb. 14 of this year, was filed last week with the New York Surrogate Court. Gross assets were given as \$18,367 and the net \$10,262.

Entire estate, whose chief assets consisted of stocks and bonds valued at \$14,411, was left to Santly's mother, Mrs. Esther Santly.

Shen Fields debate into the far and atmosphere when his music comes shortly at the Hotel Pierce. Just a year ago he was at Roosevelt, thinking it out for the mob.

Commissioner Moss—And Vaudeville

Actors, agents and producers who have brought their troubles with licensed booking offices to License Commissioner Paul Moss of New York, are finding themselves becoming in a bind. The License Department is now the only recourse for members of the vaudeville profession on a contract breach outside the regular civil courts. But with Commissioner Moss they are making no headway.

Moss is the self-professed best friend the actors have against chiseling bookers and agents. Yet Moss appears to be primarily concerned in protecting the licensee. 'I will not take anybody's license away in these times,' says Moss.

In almost all hearings to date, conducted by Moss on breaches of contract, he has virtually made the plaintiff the defendant and the defendant the plaintiff. The person bringing the complaint would seem to be wrong from the start. That's because Moss grills those seeking restitution rather than the licensee. Some of Moss' questions even border on the ridiculous.

In a number of instances the past few months, flagrant breaches of vaudeville contracts and infractions of the Employment Agency Law have been brought before Moss. But decisions have been such as to leave the civil courts still the only real medium for the complainants.

Moss recently lost an attempt in General Sessions Court to bring all theatrical agents under his jurisdiction via licensing. Licensing of agents, he said, was the only means to protect the actor from the chiseling tactics of bookers and managers.

It may be a case of bad advice and wrong information. But whether basing his decisions on bum steers from the outside, or just guessing, the Commissioner shows surprisingly little theatre knowledge for one who has been so intimately connected with show business for so many years. Moss' stunning defeat in the agents' licensing matter was due solely to a misunderstanding of the issues involved. The Commissioner had an open and shut case until he guessed wrong.

To make it important, the Commissioner sought to indict all agents by pinning charges of irregularity on (of all people) Jack Curtis and Charlie Allen. The charges against Curtis and Allen didn't stand up, of course. The Commissioner could have landed a regiment of chiselers by walking blindfolded through about any office building in Times Square, but he didn't and so the gyps are still flourishing.

If Commissioner Moss doesn't understand the vagaries of the vaudeville booking field, there is another Moss who does. When in doubt, ask Ben. Or any other showman—and there are many who want to see their business kept clear of the chiselers.

Grace Hayes Abetting Fokine Ballet in Sticks

Pittsburgh, Oct. 15.
In an effort to bolster Fokine Ballet for out-of-town engagements, Lefew has added the Grace Hayes act to the unit. She went in here at the Penn Friday (12). Marvin Schenck came on from New York to glimpse the new set-up.

DEANS' \$3,500 AT ROXY, N. Y.

Dizzy and Daffy Dean will break in their act at the Roxy on Broadway. The St. Louis daffiness boys are booked there for the week of Oct. 26, at \$3,500, with additional stage time depending on how they fare there.

Roxy deal was negotiated by William DeWitt, secretary of the St. Louis ball club, who doubles in handling the Deans' acting bit. Roxy date was taken against Loew's offer of \$2,500 and percentage for the State. Loew's had previously shown interest at \$3,500 also, but sliced when the Deans stalled in order to get in some exhibition games, and Loew then figured they were growing cold on the draw.

Mickey Cochrane and other Detroit players, figured as hot for vaude before the series, lost out through defeat and drew no offers.

Hollywood, Oct. 15.
Dizzy and Daffy Dean's fling in pictures is still up in the air with several offers hanging fire. Execs want them for picture work, but have been inclined to do personals and barnstorming first.

Actors Learn About Promotions in Chi From Joe Sullivan

Chicago, Oct. 15.
Joe Sullivan, at one time a pretty well-known among eastern vaude agents, has suddenly found the N. Y. field uncomfortably cramped and has moved his base of operation to Chicago. Promoting a half floor in a building on Randolph street, Sullivan plastered all the windows with huge 'Joe Sullivan' signs and modestly billboarded the windows with announcements that Sullivan was an agent and producer for 'Joe Sullivan—Pictures,' 'Joe Sullivan—Bands,' 'Joe Sullivan—Vaudeville,' and finally 'Joe Sullivan—Productions.'

Office has only four windows, so Sullivan had to limit himself.

There should have been one other window at least; a window to read 'Joe Sullivan—Promotions.' Because Sullivan is a swell promoter. He promoted actors, writers, material, producers and everything else that could possibly be promoted. He promoted his family out here by promising the dancing act of Shields and Higgins a solid route if they would drive his family to Chi. After he set his family up in a hotel here Sullivan got a railroad ticket and disappeared, leaving the act stranded.

Zelma O'Neal Bankrupt

Zelma O'Neal admits herself broke in a voluntary petition in bankruptcy in New York, with debts of \$6,501 and no assets. Miss O'Neal is otherwise Mrs. Anthony Bushell, wife of an English actor, and fled under her marriage name.

Christensen in Ky.

Chicago, Oct. 15.
William Christensen, formerly operator of the LaSalle theatre in Chi., has taken the National in Louisville on a 10-year lease. Theatre opens Oct. 20 with a presentation policy. Will Harris producing.

NEW ACTS

EDDIE FOY, JR. and FOY FAMILY Comedy

14 Min.; One Full (Special) Orpheum, N. Y.
First get-together of the Foy kids since shortly after the death of Eddie, Sr., is an all-comedy affair hardly worthy of their talent and background. Leaves them almost entirely on their own except for a special introductory song, going, 'This is Irving, Madeline and Mary, etc.'

But five of the original seven Foy kids are in this vehicle, Eddie, Jr., Charlie, Irving, Madeline and Mary. Brian and Dick are missing, the former completely out of the acting business as a picture producer on the Coast. Eddie, Jr., by virtue of musical comedy, leads in some important shows and the fact that his name reminds of their famous father, gets top billing and contributes most of the act's joke.

In next-to-closing at this showing it seemed that sentiment on the part of the audience played the biggest role in the reception given the act, although the Foy's do make the most of the weak material. Charlie is playing the m.c. role he portrayed in the old stage act, also doing the imitish of the old man while singing 'Charlie, My Boy.' Rest of the act is all Eddie's, first as the villain in a hoke movie scene and then as a false-toothed vaquero in the closing Spanish bit, during which Eddie and Irving are given the opportunity for some brief dancing. Otherwise, Irving, Mary and Madeline are on mainly for atmosphere and to help sing the lyrics of the introductory special. Latter got the act a trio of bows, mainly through holding promise of more to come. Vaudeville can use the Foy's—and the Foy's can use a stronger act. *Scho.*

JOHNNY GREEN and Orch. (16) Band and Specialties

23 Mins.; Full State, N. Y.
Good musical aggregation with a radio rep behind it. But there are lots of good bands with radio reps nowadays, and this one contains nothing to set it off from the pack. CHS gets billing as the presenter—Betty Barthell and Jack Goodwin are the specialty people, both singers and both capable. Green directs most of the time, but goes to the piano for a chorus now and then. He also does all the announcing, using a mike, which Miss Barthell and Goodwin also hug.

Green is a personable chap who at least looks authoritative in front of his band. Besides a conductor, he's a prolific songwriter, and the band devotes 10 minutes or so at the finish to the playing of his music. Musicians of all numbers are played a-d and after while it gets tiresome. Shorter snatches of the tunes would suffice, with 'Body and Soul' a safe clincher anyway under any condition. Act runs 23 minutes now, but five or six-minute reduction, or even more, would help considerably.

If it's Green intention to stick to vaude for awhile, some changes, such as in the running time, could and should be made. They'd be well worthwhile, for the group is musically proficient and has the makings of a very good band act. *Rige.*

JIMMY HADREAS (4) Flash

Loew's Orpheum, N. Y.
This act is not recorded in the files, although the Hadreas name sounds familiar. Hadreas chatters as well as dances. He tries to sing a duet also with his girl in the act. This particular girl is a kind of an acrobatic dancer who wears a black, transparent lace gown, for acrobatic dancing. The girl, in black, as caught doesn't seem sure of her routine. Also, there is a blonde who tries a dance which is done so well by Rana Goodell. The pianiste in the act also does a dance. For this she wears a purple pajama suit with a large green sash. Hadreas himself wears a loose gray suit. Some of his chatter is unrefined. His diction is sometimes not sufficiently sharp. Closed here on a five-act layout. That's a break for the act. Fairly received here when caught. *Shon.*

MURIEL PAGE Flame Dance

14 Min.; Full (Special) Oriental, Chicago
Muriel Page flame dance is one of those rare novelties that will cause plenty of talk and draw the right kind of comment.

Balaban & Katz took Miss Page right from the World's Fair and sent her immediately into headline position on this combo bill. Miss Page had them standing in the lobby at the finish of the show when caught.

The dance itself has drawn comments from top-line legitimate critics who reviewed her as World's Fair attraction. Dance shows thought, and it has the basis of a solid idea. There is no nudity just for nudity itself. While there have been beefs from organizations and women about other nude dancers, Miss Page hasn't received one. It is a dance that can come under any legitimate dance heading despite the nude angle.

Basically, the dance is that of the moth and the flame, but in this case it's an actual flame. Miss Page enters the scene on toes and dances about a huge stage candle. The flame is rectified fire. The dancer plays teasingly with the flame, miming up to and then dashing away as the flame shoots out after her. It makes a swell stage picture. Finally she gets too cocky with the flame. And as she dashes away the flame darts out and catches her. She blazes into a flame herself as her wings blaze up. The costume and wings are made of such material which enables the dancer to actually burn in the flame without being injured herself. It is a spectacular work. As the flame dies down the dancer emerges from her costume and she follows with a dance symbolizing the loss of her wings. Miss Page is practically nude and covered primarily with the dark blue light. But the nudity is excusable in this dance. There is a reason for it and the audience appreciates that. The dancer, dressed with the triumphant flame, goes into a pirouette and finally collapses at the base of the candle as the flame itself flares up in triumph. *Ma.*

Written by Josef Cherniavsky, has a powerful wallop. All in all, a new act that is going places in show business. It proves that there are still new ideas if somebody will only take the trouble to think them up. *Gold.*



THERRIEN

"The Painter of Songs"

Loew's State, New York

This Week (Oct. 12)

Direction LOEW JOHNNY HYDE MILTON LEWIS

TRACY and VINETTE

Oct. 15, Sheffield, England

RENT SCENERY

WITH REAL PRODUCTION CLASH FROM ECLIPSE STUDIOS, Inc.

314 ELEVENTH AVENUE, NEW YORK TEL. LACK. 4-3995

WALTER "DARE" WAHL
The Smash Comedy Hit of Messrs. Shubert
LIFE BEGINS AT 8:40
EIGHTH WEEK AT THE WINTER GARDEN
NEW YORK CITY
PERSONAL MANAGEMENT
IRVING SHERMAN
ED DAVIDOW OFFICE

BOBBY MAY
SCALA, BERLIN
Month of October

DOROTHEA ANTEL
526 W 75th St. New York City
CHRISTMAS CARDS and Stationery
especially to suit the personalities of the Profession.
Agents wanted to sell my cards and stationery. Write or call for details. Liberal commission.

PAUL MALL
in a New Idea
"WHO'S WHO"
This Act is Registered with "Variety's" Protective Material Department and N.Y.A.
Any infringement will be prosecuted to the fullest extent of the law
JOHN L. BACKER, Attorney,
551 Fifth Avenue, New York City
Personal Representative BILLY JACKSON

RKO Books 'Words'
For 1st Unit in N.Y.
Hickey & Anger's 'Words and Music' unit opens at the Coliseum, New York, Oct. 17 for an RKO break-in. A route is on tap for the show at \$3,500.
This is the first unit booked thus far this season for RKO's N.Y. houses.

New N.T.G. Unit; Puck Prod., Flippen Featured
Harry Puck is producing a new Nils Granlund (N. T. G.) unit, scheduled to open Oct. 19, at Fay's, Providence.
J. C. Flippen will head the cast, containing Vanness, Frankie Conville and 24 girls.

Hempstead Maybe
Skourases are mulling the idea of vaude for the Hempstead, Hempstead, L. I. RKO will book if it goes through.
Last season it was Skourases' Rivoli, Hempstead, that played the stage shows, but now it is doing well enough with straight pictures, operators feel, to be switched.

PAULINE COOKE
Presents
LENOX PAWLE
M-G-M
MIKE CONNOLLY, Pilot

CHARLIE **HILL and HOFFMAN** LLORA
SINCE EUROPEAN TRIUMPHS
RKO PALACE, CHICAGO—Last Week
BILL MACK—RKO
RKO ALBEE, B'KLYN—This Week (Oct. 13)
RKO PALACE, NEW YORK, NEXT WEEK (Oct. 19)
WM. MORRIS AGENCY—Otherwise

VAUDE'S RUSH COOLS DOWN

Dows Told to Settle for Reneg, but Act Plays Extra Day for Nothing

Complaint brought by Al Knight, producer, against A. & B. Dow, bookers, protesting a cancellation of a week at the Paramount, Newark, three days before the date was to have started on Oct. 12, was side-stepped for outside settlement by License Commissioner Paul Moss of New York. Result was Knight got eight days' work for his unit, 'Country Club Scandals,' where his original contract called for seven, but with no extra compensation.

Besides the added day's work, gratis, Knight has to divide the eight days in three towns with the burden of added transportation costs for the 25 people in the cast. Two days will be played in Hudson, N. Y.; two in Poughkeepsie, and four at the Folly, Brooklyn.

Commissioner Moss first received the complaint for hearing Thursday (11), but matter was not finally settled on the outside until Saturday, when it was approved by Moss. Latter permitted the extra gratis day tacked on when Dow pleaded that he would lose money on the settlement dates as they could not pay salaries as high as those paid at the Paramount in Newark. Unit was booked into latter house at \$1,400 on the week.

I. Robert Broder was counsel for Knight; Louis H. Robinson defended the Dows.

WB VODE INTO YORK, PA.

York, Pa., Oct. 15. With the announcement of a new local policy by Warner Bros. the Strand here will begin three-day vaude on Thursday (18), and big pictures, not shown there, will go into the Capitol next door. City, with a population of about 50,000, has had no vaude for the past three years.

Acts, it is expected, will be booked from Warners' Astor in Reading, 30 miles away, with Strand getting show from the first half of the week there.

BACK IN AMERICA

After 3 Months in Europe

BOB RIPA

The World's
Juggling Genius

LANT WEEK
LOEW'S VALENCIA

NEXT WEEK (OCT. 19)
LOEW'S STATE, New York

AND APPEARING NIGHTLY
Paradise Restaurant
New York

DIRECTION
COOKE & G2

GOLDEN-DENNISON

Producer and 'Follies' Girl to Wed in Chi

Maurice Golden, vaude producer, flies to Chicago Friday (19) to wed Loretta Dennison, in the 'Ziegfeld Follies' playing there. Willie Howard and Fannie Brice will be best man and matron-of-honor, respectively.

The Golden will return to New York on Monday (22), Miss Dennison leaving the 'Follies.'

Eddie Cantor Plus Rubinoff 4 Wks., \$12,500

Eddie Cantor, accompanied by Rubinoff, will play four stage weeks in the east, commencing Oct. 26, three for Loew and one for Warners. He opens at the Capitol, N.Y.

On a deal arranged by the William Morris office, Cantor will supply the whole show, including Rubinoff and himself. Cost is expected to be around \$12,500. Dates following the Capitol are Metropolitan, Paradise and Earle, Philly. They won't interfere with Cantor's regular Sunday night Chase & Sanborn broadcasts.

Next week (19), preceding Cantor, the Capitol will spend \$12,500 on two acts, besides a supporting show. The names are Ben Bernie's band, \$7,500, and Burns and Allen, \$5,000.

RKO BOOK GETS BACK ACADEMY

With the new pooling deal between RKO and Skouras on the Jefferson and Academy on 14th street, New York, ready for signatring, RKO will start booking the latter house as soon as it goes into effect. Jeff will remain in straight pictures. Loew has been booking the Academy for past several weeks on a 50% buy on the theatre, which was arranged when the original RKO-Skouras pool ended August 31. The Loew buy was mutually waste-basketed in favor of the RKO deal. On Oct. 27 RKO will add five acts of vaude at the Richmond Hill, Queens, for weekends only. This house has been in straight pictures for years.

Too Quick for Repeat, Havels Out of Unit

Arthur and Merton Havel were yanked out of the 'Broadway Topics' unit at the Paramount, Newark, opening Friday (12) for two weeks with Mae West's 'Belles of Gay Nineties,' because they had played the spot last May in another unit with the same material. Charlie Kemper and steppers replaced the Havels for the Newark date.

Finlay's 20th

Galveston Oct. 15. Lloyd Finlay last week celebrated his 20th anniversary as director of house orchestras in Houston. Finlay, currently wielding the baton at the Metropolitan, Houston, has never gone in for dance music, confining himself to theatre pits.

FAST START BUT SLOW FOLLOW-UP

Major Time Remains at 40 Weeks, Where It Began —RKO Increasing, but Salaries Discouraging—Producers Waiting—Bookers Won't Make Promises

INDIES STILL INDIES

Weeks have passed since opening of the '34-'35 season, but vaudeville has yet to find its bearings. It still doesn't know whether the theatres want it for adoption, or whether it is slated to remain the orphan of show business.

Major time on the books of the five principal booking offices is at a standstill at 40 weeks, or thereabouts. Those 40 weeks looked encouraging at the beginning of the season, constituting the high mark for several years, but since then little or nothing has happened.

RKO with about 15 weeks has gained the most ground, as stage show restoration goes, but most of it is on an extremely low salary level for major playing time, comparing with the Indies as far as salaries are concerned.

Loew is standing pat on 12 weeks in its regular variety theatres, showing some action only in its bookings for the six weeks of now-and-then time in New England and Pennsylvania. But the latter is open to unit-show and band acts only, and is undependable due to irregularity of bookings.

Paramount has seven weeks, three of which are in Chicago, with both its former eastern big timers, Paramounts in New York and Brooklyn, playing straight pictures. Fanchon & Marco is booking three weeks and Warners isn't deviating from its established two and a half weeks.

Uncertain Indies
In the indie field it's the same old story all over again, with the managers remaining shy of the overhead that goes with stage policies. As usual, they starve for a few weeks with bad pictures and, when on the verge of gambling with vaude, a good film comes along and the hope-and-pray cycle starts again.

Producers are playing safe on units, with no long routes available and the little time around being at short money. Booking offices won't make promises or issue guarantees, and under present conditions the producers can't play long shots and produce without encouragement. Practically the same thing goes for actors thinking of spending money on their own new acts.

In the talent line the same faces are still around with mostly the same turns. The capable writers have left for other fields, so there's no source of material. And even if material were available, there's no place to break it in. This is an acute problem for comedy acts, and the scarcity of comedy is just as much a headache to the bookers.

The only real money around goes to the names. But fewer names are being played at big coin this season, because the last couple of years of desperation booking has sifted the real box office attractions down to a handful. There's little or no market now for synthetic headliners, which would be a big help to the moderate priced standard turn if there were time available.

Full Wk. for Syracuse Par Starting Oct. 26

Syracuse, Oct. 15. Success of the week-end vaudeville policy at the Paramount here under RKO operation, results in the adoption of the policy for a full week beginning Oct. 26. New bills will open Fridays. Edith will change its opening day to Thursday.

RKO Division Mgr. Evolves 'Penalty' Idea for Act Requesting Release

BLVD. GOES LAST HALF; GATES POSTS NOTICE

Loew's Boulevard, New York, steady neighborhood split-week stand for years, cuts to first halves only commencing next week. Same policy of five acts on moderate budget will apply to the Friday-Monday last halves, with straight pictures going in the balance of the week.

Loew's other metropolitan split, Gates in Brooklyn, continues playing shows all week; but has a notice posted.

CWA to Amplify Vaude Relief; 1st Unit Successful

First vaudeville unit formed for touring the Civilian Conservation Camps clicked when recently tried in the Bronx, N. Y. Result is that more vaude shows will be sent into the camps than first intended. At least five bills have been formed and will travel as units into the CCC spots. Shows will play from three to five months, six nights weekly.

CCC shows are being sent out by the Works Division, Emergency Relief Administration of New York, funds coming from the government. Camp project will use 300 professionals. While the majority of players now used are from legit, indications are that one-third will be vaudevillians.

Charles Mosconi, in charge of auditions and framing of bills, is quartered at 111 Eighth avenue, 10th floor.

Moe's Scandinavians

Fort Dodge, Ia., Oct. 15. Believed to be the largest singing aggregation of men in Iowa, the United Scandinavian male chorus has been formed here.

A. J. Moe directs the more than 100 voices recruited from Des Moines, Sioux City and Fort Dodge.

A 'penalty' in salary for cancelling an RKO date has been imposed on Dick and Edith Barstow, Irving Yates act, who were originally scheduled for a 'showing' date at the Coliseum, New York, Friday (12), but cancelled to play a regular date at the Michigan, Detroit.

Barstows were booked by RKO for the Coliseum at half-salary, the act taking the cut as a 'favor' to the booking office. Ten days pre-opening they received an offer to play Detroit and Chicago for Paramount at full salary, but RKO refused to give them a release. For weeks looked cold to the Barstows until Charles McDonald, New York divisional manager for RKO evolved the penalty plan.

In return for the release from the Coliseum date, the Barstows are to return there following the Detroit and Chicago weeks, but at one-quarter their regular salary, or one-half the original amount. Coliseum is a four-day date, opened by RKO late in August at a coffee-and-cake budget.

From the \$75 the Barstows will receive for the Coliseum return date, \$7.50 will be deducted for agent and booking office commissions, leaving the act \$67.50, or \$7.50 over the code salary minimum of \$60 for a team for four days' work. The Barstows are a standard act.

Yates' office was informed that the reason for the penalty was that RKO had been informed that the Paramount dates were okayed before the RKO cancellation request was made.

INDIE SKIRBOLL HOUSES' FIVE WEEKS FOR UNITS

Skirboll Bros., indie theatre operators in the Midwest, principally in Ohio, may open five weeks of playing time to units following the experiment the week of Oct. 19 with 'Harlem on Parade,' colored show, at the Rivoli, Toledo.

Towns tentatively lined by Skirboll for 'Harlem,' besides Toledo, are Indianapolis, Columbus, Dayton and Akron. If experimental show clicks, units will play these towns on a guarantee and percentage basis. Arthur Fisher will book the shows out of New York.

Marcus Loew BOOKING AGENCY

General Executive Offices

LOEW BUILDING ANNEX

160 WEST 46TH ST.
BRyant 9-7800 NEW YORK CITY

J. H. LUBIN

GENERAL MANAGER

MARVIN H. SCHENCK

BOOKING MANAGER

Variety Bills

NEXT WEEK (Oct. 19)
THIS WEEK (Oct. 12)

Numerals in connection with bills below indicate opening day of show, whether full or split week

RKO

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

FRANKLIN CONNORS
DI DIQUE
Lorraine (19-21)
Lorraine (19-21)
JOE LITTE
Palace (21)
Rene & Rattiburn
Joe Long
Helen & Carroll Sls
L. Swifts
Annie Judy & Z

LOW CIRCUIT **THIS WEEK**
BOB CARNEY AND CO.
AL VERDI
WALTER WALTERS
VAN CELLO AND MARY
BOOKED BY
LEDDY & SMITH

NEW YORK CITY
Palace (19)
LARRY ADLER
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Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
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L. Swifts
Annie Judy & Z

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

Provincial

Week of Oct. 15

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

Cabarets

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

Paramount

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

Warner

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

Fanchon & Marco

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

Independent

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

London

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

Week of Oct. 15

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

Hammer Smith

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

Hammer Smith

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

CHICAGO

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

CHICAGO

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

CHICAGO

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

CHICAGO

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

CHICAGO

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

CHICAGO

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

CHICAGO

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

CHICAGO

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
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L. Swifts
Annie Judy & Z

CHICAGO

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

CHICAGO

NEW YORK CITY
Palace (19)
LARRY ADLER
Vanda Gould
Lilly Hoffman
Wanda & Vernon
(One to fill)
(12)
Lewie & Carroll Sls
L. Swifts
Annie Judy & Z

SMALL TOWNS LIKE PUNCHERS

Cowboy names from Hollywood are getting the biggest one-nighter vaude play at the present time. Small-town homes, which ordinarily play straight pictures, welcome the drunk-busters with open arms where they won't accept any other type of attractions, except possibly those coming from radio.

Among the steer-wrestlers recently on long one-night tours of the indies are Tim McCoy and Ken Maynard. Coming east shortly to pick up some of the guarantee and percentage quick-jump indie time are John Wayne and Buck Jones. Wayne is due to start a tour of N. Y. state around Nov. 15 with a four-person (also cowboys) dramatic team, booked by Martin Warner of the William Morris office, who also routes the other cowboys.

Buck Jones starts east from the Coast in January, probably opening in Mexico City and then playing one-nighters in the midwest and east. Foot Gibson is presently on a six-week tour going west to the Coast for a picture engagements. With him are June Tule and a hill-billy team.

'Bowery' Unit Craze Flooding Stages; All Look and Play Alike

Chicago, Oct. 15. There are more than a dozen 'Bowery' units on the road today competing for houses. It's a fair bet that on the up-beat and the producers are cashing in on the idea while it lasts.

Included in the market at present are 'Streets of New York,' 'Original Bowery Follies,' Hyman Mandel's 'Bowery Follies,' 'Follies of 1890,' 'Gay Nineties,' Jack Fine's 'Bowery Follies,' B. & K.'s 'Bowery Follies,' 'Gaslight Revue,' Otto Shaffer's 'Beef Trust Follies,' 'Sideways of New York' and 'Bowery Music Hall Follies.'

Most of the units are carrying a standard line of papers and practically the same set of photos. Best Trust girls have been moving from unit to unit, an alibi for the identical pictures, and according to the titles and layout of the majority of the 'Bowery' shows, it seems that all the producers—bought—the same 'handbook.'

FANNER'S S-I RETURN

Chicago, Oct. 15. Faith Bacon has been booked back into the State-Lake on Nov. 3. She had to drop out of the State-Lake show in the middle of the week as her last date due to an attack of appendicitis.

She is recuperating from the operation at Lutheran hospital.

B. & K. Uptown Full Wk.

Chicago, Oct. 15. B. & K. has sent the Uptown into a full week, marking the return of this house to a seven-day stand after several months as a three-day week-end vaude spot.

Booked by Sam Branson of the local William Morris office.

Jewish Guild's Chi Meet

Chicago, Oct. 15. Jewish Theatrical Guild will hold a drive for new members and additional funds. Dave Ferguson, executive secretary of the Guild, is now making contacts to set 1000 on the local get together.

Guild is expecting results from the Chicago meeting, the first to be held in this town in many years.

WILL TRY VAUDEVIL

Syracuse, Oct. 15. Leasing of the Civic theatre here by Leavenworth Steele, former operator of the Roy, East Syracuse, and the Strand, Baldwinsville, announced and Steele contemplated vaudeville.

Steele issued kind another pecking deal with Bruce Cooney, who had planned dramatic stock.

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15 YEARS AGO

(From VARIETY and Clipper)

Loew theatres reorganized and stock put on curb, foundation for the big board.

Actors Fidelity benefit grossed more than \$35,000.

In spite of labor troubles the business out west was surprisingly good. Strikes, race riots and other things caused a general upsurge.

Lamb's club was trying to figure how it could keep going without its bar.

Al Woods took some sort of a record by putting out 22 plays in 19 days. That included five "Friendly Enemies" troupes and four each for "Up in Mabel's Room" and "Under Orders."

Frank G. Hall bought the Mutual Film exchanges. One of the best organized in the country. Others were dickering for the World exchanges. Worth more than production companies.

S. A. Lynch took over a controlling interest in the Hulsey theatres, in Texas.

Another \$5,000,000 pix concern organized in England. They got along fine until it came time to put up the capital.

Ziegfeld announced he would pay his chorus up to \$125 for the road tours. Wanted to have real Broadway beauts, and they were shy of touring.

Excitement over the report the Pantex circuit would go to two-day. Had been playing two mats.

Bennie Moss was planning an up-state invasion, but never did much about it.

Chorus Equity went on its first rampage. Refused to accept pay envelopes at the Winter Garden, asking for an extra mat. Shuberts contended three mats was standard, but they paid.

Wardrobe women demanded recognition as a wage scale. Asked \$50 for new productions and five off for running shows.

Broadway listed 46 shows open.

Opera chorus union planned to supplement Chorus Equity.

Comstock & Cost to open "Aphrodite" in November if they could decide by then what to charge for first night seats. Wavered between \$5 and \$10.

50 YEARS AGO

(From Clipper)

Over in England Madge Kendal viewed with stern disapproval Ellen Terry's p.a. stunts. Included mugging street with straw when she was allegedly ill. Done later in N. Y. for Mrs. Pat Campbell, only she had theatre street muted.

Political campaign was raising bob with the box office.

Adam Foremark walked out on his partner, W. E. Burke, in the production of a pantomime. Just got a mad on. Frequently at odds with partners and staff.

Jo-Jo, the Russian dog-faced boy, due for museum days. Long with the Barnum sideshow.

Handlons were about washed up with "Voyage en Suisse" and were
(Continued on page 52)

Inside Stuff—Pictures

The legal step of Sam Katz in asking dismissal of the action against himself and nearly a score of others, to recover \$12,237,000 of stock repurchase deals of Paramount, is in the form of a test case, results of which are locally awaited by not only the other directors, or former directors, of Par, but by the Par trustees as well. The Katz action, brought through Cravath, Deetsdorff, Swaine & Wood, special Par attorneys for years, asks dismissal on the ground that Par did not suffer injury for loss by the stock repurchased transactions under attack. These were the Great States deal and purchase of a 50% interest in Columbia Broadcasting and the William Morris Agency. Katz was the head of Public when these were put through, guaranteeing stock at around \$80 a share.

Should Katz be successful in gaining dismissal of the suit naming him as responsible with other directors, presumption is that similar suits by others would become routine. Impression that Katz may be acting through the Cravath firm in behalf of other co-defendants, to test the merits of the case for all, has no known foundation.

Katz has been out of Paramount for about two years, along with S. R. Kent and Jesse L. Lasky, who are also named in the action. Lasky is the only defendant whom the Par trustees have been unable to serve with papers.

Paramount is in an odd position, observers point out, in connection with the plan to continue lease of the Paramount theatre on Broadway and space in the building for a long period of years, especially if it is to construct a large deluxe house on the site of the Criterion-Loew's New York property. Whether or not such a proposed structure across the street from the present Par will also be an office building is to be decided when architects go to work. Reported that Par will build on the Crit-New York site inside of two years, with mortgage holders of that property wanting it improved. It thus becomes a question of satisfying two sides—the Paramount Broadway group, on the Par theatre and building on one hand, and the mortgagors of the Crit-N. Y. block front on the other. City Bank Farmers Trust wanted to foreclose a \$4,000,000 mortgage but was talked out of it by Par which didn't want to let the site go.

Meanwhile on Oct. 22 complaints against the Par-Bway reorganization plan entailing new lease arrangements, keeping Par in the building and theatre, are to be heard. Complaint of Par bondholders against plan has as its crux the question of whether Par should take the lease at the terms wanted, considering that Broadway real estate is reported not worth what it was.

Complaints are voiced in Paramount creditor and other quarters against elimination of notices of meetings to consider various matters under the bankruptcy before the Special Master. While notices to all creditors on such matters affecting the Par estate is desirable, attorneys point out that under the new bankruptcy act it is not compulsory except on appointment of a new trustee or on meetings to act on a reorganization plan. Presumption is that the new bankruptcy provisions removed the compulsory clause concerning creditor notices, with these two exceptions, because mailing of notices when creditors were in the thousands represented a heavy expense the debtor estate must carry. Creditors who have been given court approval to intervene on reorganization, under section 77B, such as the bondholders represented by Malcolm Sumner, must be given official notice on all matters under the bankruptcy. For this reason Sam Zirn, also representing bondholders, is going to apply for intervention. If granted he will be entitled to notices. Otherwise, anyone following the moves of the Par trustees on compromise of claims and other matters must check daily with the Special Master's office.

Thursday night (11) premiere of "The Merry Widow" at the Astor, N. Y., was colored by some Cossack influence on the part of a mounted cop who rode onto the sidewalk as a means to clear the path for the carriage trade.

Major Edwin Bowes, m.c.'ing at the mike for the WHN broadcast on arriving notables, made mention of it via the loudspeaker which flooded Broadway. But that cue didn't bother the cop. The other gendarmes, usually under instructions to be careful with the cinematic first nighters, got their misce on the mounite, although the crush may have been one mitigating element. However, the general handling came in for considerable criticism.

Will H. Hays last week at a board meeting of the M. P. P. D. A. stated that the organization will continue to safeguard observance of the production code.

The MPIDA head surveyed 279 features exclusive of westerns and other productions not yet titled, breaking pictures down into various groups and pointing out that 7% of these films will be of historical or biographical nature, as against 1% last year. Also noted there will be 34 musicals, 22 straight comedies, 24 detective and mystery films, 16 adventure and 6 aviation pictures.

Added to the long list of featured players and stars now shying away from fan magazine interviewers is Gary Cooper.

Latter declares that recent fan mag yarns about him provide the best reason for evading the interviewers. List of titles include: "What Women Have Taught Me," "The Love Education of Gary Cooper," "Please Keep Out of My Marriage," "Suppose You Were Gary's Wife," "Gary Talks About His Marriage," "Gary's Woman Trouble," "Can a Man Love Two Women at the Same Time?"

Unusual is the case of a picture star deserting pictures and a contract to satisfy a desire which is without remuneration. Jose Mojica, Spanish actor, has given up pictures to go to Mexico to make a study of Latin folk songs on which he intends to write a book. Mojica feels that this work will take at least three years. Under contract to Fox, and one of the outstanding draws on the Latin screen and stage, Mojica gives up approximately \$1,000 weekly to satisfy his desire.

Since the Extras Complaint Committee was organized at Central Casting two weeks ago, a total of more than 1,200 squawks have been registered and disposed of.

Most of the kicks were on an inability to get jobs with some cases of genuine suffering coming to light. These were turned over to charitable organizations and relief given. A staggering of employment is also helping to spread work among these less fortunate.

Until Sept. 25, 1934, the studio labor committee, under the code, has held 25 meetings disposing and settling 186 cases out of 198 complaints which were made against the studios. The extra committee has disposed of 79 complaints and made adjustments in favor of players amounting to \$581.22.

Billed by what he calls mind-slitting in an effort to keep interest alive in the Motion Picture Theatre Owners of Eastern Pennsylvania, David Barriett, exhibitor leader of Philadelphia, has mailed out an open letter answering attacks against him.

Pinin Board of Trade met Friday (12) at the Motion Picture Club, New York, to continue discussion about the buying trip between the Skouras-Seider-Schwartz circuits in Long Island. No definite plan of action

Inside Stuff—Music

"The Man on the Flying Trapeze" may be in the public domain as far as the United States is concerned, but copyright jurisdiction applies on the number for every other country in the Berne Convention. Motion picture producers, applying for world-wide synchronization rights to the tune, have so learned from John G. Paine, chairman of the Music Publishers Protective Association.

In England the copyright is controlled by Bert Feldman, who recently sold the Australian rights to "Flying Trapeze" to Frank Albert for \$2,500. Feldman's copyright covers a renewal on a copyright dating back to 1869. Inquiry made at the U. S. copyright office in Washington failed to show that the composition had at any time been covered by a valid copyright in the United States.

Paine avers that the copyright status of the song in Canada is still open to question, but that the probabilities are that investigation will find it part of the public domain.

The American Society of Composers, Authors and Publishers and the British Performing Rights Society, which have a 50-50 ownership in the Canadian Performing Rights Society, have never collected anything from the Canadian branch.

Both ASCAP and the British society control Canadian equally and mutually organized it three years ago, but the revenue yield from theatres, stations, etc., has been such that nothing has been split between the Anglo-American affiliates.

Paul Whiteman's Scholarship Award is about ready for entries. In addition to the medal prize, a scholarship fund for two years at some leading musical institution in this country also goes to the first winner. Sum of \$25 per week allotted during course of semester also. Contest is open to all American citizens up to 35 years and is for original compositions for orchestra only. All compositions must be scored for the Whiteman contingent.

"Serenade for a Wealthy Widow" by Reginald Forsythe out now under Robbins' label, but in piano form only. Novelty tune which comes from England first broke over the air with several orchestras giving special attention to the new jazz idiom which is emphasized in the piece. Besides the title being impertinent, the tune itself is very torrid.

Time mag gave "smart Jack Knapp" a builder-upper on his Decca records in current issue, using that phrase repeatedly several times.

Inside Stuff—Vaude

Loew agents' association has applied for group insurance, with intention of subscribing to policies of \$1,000 per member. There are 25 members, all franchised office heads.

The insurance, it obtained, will cover life only. The Loew agents have established their own form of disability. Under the by-laws of the association, a member, if disabled through illness, is guaranteed protection for his business for a period of one year.

New regulation in Boston, which is the country's toughest censorship town for vaudeville acts, forbids the wearing of the uniform of the U. S. army or navy for comedy purposes.

Three Sailors get it next week when they play Boston for Loew. Boys will have to discard their regular sailor suits for straight garb. Since they won't look like gobs, house will bill them under their right names, Jason, Roberts and Blue.

Fay Courtney denies that she walked out on a date at the Paramount, Seattle, because Robert Montgomery in "Hollywood" was billed in larger type than she was. Her refusal to play the date, she claims, was based on requested benefit performances outside the theatre.

Charlie Mosconi, booking manager for the CCC vaude shows, told Louis K. Sidney that "I'm the biggest booker in the country. You have one house, four-a-day (meaning the deluxe Capital on Broadway), while I route 'em one show a night for 40 weeks." The \$24 top per act on the CCC 'time' of course is the difference.

was formulated, but it is understood that the companies are viewing the tie-up with alarm and that the legal phase is being carefully looked into with the idea of taking measures to break it up.

Mutual staging by Albertina Rasch of the dances in "The Great Waltz", the Max Gordon-Rockefellers-Marc Helmman operetta (Johan Strauss, father and son) at the Center theatre in Radio City, and the motif of the waltzes in Metro's "Merry Widow" (Franz Lehár) film explains the similarities.

Broadwayites noticed and commented upon that, not recalling that Miss Rasch staged the dances in both the stage and the film operettas. It's only a similarity in motif rather than general duplication.

Last week's review of newsreels in VARIETY (as of Oct. 6) repeatedly referred to Fox's off-screen voice as that of Lowell Mason. Mr. Mason happens to be a former NMA official while the Fox reel now features the comment of Lowell Thomas. This was the first issue with Thomas. Proving that he not only the reviewer but the copy reader also must have been on Detroit.

A committee including well known picture execs is engaged in campaigning for election of Millard H. Ellison, Republican-Pulsion candidate for Justice of the Supreme Court in New York. They include Felix F. Feist, Louis Nizer, William Ferguson, Hal Horne, Phil De Angelis, Paul Benjamin and A. Griffith Grey.

Ellison is a brother-in-law of Feist, Metro v.p. in charge of distribution. He was an assistant district attorney in New York under Whitman.

Star-rating system of the N. Y. Daily News now makes 'em read the first paragraph of the film and play reviews, and then follows the number of stars. Rest of the critique ensues immediately thereafter.

Stars also are less conspicuous, with reader intent to make 'em read a little intro about the film or play, and then observe the number of stars.

Another picture company is being organized in Texas. National Pictures of Houston, which will produce a picture based on the life of Sam Houston. In announcing the leads, one Germaine Duke is cast. Publicity claims she is a kin of Doris Duke. Girl was a dancer in the Brass Rail Cafe in Hollywood recently.

Deal to send Marc Leuchman to the Coast for Sam Goldwyn is off, inside appearing that Goldwyn withdrew the offer about the same time Leuchman decided he didn't want the job. Contrary to some impressions, Leuchman was never under consideration as successor to Igna Farnol, who's now in New York.

CCC-Show Setup Near Completion; Adds 300 Actors; Booking Problems

Free show set-up of 20 units to be trouped into the Civilian Conservation Camps of the eastern states will be virtually completed by the end of the week. Project, financed with government funds as a relief measure, adds 300 actors to the federal payrolls. In addition, there are 150 players appearing in the environment of New York, 150 others presented nightly. Actors in the latter group are paid from city and state relief funds. Both the CCC and city shows are managed by the Public Works Division of the city's Emergency Relief Administration, with Col. Earle Boothe as head man.

There are 13 of the newly formed CCC units now appearing or in rehearsal, players being paid from the date rehearsals start. Camps will get at least five vaudeville units, which is a larger allotment to vaudeville than first planned. This type of show proved distinctly popular when the first bill was tried in the Bronx two weeks ago, and it was decided to add more vaude units.

Indications are that the camp shows will continue four or five months, which will extend the schedule first mapped out. Bookings now lined up call for 20 weeks out and 20 weeks back to N. Y. Each camp unit is first 'tried out' in N. Y. spots, on portable stages in parks, and in institution or school auditoriums before being sent out of town into the camps.

Stageless C C Camps
Value of sending advance men to the CC spots was proven when the agents reported back that some camps have not constructed stages and halls to receive the shows. While a majority of camps are in readiness for the units, switching of bookings was necessary.

Performances on portable stages continue in the parks, but will be forced indoors shortly. Booking of the gratis shows in N. Y. is still a problem. Survey of armories, auditoriums (other than schools) and abandoned theatres was made by the Works Division, but how and whether such spots can be played is yet to be decided.

Among suggestions considered was collection of small admission fees to defray operating costs, light and heat, should auditoriums and dark theatres be secured without rental charge. Admission fee plan, however, was reported shelved because of the likely protests resulting from operators of neighborhood picture theatres.

Mayor La Guardia is known to be sympathetic to the use of armories and halls, but no way to finance such bookings has been found. Funds are available only for wages to players, directors and managers of units, there being no provision for other costs. Drama Committee fostered by Equity collects money from private sources to defray expenditures not provided for in the public appropriation, but the committee's fund is not sizable enough to finance staging the shows in auditoriums and unused theatres.

Indications are that when the city's shows go indoor entirely for the winter they will again be principally played in institutional halls, school auditoriums and churches, where no operation costs are involved.

'NOTHER MRS. KAUFMAN

S. Jay's Wife Spreads Out as Authoress on Own

Mrs. S. Jay Kaufman (Eva Barclay) following the example of Mrs. George S. Kaufman (no relation) is authoring a play, 'Black Rivers,' which opens at the Warwick, Philadelphia, Nov. 19, presented by the Cosmopolitan Players.

Authoress is now recuperating in California from pleurisy contracted while seeking local color as a colliery aide of the Pennecy coal mining district, where the play is set.

Hampden in N. O.

New Orleans, Oct. 15. Walter Hampden, trekking through Dixie in Shakespeare, gives four performances here at the Tulane starting Oct. 29.

Tragedian has booked one of those Cornell get-in-and-get-out tours.

Phoebe Foster Nervous 'Goodbye Please' Stall

Some doubt if 'Goodbye Please' will open as scheduled at the Ritz, N. Y., next week. Phoebe Foster, heading the cast, was reported unable to rehearse early this week because of a nervous condition.

Play is slated for presentation by Ed Mendelson. It is his maiden managerial effort.

Stock Biz Ups In Midwest; 5 Shows on Way

Chicago, Oct. 15.

Last four weeks has seen a slight improvement for stock. Companies that have been under consideration all summer have finally taken the plunge for an opening. There has been no report of a big jump in business, but the openings come following reports that flesh is on the up-beat in the Midwest, which also is thought ready for stock-again.

Jack Daul is readying a stock company for a circuit of six towns, centering around Wausau, Wis., to open Oct. 22 in latter town.

Capt. Ralph Emerson's Showboat, which has been parked below the loop in the lake since leaving the World's Fair, is being readied for opening Oct. 20 at Waukegan. George Wentz is collaborating. Boat will park at Waukegan, Kenosha and Racine. They will change to stock after the lake freezes them in this winter and use 'Call of the Woods' for opening.

Kinsle stock company, with Frank Miller managing, is opening at the Grand Opera House, Canton, Ohio, Oct. 21. Will move to another city, undecided as yet, later.

T. James Edwards is organizing a stock company in Detroit to open in Taunton, Mass., Oct. 21. Princess theatre in North Little Rock, Ark., goes to the Richard Darling Stock Company opening Oct. 20.

3 Out-of-Town Weeks To Set 'Girls' Gags

'Bring on the Girls,' by George S. Kaufman and Morrie Ryskind, with Jack Benny starred, will be tried out of town for three weeks by Sam H. Harris. Play is a laugh show and timing of lines is the reason for keeping it out.

'Girls' opens in Washington next week, followed by a two-week date in Philadelphia. It is slated for the Morocco, N. Y., about mid-November.

New Indies

Among the new indie legit producers readying new scripts are Abe Cohen-Eddie Scanlon, who have Irving Kaye Davis' 'So Many Tastes' in preparation. Norma Terris has been signed for the lead.

Harry Puck and George Brown have a play from the Hungarian in which Oscar Shaw and Nick Holde are associating themselves financially and otherwise. George S. Kaufman may stage it.

Cohen is a former Shubert company manager. Brown is an ex-film publicist and Puck has had stage experience both as actor and producer.

ALLENTOWN GETS LEGIT

Easton, Pa., Oct. 15. Lee Levy, manager of Colonial theatre at Allentown, announced that the Wilmer and Vincent interests have made arrangements for several road shows to come to Allentown.

'Roberta' is booked for Nov. 6.

Shows in Rehearsal

'Oedipus Wrecks' (William Harris, Jr.), Lyceum.
'Bring on the Girls' (Sam H. Harris), Majestic.
'Within the Gates' (Bushair and Tuck), National.
'Say When' (McGowan and Henderson), Imperial.
'Anything Goes' (Vinton Freedley), Alvin.
'L'Aiglon' (Selwyn and Franklin), Broadhurst.

'The Path of Glory' (Schwab and Dunning), Mansfield.
'Life Wants Pudding' (Joseph Pollock), Vanderbilt.
'Ladies Money' (Courtney Burr), Golden.
'Revenge With Music' (Selwyn and Franklin), New Amsterdam.

'Goodbye Please' (Ed Mendelson), Booth.
'Between Two Worlds' (Elmer Rice), Belasco.
'Geraniums in My Window' (Baker and Wilck), Ambassador.

'Waltz in Fire' (Harmon and Ullman), Elliott.
'She Loves Me Not' (Ivan Cotlar), road, Longacre.
'Dark Victory' (Alex McKaig), office.

FEMME PROTEST NIXES 'TONGUES'

'Idle Tongues,' a drama credited to Chamberlain Brown, who presented it, had but a one-night engagement at Cedarhurst, L. I., Monday (8) last week. Matrons of the community are said to have revolted at supposed revelations about women convicted for murder, such as Ruth Snyder and Eva Coo, also the killers Judd Gray and Bobby Edwards. Committee of women told Brown that if the play was continued they would blacklist the theatre.

Brown had assembled a group of amateur actors for 'Tongues.' Equity stated as far as known none of its members were in the cast.

N.Y. COSMOPOLITAN JUV THEATRE TRY BRODIES

Movement to establish a permanent children's theatre on Broadway came a cropper, the venture at the former Cosmopolitan (renamed American Children's Theatre) halting after playing less than one week.

Actors who were on a code-minimum salary basis (\$40) are to be paid off by Equity. Lascar Galpern, who fostered the project, is expectant of digging up a more substantial b.r. and re-starting.

Opening attraction 'A Chinese Nightingale' was regarded a weak selection, while 'Ruler Shows' for children at Carnegie Hall are said to have mitigated against the Columbus Circle try for junior patronage.

Equity Still Says No

Two More Requests for Alien Actor Concessions Are Nixed

At least two more managers have sought a concession in the matter of the alien actor rule, neither being successful in getting the ban lifted on the six-month lapse restrictions. In both cases the services of Francis Lister were sought, but neither producer was able to convince Equity's Council that the British player's services were indispensable.

Lister appeared on this side before, but did not attain the resident alien status of having worked 100 weeks or more. He played in shows presented by the late David Belasco and Charles Frohman, the total playing time here, however, being but 50 weeks. Rules stipulate that unless a foreign actor shall have played 75 weeks in this country up to June 1, 1933, he shall not be entitled to fill out the 100-week re-

Confliction with 'Vanessa' (Film) Date Jams Helen Hayes' Guild Road Trip

Chi Op Cancels Date When Mil. Ducat Sale Limp

Milwaukee, Oct. 15. Twenty-four hours before 'H Travatore' was scheduled for presentation by the Chicago Grand Opera company in the Eagles' club here Friday (12) it was canceled.

No reason given, but presumed the slow ticket sale was responsible

Percentage Out For Legit Plays, Equity Decides

Actors will not be permitted to take chances of getting salaries by accepting percentage arrangements instead of the contracted amounts, unless guaranteed a minimum. That is the position taken by Equity, which backs its stand on the results of any number of instances where players got little or nothing at all.

Proposal of managers to casts to accept percentage after opening generally applies to flops. Invariably, division of the gross is made only after the house expense and advertising items are deducted, so that the players take all the risk.

Most recent plan for percentage was accepted by the cast of 'Spring Freshet,' Plymouth, N. Y., but qualified by Equity. Show was presented by Leo Shubert, who ordered it closed following unfavorable notices. Players sought continuance and the manager turned the show over to the cast, last week, with the understanding that he is not responsible for salaries or expenses.

Actors consulted Equity and were told that 'Freshet' could continue only if the cast was guaranteed \$40 weekly each, minimum set by the legit code. Shubert declined to commit himself, whereupon Arthur Hopkins, who operates the theatre, made the guarantee. 'Freshet' stopped Saturday (13) after playing less than two weeks. Takings last week were estimated under \$2,000.

'Sailor Beware,' Lyceum, has been operating on percentage since last spring. Most of the players are paid the minimum, with percentage participation when the gross exceeds \$5,000 weekly. 'Sailor' improved last week, with takings approximating \$6,000.

Bulgakov's Legiter

Hollywood, Oct. 15. Leo Bulgakov, Columbia director, goes east today (Monday) to direct the Broadway legit show 'Night Remember.'

He will then return to continuing directing at Columbia.

'Mary of Scotland' tour, which was slated to start Oct. 29, has been set back until the first of the year because of a conflict in contracted dates of Helen Hayes for the Theatre Guild show and Metro's film, 'Vanessa.' Report that Miss Hayes refused to tour was tabbed as untrue by the Guild, latter explaining that although the road dates were curtailed, Miss Hayes has expressed willingness to play out the balance of the time next season.

Miss Hayes' contract with Metro calls for alternate six month periods, affording the actress equal time for stage appearances. Last winter when 'Mary' was in the height of the run at the Alvin, N. Y., Metro had the call on her services starting Feb. 1, but set it back until June 2, when she went to Culver City. Aware of the date set for starting the tour, studio asked the star to remain on the Coast for the filming of 'Vanessa,' but advised by her physician to rest, she came east.

Montgomery Angle

Show tour became jammed over commitments on Robert Montgomery, who will play opposite Miss Hayes in the picture. It was suggested that 'Mary' play Philadelphia and Chicago on the original dates booked, which would have ended the tour Jan. 1, but it was found that Montgomery was not available at that time. It was finally agreed that Miss Hayes go to the Coast Nov. 1 for the picture.

Obligations of the Guild on the run of the play contracts were adjusted between Robert Rubin of Metro and Warren Munsell of the Guild, with Miss Hayes to pay the 'Mary' cast two weeks' salary, as required by Equity when tour is set back or cancelled. Cast was informed last week and the players are free to seek other engagements. Players expressed disappointment, having counted on a full season on the road.

To Hold Leads

Guild's problem is to hold the lead for the delayed tour. Miss Hayes and Philip Merivale were widely advertised in 'Mary' last season and it is hoped they will again be teamed when the show goes out. Merivale is on the way over from London and it is possible he will appear in the Guild's planned 'Valley Forge' up to the time the 'Mary' tour starts.

Value of the original leads was indicated last summer when Miss Hayes and Merivale left the east and the Guild attempted continuance with other players. Gross dived from capacity to small money within one week and the run abruptly ended.

TWO EASTERN STOCK WHEELS

Two rotary stock wheels are projected for eastern stands, Woe and Leventhal getting the first under way, although with some difficulty. Firm was forced to yank 'Big Hearted Herbert' in Boston when the picture version was released there.

Some interest concerns the presentation in its stock spots by W. & L. of 'Home Chat' by Noel Coward. Play, highly regarded by its author, has not been regularly presented over here. Same firm has two road companies of 'The Pursuit of Happiness' in addition to its stock activities.

Rotary stock condition as set forth by Equity calls for an eight performance week. If show plays less than four weeks management must agree to pay for the wardrobe of the feminine members of the cast. W. & L.'s wheel calls for about 10 weeks including the two and three week dates in Philadelphia and Boston.

Second rotary stock is planned by Ivan Cedar, who operated a summer theatre on Long Island. He proposes to play Pennsylvania and New England stands. Cedar's first attraction is 'She Loves Me Not,' which will be followed by 'Sailor Beware.' However, show is holding over from last season indefinitely.

Legit Going for Another Picture Idea—Recording Public Opinion

Procuring the verbal opinion of audiences of legit shows in a systematic manner is the latest trend in Broadway managerial tactics. Idea is exactly the same as used by the operators of some picture theatres. While producers largely depend on the critics to secure a line on shows at premieres, opinion of paying customers attending subsequent performances is believed to supply a more accurate rating.

That was indicated at the Center, Radio City, where 80% of the patrons overheard making comments have said: 'How could the newspapers say such things about this show?' Those remarks refer to the show's notices. Although all the critics agreed that the 'Waltz' production was lavishly, several thought the performance dull. However, what effect such notices may have had on the show's business has been dissipated, as proven by the steady increase in takings, with 'Waltz' now getting top money on Broadway.

At the Center, one duty of the ushers on each show (there are three balconies) is to note the comments of the audiences at exit time. Ushers report the remarks to the floor captain and the results are handed to the manager in type-written form. This system is now being adopted by other theatres.

Squawks against the critics continue as a matter of discussion in show circles. Reviewers there are becoming somewhat involved among themselves, some jibing fellow critics over the diverse opinions expressed in the notices. Two went into print with caustic reference to the criticisms of others last week.

'Waltz' is one of the shows which drew mixed opinions and over the notices of which several critics are still taking sly jabs at each other. 'Merrily We Roll Along' also found some difference of opinion, but most of the notices were of the rave kind. Yet 'Merrily' is a definite hit, narrowly missing capacity only at matinees and is the dramatic leader.

Equity's suggestion to get together with the managers and authors about the critics remains at a standstill. Managers' reply declining the issue was read to the Council last week. Matter was not discussed, Equity awaiting word from the Dramatists Guild.

COLTON CONTINUES BATTLE WITH OSHRIN

Although former Mayor of New York John F. O'Shrein sitting as special referee in the suit of John Colton, playwright, against Harry H. Oshrin, theatrical agent and co-owner of 'Tobacco Road', now current on Broadway, decided against the author, Colton will file exceptions to Referee O'Brien's report and move to have it set aside. Colton, who collaborated on 'Hidin' and authored 'Shanghai Gesture', set forth in a lengthy complaint that some \$48,000 is still due him on \$109,000 collected by Oshrin as his former lawyer-agent. Oshrin was to have been reimbursed by a 10% commission.

Oshrin denied withholding any sums, except that some \$27,000 was owing Colton and that Oshrin had invested in his behalf in the 'Times' Estates on Long Island. This is a realty development of which Oshrin is president.

Referee O'Brien also sustained Colton's contract with Oshrin, ruling the latter's 10% claim is valid until February, 1935. It was first entered in 1932 for a period of 10 years.

O'Brien's ruling was predicated on allegedly contradictory evidence by Colton.

G. & S. Back to Chi.

Deal is on for the return of the Gilbert and Sullivan Company to Chicago following the touring of the troupe in Rockford last week. Organization is desiring for the show on a subscription basis, to open at the Auditorium theatre, operative spot.

It and when date is Dec. 4. In order to give enough time to shake up some subscribers.

Revenge

Hindenburg theatre, on West 46th street, N. Y., couldn't make a go of it with German films. With the Nazi boycott, the house shuttered.

Now it's reopened with Yiddish legit relabeled the Artef.

'Jane' First Show To Cut Salaries Under New Rules

First Broadway attraction to effect a salary cut under the new rules adopted by Equity is 'Lady Jane', which closed at the 48th Street Saturday (13). Management was required to present operating cost figures to the Cuts Board, which assented to the management slicing salaries 25%.

Board, however, agreed to the cut only after the producers guaranteed to continue the show three weeks after the cut was made. That time was played. Understood the Board will not recommend cutting unless shows will last at least two weeks on that basis. Such provision is not set forth in the rules, but the board has the right to bargain with managers on that point.

'Jane' was the first show presented by the new firm of Arch Selwyn and Harold B. Franklin. Play is of English authorship, being known in London as 'The Old Folks at Home'. Among the first entrants of the season, it drew weak notices at the Plymouth.

It was moved from there to the 48th Street by arrangement with the Lehland estate, which operates the latter house. Despite cut rate support takings failed to improve, the average closing pace being around \$3,500 weekly.

NO PLAYS IN BALTO, SO WASH. GETS 'EM

Baltimore, Oct. 15.

Paucity of legit plays here has forced the die-hard theatre-goers over to Washington, where the legit fare is a bit more steady.

Critics on the dailies here have, of late, been reviewing the shows on tap at the National, Washington (sole legit house there), as well as the ephemeral shows routed into Balto. The Washington house has been sending over advance publicity puffs and occasionally ads are carried.

Md. Pageant Brodies

Baltimore, Oct. 15.

The pageant, 'The Soul of Maryland', which was held for two nights last week in the Municipal Stadium, rolled into the red and was forced to fall back on the guarantors, mostly merchants, for about \$15,000.

Outdoor jammer. Biggest thing of kind burg has ever had, had a cast of 3,000 recruited from school and organization lists. Cost around \$10,000.

In its two nights it only netted around \$8,000. A gift from the city gave the pageant another \$6,000, while rain insurance for the nights netted brought \$10,000. Meant an approximate loss of \$15,000.

RKO Temple, Rochester, May, Switch to Legit

Rochester, Oct. 15.

There's a deal deal on for the RKO Temple for occasional road show productions. House now running straight films on double feature policy at 25c top. Previous to seven years ago it was used for stock and straight vaude. Present idea is to continue the film policy between stage production. Theatre seats 1,600.

Doctors Hold Out No Hope for Lucille LaVerne

Hollywood, Oct. 15.

Lucille LaVerne, 62, is in a critical condition at Glendale Hospital following a major operation. Doctors express no hope for the actress.

PREVIEW HABIT NOW EASING UP

Pre-view or dress rehearsal situation, which aroused considerable criticism within show business, appears to be clearing up. More shows are going out of town for try-outs and there is a marked drop in the number of pre-views before invited audiences.

Further suggestions limiting the number of persons admitted to dress rehearsals are being considered by managers. One such proposal calls for giving pre-view tickets only to those who would eventually crash. Included in that group would be ticket brokers, telephone girls in agencies and actors. Word of mouth mention by the latter, especially when favorable, is known to be more rapid than reports from out of town. One or two instances of over-touting was noted recently, however.

This week, dress rehearsals of 'Within The Gates' are being held at the National, N. Y., but there will be no audiences. Sean O'Casey play calls for heavy settings, which is the reason it was not tried out away from the city. 'Between Two Worlds', with a heavy ship setting will have two previews at the Belasco before audiences. Cast members will be permitted to invite one guest each, management inviting the balance. Both shows are slated to open next week.

DO'YLY CARTS STICK THROUGH TO NOVEMBER

Broadway engagement of the D'Oyly Carte Gilbert and Sullivan company from London, appearing at the Martin Beck theatre, has been definitely extended through November and may remain up to the opening of the Katharine Cornell repertory, dated for Dec. 20. Abbey Players from Dublin, slated to follow the English group, will be spotted in another theatre.

'Patience' was the G. & S. show last half of last week, drawing capacity. That operetta was not in the original repertory, production having been sent for after the company opened here. 'The Mikado' is the current attraction, a repeat to be played for a full week. Average weekly takings at the Beck are quoted over \$22,000.

St. Louis Muny Theatre Books 'Follies'; Legit Operators Burn

St. Louis, Oct. 15.

Over the protest of private theatrical interests, St. Louis city officials have booked the Ziegfeld 'Follies' for an engagement in the new Municipal Opera House, a municipal enterprise. 'Follies', now in Chicago, is scheduled to open here Nov. 2.

Grand opera productions, symphony concerts and various other 'high art' musical attractions are being held in the Auditorium this year as last, but this is the first instance of booking in a strictly legitimate attraction. Though city officials do not say as much, the action is generally taken as committing them to a policy of throwing the building open to any and all commercial theatrical offerings. Paul Heisman, manager of the sole remaining legit house, the American, appeared before the Board of Estimate and Apportionment, which passes on such matters, several days ago to protest that booking theatrical attractions into the Auditorium was depriving

Legit Code Goes Into Another Clinch, This Time Over Labor Med. Provisions; Now Anybody's Guess

Then and Now

Ethel Jackson, lead in the original 'The Merry Widow' on Broadway another generation ago, is appearing in 'Dedworth', Shubert, N. Y.

Shuberts Face Sup. Ct Injunct'n On 'Rose Marie'

Application in the Supreme court of New York for an injunction restraining the Shuberts from reviving 'Rose Marie' is slated to be filed today. Action, dated several weeks ago, was delayed pending an attempt to straighten out the disputed rights to the operetta smash, originally presented by Arthur Hammerstein.

J. J. Shubert ordered 'Marie' into rehearsal Monday, rejecting the proposal to have Hammerstein participate in the revival. Agreement between Hammerstein and the authors stipulates that the operetta may not be presented without their assent. Hammerstein lost his rights to 'Marie' at the time he was liquidated in bankruptcy, so that the action is on behalf of the authors, who are represented by Attorneys Edward Rafferty and Howard Reinheimer.

Hammerstein planned reviving the show with the authors. Shuberts apparently secured the rights by reputed purchase from Cecelia Breuer, whose attorney, William Klein, is the Shubert lawyer. Mrs. Breuer bought the disputed rights at foreclosure sale, unaware of the authorship restriction.

Action is directed against the Select Operating Corp. (Shuberts production company) and Theodore McCarty, receiver for the Rose Marie Corp., with Mrs. Breuer coupled in the complaint.

Rice Appeals

Albany, Oct. 15.

Elmer Rice has appealed to the Court of Appeals from an Appellate Division order confirming retroactive assessment and collection in November, 1932, of state income tax on copyright royalties he received during 1929, '30 and '31.

State tax commissioners were the defendants in the original action.

Washington, Oct. 15. That revision of the legit code is getting to be the worst headache of the National Recovery Administration. Last week's hopes for an early wind-up on the long negotiations were crushed again Friday (12) when the new snarl involved the labor-mediation clauses. Once more it is anybody's guess as to when the overhauling started last April will be concluded.

Latest hurdle is a protest from the NRA labor advisory board over phrasing of provisions creating and defining authority of the industrial relations committee. Code authority has been asked to consent to changes, but outcome may be complete alienation of the idea.

Squawk is aimed at final words of paragraph three, Article VII, which describes method of procedure in settling disputes. Clause specifies that appeal from committee rulings may be taken to the code authority and then to the NRA with the decision of the NRA final and binding.

Labor Advisors' Opinion

Labor advisors informed Deputy William P. Farnsworth that such a qualification is in direct conflict with other government policies and might conceivably restrict rights of employees. Pointed out that under a joint resolution passed at the last session of Congress President Roosevelt has power to create special mediation boards to investigate any controversies and try to negotiate settlements and that under this legislation matters may be referred to the existing National Labor Relations Board for settlement.

If the NRA has 'final and binding' powers in handling appeals, labor spokesmen complained, the right to appeal would be denied. Regional boards would be denied, while if some intense dispute should make it desirable for the President to name a special mediation agency there would be a legal conflict between the code provision and the other legislation.

The previous tangle over ticket control provisions had been pretty well straightened out when the new code was presented, Farnsworth said. But the deputy administrator withheld details of any compromises effected in ticket clauses to satisfy kicking brokers. What means has been developed to provide for more flexible allocation or resale arrangements were a dark secret in Blue Eagle circles, but it was indicated a fairly satisfactory agreement has been negotiated between disputing factions.

Prospects for getting the code formally approved now depend on the code authority's stand on the mediation provision. If an early settlement is reached in this impasse, it is hoped the pact may be sent to the front office for signature within the week. Farnsworth on the verge of despair as a result of the latest difficulty, declined to make any specific predictions.

OPERA 'PORGY' SHUNTED FOR 1 YEAR BY GUILD

Theatre Guild has given George Gershwin and DuSonne Heywood another year's extension from next February to complete their opera version of 'Porgy'.

Writers are working on it with Paul Robeson in mind for the lead, although Al Johnson has been mentioned. Ira Gershwin is doing some of the lyrics written by Heywood, who adapted his own libretto.

Sheehan in 'Glory'

John Sheehan has replaced Herbert Ross as lead in 'The Path of Glory', now production at the Manhattan New York. When this new Laurence Schwab play by Paul Danquon and John Sheehan opens in New York, it will be the first time in a full week in Washington, then a full week in Baltimore, before hitting Broadway.

Brooklyn Hall is coming back. Milton Michael also in cast. Philip Lewis is singing.

'Happiness,' Chi Newcomer, \$5,500; 'Folies' Rallies Before Exit, \$25,000

Chicago, Oct. 15. Two plays still battling it out on the loop front. 'Pursuit of Happiness' finished its first week to fair trade and gives some indications of picking up on word of mouth build-up. Critics were kind and the show has a chance, being the only comedy in town.

'Ziegfeld Folies' is readying for its exit after seven weeks in the loop. May make it two months even, and then blow for Detroit. Has been occupying the Grand Opera House and the house is already booked for 'As Thousands Cheer,' which has had its opening date postponed several times due to the click of the 'Folies' here.

Two shows waiting to come into town are 'Mary of Scotland,' which hits the Erlanger shortly under American Theatre Society auspices, and 'Run Little Chillun,' set for the Selwyn starting Oct. 29.

Estimates for Last Week
'Mary of Scotland,' Erlanger (1,200; \$2.85). Opened on Oct. 22 as the initial subscription play of the season.

'Pursuit of Happiness,' Blackstone (1,200; \$2.50) (2nd week). Got away at fair pace and managed profitable \$5,500 on first session. Ann Pennington and Tonio Selwart getting top billing.

'Run Little Chillun,' Selwyn (1,100; \$2.50) (1st week).
'Ziegfeld Folies,' Grand (1,300; \$3.30) (7th week). Basking off and advertising 'last weeks.' However, still getting big money at \$25,000. Slated to leave Oct. 27.

Other Attractions
Showboat 'Dixiana'—Getting by nicely on low operation cost for burlesque melodramas.

Legit Big in Hub; 'Roberta' 26G; 'Ah' Gets 15G, 2d Week

Boston, Oct. 15. Boston is shaping up as 'one of the bright spots for legit. 'Roberta' moved out of the Colonial reluctantly at Saturday night with some \$25,000 for its third and final week. All through the engagement it was heavily billed as being the only musical comedy playing in the United States. The Guild hit \$14,500 at the Plymouth with 'Ah, Wilderness' on its second week, and 'America Sings' grossed around \$13,000 (five days because of a Tuesday premiere) at the Shubert. Friday, because a holiday in Massachusetts, held the week materially, but the local legitimate picture has been healthy ever since the year's local records were smashed with 'Life Begins at 8:40' and 'Of Thee I Sing.'

Monday night the Group theatre opened a six-week season at the Majestic, starting with 'Men in White' on a strong advance subscription, and with 'Success Story' scheduled for October 29 and 'Gold Eagle Guy' booked for Nov. 12. Oct. 22 the Shubert gets 'Say When,' with Harry Richmond and try-out opening, and the Wilbur gets 'Blaze of Glory,' by Harlan Ware. This will be the first of a series of try-outs by Elizabeth Miele at the Wilbur.

The Hollis Street will reopen with 'The Pursuit of Happiness' on either Oct. 22 or 29. Football week-ends from now until Thanksgiving practically guarantee Friday and Saturday night capacity business for musicals and the two burlesque houses.

Kosloff Asks \$3,225 from Marilyn Miller for Lessons

Kingston, N. Y., Oct. 15. Alexia Kosloff, of Woodstock, dance master and director of the Metropolitan Opera ballet, has brought an action in Ulster County Supreme Court to recover \$3,225 from Marilyn Miller.

Kosloff charges Miss Miller took dancing lessons from him over a period of years at \$25 a lesson, and \$3,225 remains unpaid. He also charges he wrote for her and the late Jack Donahue a dance number which was produced and for which he was to receive \$1,000.

'Ladies' \$3,000, N. H.

Cincinnati, Oct. 15. Lee Shubert's 'No More Ladies,' comedy by A. E. Thomas, ended its brief road tour with last week's engagement at Shubert. At \$220 top, the show did less than \$3,000 on the local engagement. Vehicle played Chicago and Detroit prior to Cincy and was slated for Pittsburgh this week. Date there was cancelled on account of difference between theatre and musicians' union on wage scale.

Critics here praised the play, but lack of names was apparent at the box.

Shubert, dark this week, has 'As Thousands Cheer' next week at \$330 top. Revue had been scheduled here for this week but held over in Detroit for second week on account of big biz.

L. A. GIVES NAZI PLAY \$1,000; STICKS

Los Angeles, Oct. 15. Two and a half weeks of brutal biz was almost enough for Louis O. Macloon's re-entry into legit production here and his 'Blood on the Moon,' Nazi propaganda treatise, nearly faded Saturday night at the Mayan. Barely kept alive by free use of 26 service charge passes, which brought in a bare \$1,000 on the week.

'The Circle' wound up its fourth week at the Hollywood Playhouse to tune of around \$2,000 and shutters after next week. Will be followed by 'The Verdict.'

'WHITE HORSE' FOR N. Y.

Charell Coming Over to Set Spec for Hippodrome

Erik Charell sails from London some time next week and will start work immediately on his arrival in New York on the production of 'White Horse Inn' at the Hippodrome. Still not complete set whether Al Jolson will star in the show although the papers have been drawn up that way for some time.

Prince Littler, British road show magnate, is financing the production. He had the British road rights to the show after it completed its London run for Sir Oswald Stoll.

Littler is forming a separate \$150,000 corporation with British coin as backing, to produce the show in New York. He will probably go to New York with Charell next week although he may remain in London a few weeks longer to complete financial organization.

Molly Picon's Yiddish Musical on 2d Ave., N. Y., Has \$100,000 in the Till

What may be a new record has been established at the Second Avenue theatre, New York, where Molly Picon is starring in a Yiddish musical comedy, 'Here Runs the Bride.' Now in its fifth week, show has totaled just over \$100,000 in ticket sales, including advance sales of tickets for benefit performances. Show has been virtually capacity since opening, with the exception of the first week, which brought in about \$9,000. Other weeks have been just under the \$11,000 mark. Company has an exceptionally heavy nut for Second Avenue, operating at

In and Out

There was a matinee due for 'Dance With Your Gods,' Saturday (13) at the Mansfield, N. Y., but the performance was not given. House was deemed better occupied with a rehearsal of 'The Path of Glory,' which Laurence Schwab and Philip Dunning will present there.

Saturday evening performance of 'Gods' was played show then folding after the mixed cast member played one week. Schwab, who presented the latter piece, cancelled the matinee.

5 Openings This Wk. to Get Philly Season Underway

Philadelphia, Oct. 15. After weeks of disappointments and cancellations, Philly's legit season starts this week with activity that looks almost like the good old days.

Three shows bow in today (Monday), another opens Thursday and a fifth on Saturday. By that time, counting the Broad, which holds 'The Pursuit of Happiness' for a fifth week, there will be five Philly legit houses open, which is more than were active at any time last season.

Today's trio are 'The Farmer Takes a Wife,' Max Gordon's latest production, at the Garrick; 'Sexes and Sevens,' Shubert importation from England, at the Chestnut, and 'Home Chat,' Noel Coward piece, at the Erlanger. Thursday's candidate is 'L'Aiglon,' with Eva Le Gallienne and Ethel Barrymore, which will play nine days at the Forrest. Saturday's opening is 'She Loves Me Not,' which relights the Walnut under independent management after a year's darkness. Last named, it is stated by the management, will not use the pass-tax or rate systems, but will have a \$2 top.

Next Monday will be quieter with only one opening. The Jayhawk under Fred Stone, is the lone newcomer at the Garrick.

On the 29th, 'America Sings,' previously announced to open the season here several weeks ago, comes to the Chestnut. 'Bring on the Girls,' Sam H. Harris try-out, with Jack Benny, is slated for the Forrest, and a John Golden production, 'Love Flies Out of the Window,' has been announced for the Erlanger.

'Pursuit of Happiness' will not only play the aforementioned fifth week at the Broad, but will probably stick for a sixth and maybe a seventh. 'The Milky Way' will follow. Last week's business at the only two houses open, the Broad and Erlanger, was quite satisfactory. 'The Pursuit of Happiness' reported another round \$7,000 week, while Mrs. Quincey Hollis' got almost \$7,000 at the Erlanger.

Buffalo's Peace

Buffalo, Oct. 15. As a result of the concessions made by the stage hands union, the legit season here seems to be on the hands and feet to return to work on the same salary basis as last season pending a final settlement of the question by the International Union.

The two-performance engagement of Walter Hampden, previously announced as cancelled, is now again confirmed for October 17th.

B'way Sees Plenty of Dough; 'Waltz' Hits 44G, \$3-Top Record; 'Life,' \$45,000; 'Merrily,' \$21,000

The Great 'Waltz' drew \$44,000 last week the figure being the biggest gross yet registered by a show at \$3.30 top. That spots the picture as the \$400 money show on Broadway. Jump over the previous week at the Center (Radio City) was \$6,000 and, within a 10-day period, the advance sales spurted from \$5,000 to \$40,000.

'Life Begins at 8:40' was the actual topper last week by reason of an extra matinee (Columbus Day), taking in last performances going to a new high for the engagement at \$45,000. Revue has a \$140 top. 'Waltz' held to eight performances.

Business for legit again improved latter part of week. The build-up particularly bringing in the big coin. 'Merrily We Roll Along,' the new dramatic leader, approximated \$21,000, not far from capacity. The sumamed 'Dodsworth' climbed over \$18,000 as runner-up to 'Merrily.' 'The Distaff Side' bettered \$12,000, which is capacity at the scale. 'O'Day's Canteen,' the visiting Gilbert and Sullivan troupe from London, continues to clean up, with average weekly grosses over \$22,000. 'Confidential Varieties' got \$11,500, the first full week and should stick at the Little.

Potential successes not indicated among last week's trio of premieres. 'A Sleeping Clergyman' at the Guild drew mixed notices and a starting gross of \$10,000, mostly from subscribers; 'Order Please' was mildly received at the Playhouse, perked up somewhat on Saturday with \$4,000 the pace in seven times. 'Bridal Quilt,' at the Biltmore, was panned and promptly closed.

Two other recent entrants were panned—'Dance With Your Gods,' Mansfield, and 'Spring Freshet,' Plymouth. 'Lady Jane' was also withdrawn Saturday at the 48th Street (known as 48th Fols at the time in London). Slated off this week are 'College Sinners,' Ritz (also English, known as 'The First Episode'), and 'A Ship Comes In,' Longacre.

Next week's new show card has half a dozen premieres: 'Conversation Piece' (imported intact from London) 44th Street; 'Within the Gates, National; 'The Farmer Takes a Wife,' 48th Street; 'Bring on the Girls,' World's; 'Belasco; 'Goodbye Pleasure,' Ritz; 'Geranium in My Window,' Longacre.

Estimates for Last Week

'A Sleeping Clergyman,' Guild (2d week) (CD-914-\$3.30). Drew fair notices with indications business will be mostly from subscriptions; about \$10,000 first week.

'Bridal Quilt,' Biltmore. Opened last Wednesday (10); taken off Saturday; panned.

'College Sinners,' Ritz (5th week) (CD-914-\$3.30). Got good notices; English play on pass money basis immediately after opening as 'The First Episode'; 'Goodbye Pleasure' followed.

'Continental Varieties,' Little (3d week) (R-550-\$4.40). Scale lowered from \$5.50 top; business even, first full week gross being around \$11,500 (C-1,000-\$3.30).

'Dance With Your Gods,' Mansfield. Taken off Saturday; played one week; 'The Path to Glory' next attraction.

'Divided by Three,' Barrymore (3d week) (C-1,000-\$3.30). Fair business for smart show; approximated \$6,000, but with cut-rate support.

'Dodsworth,' Shubert (27th week) (reopened engagement) (D-1,300-\$3.30). Looks set well into winter; last season's smash moved up last week for an \$18,300 gross.

'Dream Child,' Vanderbilt (4th week) (C-900-\$3.30). Got good business expected after favorable notices, maybe some coin; \$5,500 estimated.

'Errant Lady,' 49th St. (5th week) (C-710-\$2.75). Getting by to light money; quoted around \$5,000; probable side of film rights should take it out of red.

'Hipper's Holiday,' Elliott (1st week) (C-929-\$2.75). Presented by Marion T. Carter, written by John Crump; first called 'He Knew Dillinger'; opens Thursday (18).

'Judgment Day,' Fulton (6th week) (D-913-\$3.30). Moved here from Belasco Monday; will be liberally cut-rated; takings estimated under \$6,000 last week.

'Kill That Story,' Ambassador (6th week) (C-1,066-\$2.75). Making money through 'pass' tickets calling for service charge of 40 and 55 cents; \$3,600.

'Lady Jane,' 48th St. Withdrawn Saturday; played five weeks.
'Life Begins at 8:40,' Winter Garden (8th week) (R-1,485-\$4.40).

Selling out; went to new high gross mark last week; by adding Columbus Day matinee (Friday) takings around \$15,000 mark.

'Lost Horizons,' St. James (1st week) (D-1,520-\$2.75). Presented by Laurence Rivers (Rowland Stephens); written by Harry Segall; 21-scene drama opened Monday.

'Merrily We Roll Along,' Music Box (3d week) (D-1,013-\$3.85). New dramatic leader steadily improved; second week virtually capacity with gross near \$21,000 mark.

'Order Please,' Playhouse (2d week) (C-869-\$2.75). Did not draw favorable notices; business moderate after premiere; about \$4,000 in seven times.

'Personal Appearance,' Miller (1st week) (C-944-\$3.30). Presented by Brock Pemberton; written by Lawrence Riley; not among plays tried in summer spots; opens Wednesday (17).

'Sailor Beware,' Lyceum (55th week) (C-923-\$3.30). Holdover improved considerably last week; gross more than \$1,000 over previous week's \$5,000.

'Ship Comes In,' Longacre (5th week) (D-1,050-\$2.75). Final week. Picture rights may pull drama out of red; box office has no life; estimated under \$2,000; 'Geranium in My Window' next week.

'Small Miracle,' Golden (Royale) (4th week) (D-300-\$3.30). Promising improvement last week; melodrama estimated over \$5,500 and should make the grade.

'Spring Freshet,' Plymouth. Taken off Saturday; played week and a half.

'Spring Song,' Morosco (3rd week) (CD-\$3.30). Second week's business as good as opening week, and, minus premiere coin, gross was \$5,000; if attendance picks up will stick.

'Tobacco Road,' Forrest (52nd week) (C-1,107-\$3.30). Completes year's run this week; steadily profitable trade should keep it well into winter period; \$7,500.

'The Distaff Side,' Booth (4th week) (D-1,070-\$2.75). No doubt about English play's click; standee business some nights last week; over \$12,000; capacity at scale.

'The First Legion,' 16th St. (3rd week) (D-1,000-\$3.30). Steadily regarded and word of mouth may put it across; \$4,000 not enough; must move 'The Farmer Takes a Wife,' booked for next week at the Biltmore.

'The Great Waltz,' Center (4th week) (M-3,700-\$3.30). Jumped \$6,000 last week for gross around \$44,000; 'Life' leader also has strong advance sale; looks set for run.

Other Attractions

'O'Day's Canteen,' Opera Company; Gilbert and Sullivan troupe from London continue to cork business; \$22,000 quoted.

'Chinese Nightingale,' withdrawn, engagement less than one week; (Children's) formerly Cosmopolitan (Columbus Circle) may try another play for juniors.

'Stevedore,' Civic Rep theatre; another week for repeat date.

'The Green,' New Amsterdam Playhouse; weak notices; not for Broadway.

'The Drunkard,' old member plus beer, East Side night spot.

'CHEER' \$28,000, H. O. IN DETROIT

Detroit, Oct. 15. 'As Thousands Cheer' is holding over for second week here after grossing \$28,000 last week. Revue goes to Cincinnati from here with Cleveland probably following, prior to Chicago.

ENGAGEMENTS

Paul Everton, Florence Earle, Drusilla Sully, 'Anything Goes.'
Edward Brodley, Chas. Angelo, Ralph Sumpter, 'Within the Gates.'
Zamah Cunningham, 'Sexes and Sevens.'
Eric Wollenroed, Diantha Pattison, Jack Leslie, Buddy Proctor, Conway Washburne, Tom Manning, Ned Glass, Sam Bonnell, 'Between Two Worlds.'
Biford Armitage, Royal D. Trice, Jos. Wall, 'Path of Glory.'
Dorothy Chase, 'Brittle Heaven.'
Julius Clements, 'Great Waltz.'
Erie Lyden, 'Ladies' Man.'
Aage Stenstrom, 'Judgment Day.'
Gina Bachmanova, 'Calling All Stars.'
Brian Ahern, Cornell Co.

Legit, Vaude, Niteries in Paris Get Healthy Start on New Season

Paris, Oct. 6. This is a profitable reversion of the new season, especially for vaude, legit and niteries.

Reversion is that everybody is back from the seashore and mountaineers, carrying coats of tan around the boulevards and wondering where to go. On the other hand, the shows and nite spots are slow in reopening so that the choice is limited.

But the Parisiens' operetta, 'Tol, C'est Part' (You're Me) with Pills and Tabeta and Lino Clevens, is the big new music hit of the moment, playing there in nightly. Heard Yvonne Dandieu the gun by opening his 'Café de Paris' Wednesday (25) with a show featuring French provincial specialties, but he's waiting to whip it into shape before showing it to the newspaper boys.

All the vaude house on the Boulevard, with a bill that took a certain amount of punning from the critics, is nevertheless doing capacity. So is Albar, former Palace, which reopened with the 1909 show with which it closed last season.

Balance of theatres are reopening slowly with revivals, new offerings of note being non-existent as yet.

Danceries

Dance places are sprouting all over town, and filling up with people who want to continue the gaiety of summer casinos. Vice guys say wait till next month and see how many survive.

One that surely will be Chez Florence, in Montmartre, which opened last week, continuing last year's policy of no floor show and no supper, but good music, with maybe one singer, and the right welcome to the right people. Victor Perosini, spot's operator, gave a cocktail party at the Mirabeau Bar Wednesday (26) to the newspaper and stage crowd, to announce opening, and contrary to usual French policy gave them all they wanted to drink. Willie Lewis, negro dance band, alternating with Bobby Martin and Vola's tango orchestra, are held over in this spot.

On the Montparnasse side the leading effort is being made by Villa Chagrin, which opened late last season in the old Cigogne bar, with decorations recalling the Bayonne fad used to house the Stavisky scandal suspects. Same atmosphere has been kept. Jean Warner, nude dancer, formerly of the Chl Expo and now of the Tabarin, was taken on for a week at the Villa and business was so they held her for a month.

Niteries are beginning to serve out at midnight, so as to get in under the reduced tax which applies to drinks dished out after that hour.

ANZAC LEGIT DOING OKAY

Melbourne, Sept. 26.

F. W. Thring continues to find success with his Australian musicals. He will receive 'Celtic' during the Centenary and will also introduce a new musical later with Gladys Moncrieff and Robert (Chisholm).

Albie Delys first hit with 'Mother of Pearl' and is now appearing in 'Her Past' by Fred Jackson. 'Beloved Vagabond' is running to good business in Sydney and will be replaced with 'Mother of Pearl' on completion of run.

Sir Ben Fuller picked a winner in 'Merry Malones' with Polly Walker. Show in its 100th performance, closing only to make way for the opera season. Musicians will go out on the road and then tour through New Zealand. Sydney looking withheld until arrangements can be completed for a suitable theatre. Expected that same company will be seen in other musicals secured by Sir Ben during his visit abroad.

The Fuller opera season begins September 29, with a gala performance of 'Aida'. Maurice De Bravenet will be the conductor. Opening night is scaled at \$5 top.

Grosvenor Reopens with 'Monte Carlo Polities'

London, Oct. 15.

Re-decorated Grosvenor House opened Felix Ferry's 'Monte Carlo Polities' tonight (Monday), show moving here from the Rex, Paris.

It's the all-American talent cast headed by Barto and Mann. Hal Abbott, Bruce Galfax, Glenn Pope, Robin on Twins, Hilda Knight, Evelyn Kelly and Betty Sandmark.

30c REVIVALS FOR PARIS TROCADERO

Paris, Oct. 6.

Revivals of little played operas with name singers at 30c top are planned for this year by Director Fourtlier of the Trocadero, which is subsidised under title of People's National Theatre.

Fourtlier's idea is that since there are more poor people here than ever before, it's up to him to give them more and better entertainment for their coin.

"When life gets tougher for the workers," he said, "we've got to provide them with distraction. The theatre, anyway, is getting to be more and more an art essential to the crowd. In Russia, Italy and Germany the governments pay a lot of attention to this, and we should to likewise."

Backbone of Trocadero billings is, as ever, repertory pieces played by companies from other subsidized theatres: Comedie Francaise, Odeon, Opera and Opera Comique. But Fourtlier, this year, is going to add gala performances of original shows. Will give 'Don Quixote', 'Prince Igor', 'Robert the Devil', 'Hauemols' and other music dramas, with Mme. Hitter-Claire, Fanny Heldy, Sullivan, Vanni-Marcoux, Trandoul and Mosjoukine. Also says he has a new young baritone to make his debut at Troc, who he thinks will wow the lads.

Boulevard actors also will come to the Troc this year to play important roles they have created in the past. Among them are Gaby Morlay, Max Dearly and Andre Brule. Operettas such as 'Monsieur Beaucaire', 'Paganini' and 'Princess Cardas' are on Fourtlier's list, his policy being to stick to surefire popular stuff than to take chances as a commercial manager might.

He's not neglecting films either. Silent films have frequently been given at the Troc, and Fourtlier, splurging, has had sound equipment installed this year. Has picked a number of American classic films, as well as some French, for his programs, including 'Ben Hur', 'Henry VIII' and 'Big Parade'. Chasing them as educational, he has chosen 'Trader Horn', 'Kaspa' and 'Bring 'Em Back Alive' also. Among his French films are Rene Clair's 'Million', 'Maternitet' and 'Miserables', and one German-made is on list, 'Emile and the Detectives'.

Will jack up the top to 40c for gala film evenings, but hold it at 30c for matinees.

Belle Baker Clicks

London, Oct. 15.

Belle Baker opened at the Palladium and clicked.

Although in for a fortnight only, she'll probably be extended. It's her first London appearance.

Dutch No Like 'Door'

Amsterdam, Oct. 4.

'Double Door', American import, folded at the Rhea Hopper theatre here after a run of less than a week. Got a pan all around and no hits.

Disc Reviews

(Continued from page 46)

over any aftermath. (Some elements didn't figure in Victor's recording by Percy Johnson who uttered all of Porter's original lines unabridged.) Decca sub-captions the Mills Bros. as 'four boys and a guitar', but also took much space on the disk label to annotate that 'no musical instruments or mechanical devices used on this recording other than the guitar'.

The Castilians, rumba-tango combo, start off with 'La Cucaracha', the Mex cockroach song, and the distinguished 'Inca Tango' (Valdegrana-Medrano) on No. 119, 'Caricoca' and 'Besame Tango' (Medrano) on No. 111. Plenty okay both.

Red McKenzie with the Spirits of Rhythm should enjoy a wide professional sale if nothing else. McKenzie is the founder of the Mound City Blue Flowers and he calls the six Spirits of Rhythm 'the colored Mound City B. B.' This is the combo which holds forth nightly at the Onyx club in New York's west 50's, principally patronized by the radio-music bunch which goes nuts about the unique style of the Spirits. McKenzie is up front vocalizing 'From Monday On' and 'Way Down Yonder' in New Orleans' on 186.

Art Tatum on No. 155 is the almost wholly blind pianist at the Onyx whose zowie pianology further drives the jazzlike syncopations cul-razy. Art tattoos 'Moonlow' and 'Emaline' like everything in two distinctive novelty piano solos.

Johnny Mercer of Paul Whiteman's stock company and a song-writer-entertainer in his own right offers two self-collaborated novelty pops vocally, with orchestral accompaniment, on No. 142. They're 'The Bathing Run Over Again' and 'Lord, Give You A B. B.' This is the combo of number. Mercer is going places.

Jelly Cobburn

The Rockefeller Club's Jelly Cobburn and his orchestra on the man. When they spotted him into the Rainbow Room atop the 65th floor of the RCA Bldg. in Rockefeller Center, Cobburn struck oil. He's been around in the quieter but smart spots with subdued but effective dancipation and he demonstrates his brand of hoofery music handy on Victor 24,755. Couplet is 'The Continental' from Radio's forthcoming musical, 'Gay Divorcee', and 'Irresistible'. Harold van Emburgh and Roy Strom do the vocal honors.

Harry Brewer

He's with the Radio City stock company, and he's got the most xylophonists on the air, etc. On Brunswick 6958 he performs on the marimbaphone with violin, cello and guitar accompaniment, offering his own novelty 'Celtic' and 'Zee-Confrey's 'Buffoon'. Good parlor vaude.

Ruth Etting-Jimmie Grier Ork

Songstress, with Jimmie Grier's orchestra as accompaniment, re-creates for Columbia 2954 two ballads she does in Universal's 'Gift of Gab'. They're 'Who's Who Cares?' and 'Talkin' to Myself'. No. 2955 are two current pop ballads, 'Out in the Cold Again' and 'What About Me and You'. Both are in the same accomplished ballad style as only La Etting achieves.

Benny Goodman

This hot beaning took to attention lately via Billy Rose's Music Hall. The M. H. billing goes on Columbia label No. 2638 in 'Niwit Serenade' (Will Hudson) and the classic 'Buddy Cole' (Buddy Cole-Schoebel). Swell dancipation in the more advanced jazz manner.

Dick Powell

Filmusical player, waxes two for Brunswick 6979 from the WB pic, 'Happiness Ahead', in which he appears. Title song and 'Pop! Goes Your Heart' are done in nice style, paring his visible-undone singing in the original celluloid version.

Helen Morgan

'When He Comes Home to Me' and 'Sand in My Shoes', both picture songs, are appealingly recorded by this diva of popular song who, ever, has made better vocal selections time and again in the past. Why not 'My Bill' all over again and some of her other standards?

Eddy Duchin

Two from 'Flirtation Walk', forthcoming Warner Bros. filmusical, the title song and 'I See Two Lovers', with by Mort Hirschman and Wright. Both are expertly recorded by Eddy Duchin's nice style of melody-fuology, bullish on the Steinway-Low Sherwood vocalists.

Fats Waller

Waller offers a wide array of above-average foxology on Victor 24,757-8. 'Sweetie Pie' and his own 'Swing Andy Razzie' (How Can You Face Me?) on one; and 'You're Not the Only Oyster in the Stew' and 'Living Berlin's revived 'Mandy' on the other. Attest fully to Waller's billing of 'America's first 'Mandy' is now identified as from the Eddie Cantor picture, 'Kid Millions', having been incorporated

Toughest Paris Problem Is to Rid Theatres of Tip-Chiseling Ushers

Extend Antipodes Tour Of 'Merry Malones'

Sydney, Oct. 15.

Sir Ben Fuller has extended the route of the American 'Merry Malones' company, which just finished 14 weeks in Melbourne, and now comes into Sydney for a run.

Cast of the musical was recruited in New York by Pauline Cooke. It includes Florenz Ames, Sis and Buddy Roberts and Bob Capron.

PARIS GROSSES OFF \$2,100,000 LAST YEAR

Paris, Oct. 6.

Grosses of Paris theatres, legit and cinema combined, totaled slightly over \$38,000,000 in 1933, according to official figures just released by the tax office. This is a drop of \$1,100,000 from 1932.

Drop is biggest in film houses and music halls. Former grosses \$22,500,000, \$1,500,000 less than the year before. This is the first time since 1923 that a drop in film grosses has been recorded. Figures grew almost steadily from 1923 to 1931, increasing from \$5,000,000 francs in 1923 (franc was worth less than the dollar, so conversion at current rate would be misleading) to \$60,000,000 in 1931, which, at current rates, would be about \$24,000,000, although it only meant \$14,000,000 at the exchange rate then current.

Music hall grosses last year amounted to less than \$2,500,000.

Real legit did not do badly, surprisingly, for the season was considered terrible. Subsidized theatres grossed less than the year before, but the rest were 10% up in 1932, for a total of \$7,600,000. Worst part of last season came after January and will therefore show up in the 1934 figures.

Prize fight grosses were off nearly 50% from 1932, totalled only \$317,000.

On total show business grosses, the state collected nearly \$4,000,000 in taxes and the city, for the poor tax, got as much again. Their combined rakeoff in 1932 was \$8,500,000, about \$500,000 better.

Disappointing New 'By Appointment' Play

London, Oct. 16.

'By Appointment', a costume play by Kennedy Russell and Frederic Jackson, proved a disappointment at the New theatre Thursday (11).

Tells of a prince's recent intrigue with a pretty French refugee but proved lacking in humor.

Leslie Henson presented himself in the leading role of 'Lucky Break' at the Strand theatre, Oct. 2. It is an adaptation by Douglas Fairbairn of 'Little Jessie James', and scored an instantaneous and emphatic hit.

A new edition of the Dorchester 'Midnight Follies' was presented Oct. 2 with show recruited principally by Clifford Whitley in America. Some of 'Les Girls' are replaced and among the principals are Norman Prescott with Boba Stanton, Ken Harvey and Daisy O'Neill. Dances include 'Hi Wind' from the Cotton Club New York and were produced by Gus Sander.

More attention has been paid to producing the show, with suitable lighting effects. Monotony of dashing on and off a raised platform has been obliterated by blackouts.

Outstanding impression is the preponderance of American vitality, augmented by artistic semi-nudity. In other words, a fast-moving and stirring midnight cabaret entertainment.

Paris, Oct. 6.

Looks as if the antique female usher, who has been blackmailing Paris theatregoers for tips as long as there have been theatres here, is doomed. Under pressure of bad business last year, an increasing number of theatres are coming out this season to eliminate this nuisance, substituting male ushers who won't take 'pourboires'. In some spots, but not many, even programs and coat room service is now free.

Lead is being taken by Marie Bell, named Françoise, who has taken over the Ambassadeurs. She goes a step further: to lure coy public to her adaptation of 'Barretta of Wimpole Street', titled 'Miss Ia' in French, her current offering, she is brightening up the intermissions. Wants her paying guests to feel that they are visiting a great society lady who has put on a show for them, and to foster this illusion she has her courteous staff distribute flowers to the ladies and free cigarettes to everybody between the acts.

Miss Bell is also using modern publicity methods, including striking posters carrying the title of the piece in all the windows of the theatre on the Avenue Garibaldi and she is getting lots of free newspaper space.

Other efforts to make the new season step off right include a move to make everybody wear full dress, with tails, at the opening of Sacha Guitry's 'New Testament' at the Madeleine. House full of shirt fronts was photographed for newspapers, here and abroad, in an effort to impress public that Paris is spiffy.

Other innovation inaugurated is opening outside of Paris for try-outs. Hitherto almost every show has opened cold here, but 'Miss Ia' was tried out, successfully, in Brussels and 'Nouveaux Testament' played Amiens some days before it was brought to Paris.

Biggest revolution, however, is that which seeks to get rid of the tip-cadging ushers. Won't be accomplished without a fight, for the union of these venerable dames has already protested that they can't live without tips. In a corner where vested interests, particularly those of labor, are so carefully protected as France, it will be a tough battle to get rid of them. Theatre managers are convinced they can win eventually, though.

Williamson-Tait Trying Australian Local Legit

Sydney, Sept. 25.

Williamson-Tait has decided to give a shot at local legit, following the success attained by F. W. Thring in this field.

'Blue Mountain Melody', premiered last week and may click on Australian consumption. All depends whether legit followers will patronize it after being given so much overseas fare.

Book was written by James Bancks, a cartoonist on a local newspaper, and E. J. Tait's son-in-law. Production is a family affair, with Tait's daughter designing the costumes. Music is by Charles Zwirn, with settings by Leslie Board. Slight in both plot and music, but the settings are really beautiful. Cast includes Madge Elliot, Cyril Richards, Frank Leitch, Agnes Doyle, Don Nicholl, Athol Tier, George Moon and Marie Le Vane.

Other legit in season here include 'Beloved Vagabond', and 'The Sacred Flame'.

Melbourne shows include 'White Horse Inn', 'Ten Minute Aida', 'Her Past', 'Merry Malones', and the Nell revue.

Mussolini's Napoleon

Play Done in Prague

Prague, Oct. 4.

Mussolini's play, 'Hundred Days', based on the life of Napoleon, is at the Czech National theatre.

First performance was, for political reasons, made a gala event, with leading ministers of the Czechoslovak government and diplomatic corps attending.

Plays Abroad

STREAMLINE

London, Sept. 30.
Charles B. Cochran revue, book and lyrics by A. P. Herbert and Ronald James, music by Vivian Ellis; dances and ensembles by Carl Hindall. Featuring Florence Desmond, Meg Lemonnier, Tilly Loach, Sherket, Jana, Nora Howard, Naanton Wayne, Ronald Knight, Charlie Heshup, Korn Simek, Jack Halton and June Hart, etc. Produced at the Palace theatre, Sept. 20.

A Cochran revue is always an important event in contemporary theatrical history. No matter what the result, it is always interesting. "Streamline" proved to be one of the most intriguing shows ever put upon any stage anywhere. It is replete with speed, elegance, wit, satire, travesty, eclecticism, eclecticism and grotesquery, augmented by a wealth of "period" scenes, with their accompanying costuming. Throughout it breathes "class." Whole thing is patrician — and in this very patricianism lies the show's greatest weakness, the paucity of real laughs.

Humor consists mainly of travesties on topical and historical events, plus an abundance of the artistic "tepcichure," which Cochran is so thoroughly identified.

Principal femme lead is Florence Desmond. It is always a joy to watch her uncanny imitations of stage celebrities. Miss Desmond has yet to prove herself a versatile actress. There is a marked distinction between acting and miming.

A somewhat similar comment might be made on Naanton Wayne, a master of ceremonies of distinction, who never seemed able to sink his identity into the various skits in which he appeared. Probably the finest piece of characterization was that of Nora Howard as a nurse, bemoaning her fate (in song) of the fact she had spent her life bringing up other people's babies and never had any of her own. Idea is not hackneyed, and cleverly worked out.

Sherket held the stage admirably for a few minutes in front of a drop representing a crowd in a grandstand back of a goal, enacting a goalkeeper in pantomime.

For and away the applause hit of the evening was an acrobatic waltz by Jack Holland and June Hart. Columns could be written about the dancing of "Streamline." There is the exquisite and dainty Tilly Loach, La Jana, a gorgeously ma-

jestic, undulating female; Kyra Nijinsky in a burst of speedy gyrations; and the Cochran girls in every conceivable form of stepping.

Lyrics are clever, music of a high standard, scenery and costuming an optical feast, and the whole thing travels at a speed which is academically entertaining and cannot fail to captivate.

But, oh, for a few belly laughs! *Jolo.*

HI DIDDLE DIDDLE

London, Oct. 4.
Revue by William Walker and Robert Noyl, presented by André Charlott at the Comedy theatre, Oct. 3. Featuring June Douglas, Lyle, John Tilly, Doris Hare, John Buckmaster.

Barring a lack of comedy, André Charlott has produced a clever, well-produced revue, much more artistic than pretentious. It has personalities that are interesting. Some of the lyrics are smartly turned and most of the music is good.

Head and shoulders above the remainder of the players is Douglas Lyle, who provides a penurious portrait of his own material, which is not only pointedly sophisticated, but seems at all times straining at the leash, to exceed the line of demarcation set down by the censor.

One also gets the impression that, given a free hand, John Tilly's attempt at entertainment would take a similar route, but with different vehicular transport. June is the leading lady and sings and dances prettily.

There are a bunch of minor celebrities such as Doris Hare, a singing and dancing comedienne of promise, and John Buckmaster, 19-year-old son of Gladys Cooper, making his stage debut. *Jolo.*

CASINO DE PARIS

Paris, Oct. 3.
Revue in two acts and fifty scenes. By Henri Varna, Leo Lelievre and Marc Cab. Presented by Henri Varna at Casino de Paris. Sketches by Georges, Danco, Maurice, Georges, Danco, Maurice, Jo Bouillon, Scott, Horel-Clerc, Almay, Garrigue, Kaper, Guinand, Gardoni and Horel-Clerc. Music by Galt, Jean Carré, Deshayes, Bertin. Costumes designed by H. For and Jenny. Cast: Jacqueline Claude, Mousie, Georges, Horel-Clerc, Danco, Maurice, Josselin, Dany Flore, Jean Granier, Dandy, Rich, Artini, Tino Rossi, 4 Hobenis, Melka Soudani.

Varna has shown again what a superb showman he is. He developed a real idea for this show, one that fits in with the times, and he has put it over in spectacular fashion.

No one can accuse his stunt of being original—a trip all around France, with a scene in every province and colony, exploiting local dances and costumes—but it took showmanship to think of it right now and to dress it up the way Varna did.

Foreign trade is nix here. Current transients are the French themselves. They are flocking to Paris now for the annual auto show, which begins Thursday (4) and marks the real beginning of the season, so Varna, stealing a march on Derval of the Folies Bergere, has opened just at the right moment with a show that will knock them flat because in it they will see reminiscences of their own home provinces—but not too homey. Fixed up in real Parisian trimmings.

Varna, remembering that in a spectacle the thing you want most is color and movement, has put nearly all the nut into gorgeous sets and costumes, and has taken advantage of this theme to splash on picturesque folk dances, modified to fit the Casino chorus. He has let the names alone—there is not an outstanding star in the cast, contrasting with his Cécile Sorel stunt last year.

Americans who remember the

usual sloppy staging of Paris revues—cranky sets, half-dressed choruses—will get a surprise when they look this one over. It is put together right. American show people will want to see it chiefly for its handling of color in a big way, which keeps the audience gasping.

Although the main idea of the show is that of a spectacle, Varna has not entirely neglected the regular ingredients of a Paris music hall show—risque sketches and a bit of stripping here and there. As usual with him, he handles the latter discreetly, not overplaying it, but getting good gas when he lets go.

Opening number of this type is in the Normandy scene, Mousie, whose rep here is based on her ability to sing in the nude, leads the number. Sensational nude dancing is done by Arabella, dark-skinned girl, with a full, voluptuous figure. Her big number is set at Juanes Pins, in the trip round France, and she incorporates a moonlight ballet which comes on in an evening dress and strips on the stage. Rich and Artini are her dancing partners.

Other startling dance numbers are (Continued on page 59)

WB O.K.'S ALL OF LEW BROWN'S CASTINGS

Jake Wilk and Harry Charnes of Warner Bros. who, with Lew Brown, are the shareholders in "Calling All Stars," are concerning themselves with the casting as well as production end of the forthcoming legit revue, which opens at the Hollywood on Broadway on or about Thanksgiving.

All contracts negotiated by Brown must go to and through the Warner home office for approval.

Five principals are now set, but the principal comedian part is still open. While Brown is dicker with three or four stage comics, understanding is that Warner continues seeking to bring Joe E. Brown and possibly more of its contract picture players east for the show.

Principals set are Everett Marshall, Patricia Bowman, Jack Whitling, Mitzi Mayfair and Gertrude Niesen.

Hoky Melodrama Gets Tent Show 3 Months Solid

London, Oct. 15.

Chick Boyes tent show is just completing its third month here to excellent biz. Last opus presented was the hokiest, "Life of the James Boys" and that seems to be the secret of the tent's success. The more melodrama worked into the old rep plays, the better the patrons like it.

Biz has been so good Boyes has determined to stick it out on the Lincoln lot until Nov. 1 at least. Double sideways have been put on the tent and four heating apparatus installed, which makes the chilly evening temps bearable.

Boyes' number two show is already in theatres on circus stock and the No. 1 unit will follow as soon as they're known. I can hear. So good was the reaction to the tent, Boyes plans to open here next May 15 and stick for the entire summer.

Biddyish Boston on Ban Bender Again; Moliere's Classic 'Tartuffe' Too Rough

AMERICA SINGS

(Continued from page 54)

After midnight and by Friday night it has been out more than seventy minutes with heavy and heroic work being started on the book and minor recasting ordered. Serious consideration is being given to a change from the impression that it is some choral society dabbling in theatricals.

It could be a good show, especially if a librettist with an imagination could build the Foster role into a sort of an American Francis Villon, a lovable, irresponsible, drinking, philandering genius reaching his own Nirvana without Little Eva's pulley and rope, and angels' chorus. *Libbey.*

PRIVATE BEACH

Los Angeles, Oct. 11.
Comedy in three acts, by Gladys Unger and Jesse Lasky, Jr., staged by Harry Hayden. Cast: Gladys Unger, Margaret O'Connell, Dale Knobelock, Marc Loebl, Harry Hayden, Ed Wilson, Mildred Gover, Elizabeth Archer, Perry, Virginia Shields, Arlen Salm, Ralph Bird, Robert Moffett, Rhonda Dillon, Jay Lloyd, Lela Bliss, Johnny Dillon, Leon Roy, Lela Herman. Presented by the Bliss-Hayden theatre, Los Angeles, Oct. 11.

Here's a smart comedy, with touches of satire and irony, that looks like profitable Broadway fodder. Gladys Unger and Jesse Lasky, Jr., have turned out a semi-travesty on the Hollywood film colony, particularly with reference to whims and beliefs of producers concerning fading popularity of long-established players, that hits pretty near home, and should give the all-wise studio chieftans, as well as the public, an idea of some of the heartaches that accompany diminishing prestige of those once at the top.

Dorothy McKaye, who is starred in the semi-professional production, aptly epitomizes the character she enacts, and comes through with a flawless characterization of the coliced cinema favorite who reveals new histrionic talents after floundering had pronounced her passe. Entire act is laid at a nearby beach, largely inhabited by models, with a few ultra socialites close by. Miss McKaye, as Pearl Devine, one-time darling of the screen, lives there, in near-impoverty state, but keeping up a front while she puts Lizbeth Archer, ostensibly her kid sister, through a fashionable school, the while she tries desperately for a comeback chance in pix.

Robert Moffett, the son of the wealthy widowed socialite, Lela Bliss, falls hard for the actress and later eggs him on to a proposal when her agent, Marc Loebl, insists the announcement of such a match will be the means of forcing Johnny Dillon, movie magnate, to sign her to a comeback contract.

Actress goes through with the stunt, despite the boy's mother voicing strenuous objections, although she is not averse to an affair with the beach life guard, played by Jay Lloyd, and then the "kid sister" comes on the scene. A previous romance between the two is revealed, the youngster goes for an early morning swim, is rescued swimming by the boy, and after Miss McKaye confesses the kid is

Boston, Oct. 15.
Boston's biddyish Beacon Hill clan, once responsible for shoving "Strange Interlude" off the Hub boards and into the quiet town of Quincy, Mass., again came to the front Thursday (17) and pressured the ERA into banning Moliere's naughty French farce "Tartuffe" while in its final rehearsals.

Someone heard that group "B" of the Boston ERA drama project had been rehearsing a month on "Tartuffe," to be played at the compact Elizabeth Peabody Playhouse on Charles street. This led to an organized protest from a religious body to Joseph P. Carney, state administrator, who looked over the script and clamped down.

Miss Clara Wagner, heading the dramatic project, explained that the Moliere lines had been drastically clipped, and that the director, Carl Adams, had further polished off some rough spots. She also pointed out that in the original the villain posed as a man of the cloth to gain his seductive ends, but in the ERA version he was to wear a costume of brighter raiment to forestall any criticism on the sacrilegious angle. But this was not enough to appease the ire of the conservatives.

Boston "relief" dramatics will remain pure with "Uncle Tom's Cabin," the next opus to be staged by group "B."

her own child, and the producer releases the emotional qualities of the actress, which have hitherto never been revealed.

Professional members of the cast all handle their suggestions satisfactorily, and others are ok for the local showing. One set of a beach house with stretch of sand running to the foots, is inexpensive, and direction has been deftly handled, although the characterizations of the movie king and the life guard are a bit far-fetched.

With the yarn touched up in a few spots, and with a capable cast, "Private Beach" should have no trouble getting by. *Educa.*

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Week of Oct. 15

As far as possible, street addresses in large included.

H. Birmingham,
 Barn, Compton,
 H. Phila.
 St., Philadelphia.
 C. Chl.
 orker H. N. Y. &
 H. N. Y. C.
 A. Studio, Holly-
 I. Boston.
 Y. C.
 Detroit.
 C. Chl.
 reen St., S. F.
 Lake H. Saranac

Chi.
 Sir I. L. Moline Ill.
 way, N. Y. C.
 ud., Seattle, Wash.
 re C., Vancouver.
 Franklin H., Phila.
 na, % Silver Cloud
 St., N. Y. C.
 ance land, Jamaica.
 keta, Summerland
 O.
 ne R., N. Y. C.
 H., N. Y. C.
 Chi.
 H. J. L. A.
 Country Club, Rye,
 22 W. North St.,

Tavern, Chi.
 rd H. R., San Ber-
 seville, O.
 C. N. Y. C.
 lmar, Chicago.
 ling Ave., Boston.
 outh St., Newport.
 Gross H., Chi.
 ho, K. C., Mo.
 T., Michigan City.
 Palmetto Ave., Te-
 nker's Dept. Store.
 St., Reading, Pa.
 y Gardens, Cedar
 A., Edmonton, Can-
 la, E. A.

House, Boston.
New Jersey St.,
A.
n WOL, Washing-
Studio, Culver City,
ne H., Chicago.
ne H., Boston.
L. A.
usic Hall, N. Y. &
dige H., Memphis,
aham Ave., Council
F.
ey Blvd., New Bed-

Broadway, N. Y.
 orker H., N. Y. C.
 57th St., N. Y. C.
 New Harmony H.,
 N. Y. C.
 Monte, Birmingham,
 46th St., N. Y. C.
 Central Ave., Ala-
 BR, Boston.
 ors. C., L. A.
 Y. C.
 usko, Miss.
 Boston.
 tate T., Detroit,
 mia H., Phila.
 12th St., Newark.
 odore B., Lowell,

am Hotel, Chicago.
 on St., Prov., R. I.
 Venice BR, Venice.
 Cave C., San An-
 BR, Boston.
 H., Syracuse.
 65th St., N. Y. C.
 ward, Toronto.
 rna, Colonie, N. Y.
 ren Rock, Saratoga.
 ndad C., Miami.
 bam, Chicago.
 lles Bergers, Chi-
 n C., L. A.
 Alamac H., Lake
 ran Tech., Hough-
 N. Y. C.
 on H., Greensboro.

C. San Antonio.
 Y. C.
 Portland, Ore.
 Chicago.
 Cooper R. 130 S.
 's, 39 E. 40th St.,
 404 Ave., B'liya.
 KMTR, Hollywood,
 's, N. Y. C.
 Bldg., San Antonio.
 way, Buffalo, N. Y.
 R., N. Y. C.
 hur St., Lawrence.
 a page 62)

BRIDGE BIZ FALLS DOWN

Football

By Benny Friedman

This season is proving that football winners go in cycles. Michigan-Southern California have had their share of glory and it looks like their curve of the cycle is now at the bottom. At Michigan the backfield material is woefully weak and at S. C. it looks like the boys are a bit tired. After all, boys are just boys and the ballyhoo takes its toll.

This week it looks like St. Mary's

boys from the northwest have learned how to harness their power and they are nature in the raw. Pittsburgh has a great club, but it may have perked for the Coast bunch last week and Minnesota packs too many lads who like to go places to be stopped by Jock Sutherland's men.

Michigan State, of course, looks like the class in the Manhattan game. The same is true of Notre

Probable Football Winners and Proper Odds

October 20

By Benny Friedman

GAMES	WINNERS	ODDS
St. Mary's-Fordham	St. Mary's	9/5
Columbia-Navy	Columbia	6/5
Manhattan-Mich. State	Manhattan	9/5
Yale-Brown	Yale	Even
Harvard-Holy Cross	Holy Cross	6/5
Minnesota-Pittsburgh	Minnesota	6/5
Carnegie Tech-Notre Dame	Notre Dame	3/2
Indiana-Chicago	Chicago	Even
Colgate-Ohio State	Ohio State	6/5

(Predictions based on fair weather)

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will give Fordham what for. Slip Madigan's boys hate to lose and they lost a tough one last week. Therefore it behooves Jiminy Crowley to give his men all they can stand and especially improve their pass defense.

The big game of the day is bound to be Minnesota-Pittsburgh. Minnesota has an edge because these

Dame against Carnegie Tech.

The other big game is Ohio State-Colgate. Ohio State is supposed to have the greatest material it has ever had, and while piece last week by Illinois the boys will be that much sharper for this week's battle against another great little Colgate team. State seems to be too big and too tough.

CASINO DE PARIS

(Continued from page 57)

done by Melke Soudani, North African stomach dancer.

Value of straight variety turns in a revue like this is proved by fact that biggest individual hand at the presentation presented was troupe of snappy Arab tumblers, Four Robenis. Also crowd kept waiting for the humor and wild when Dandy, comic, finally showed up. He plays funniest sketch on bill, set in Marcelline, in which slapstick is based on rioting during the Al Brown-Kid Francis fight there last year, and in which the American Judge, Doc Sparks, had to duck for his life.

Basis of show, however, remains spectacular visions of different parts of France, with local dances, led by experts— notably Provencal, Parandole, Landaise still dance, Basque fandango and Breton bagpipe hoofing. Costumes, based on various peasant dresses, are knockouts.

Chorus work, directed by Helena Greasley, deserves mention especially since it shows how much Miss Greasley learned by watching Gertrude Hoffman's troupe, which finished last season with the Casino show. Patriotic finale, with waving of French flags in the Hoffman manner, is particularly effective. Acrobatic chorus number worked in with Arab tumblers act. In the Moroccan scene, in less so. Miss Greasley's girls are terrifically worked throughout, taking part in all the native dances.

Narna pulls a good press stunt by appearing in the show himself. In a Provencal number, He was an actor in his youth, and he declaims verse in the good old French manner, loud and dramatic. Brings down the house—not for the poetry, but as a tribute to him and his production.

Show runs a full three hours and a half.

Stern.

WHO'S WHO?

London, Sept. 21. New comedy in three acts by G. W. Lawrence and Guy Bolton, presented by Violet Belmont and Peter Hagan at the Duke of York's Theatre, Sept. 20. Produced by Lawrence Greenish.

Is it at all likely that a stage adaptation of A Wodehouse novel, on which the author and Guy Bol-

CARD AND BRIDGE BOOK SALES DIVE

Contract Losing Hold on Public—Clubs, Tournaments, Syndicate Writers Toboggan

MAY HELP THEATRES

Chicago, Oct. 15.

That pastime of redoubting, finessing and figuring out honors is on the down-beat. Husbands and wives are making up again, old friendships are being renewed. The riles of "three no trumps, doubled" are growing weaker. Peace is returning to the great American home. Contract bridge has passed its peak and is now on the downgrade.

After having reached the pinnacle of power as the biggest amusement and pastime in the country, the bridge game is finding itself being pushed into the alley. Rules and regulations have grown to such proportions that the public has grown tired of trying to figure out every move, every game. Rather than make a mistake and a social blunder by playing the wrong card or making a wrong bid many people are merely staying out of the game entirely.

Figures indicate that the sale of playing cards has dropped 33% in the past year, despite the general perk-up of the economic condition of the country. And the bottom has fallen out of the bridge book market. Where last year the bridge textbooks were best sellers throughout the country, today the books, gathering dust on the shelves, are being tossed on the cut-rate counters. It is estimated that the sale of bridge books has fallen off some 45% in the past eight months, and the bridge book industry is still on the toboggan.

Deep Stuff

Besides the fact that the bridge rules became too involved for the average person, the card industry is blaming the flop of bridge on the fickleness of the American public. For three years the people eagerly gathered around the tables and yelled about systems, defense, bidding and aggressive situations. But now bridge has become too stereotyped, ordinary and, for many people, too involved. And the walk-away on the part of the playing public is seen in the sharp decreases in the sale of playing cards, bridge books, prizes and accessories. Once a \$10,000,000 industry in 1929-1933 era, it has slumped to less than half of this figure and still slipping fast.

Clubs Clipped

There used to be some 200 bridge clubs listed in the phone book in Chicago. In the latest directory there are only 35. Just last year it was impossible to go into any hotel without seeing signs plastered on the board and in the elevators that the bridge club was on the second floor. In Chicago today only five major hotels still have clubs running.

Tournaments of bridge have gone the way of the dodo. There is none on the horizon with promoters having a hunch that bridge tournaments are now in the fade-out stage. Church socials have quit their bridge tournaments for money-raisers and are thinking up new angles. Newspaper syndicates

on bridge information give another sharp indication of the waning of bridge. When present contracts on bridge experts expire, newspaper syndicates say they may not renew, the mail pull having slumped off to nothingness.

For the past three years bridge has been listed by the picture and theatre companies as almost equal to radio and realising as competition. In fact, so much so that most theatres installed bridge facilities in their lobbies in an attempt to attract the public away from the bridge game at home. Bridge was admittedly hurting theatre box offices to a great extent.

N. Y. Rodeo This Year is Bigger And Looks Better; Opens to \$8,000

By JACK PULASKI

Col. W. T. Johnson of San Antonio is back in New York at Madison Square Garden with his "world series rodeo," an annual event. The colonel conducts about four rodeos during the year but the real round-up is right in the metropolis. That the show is bigger than ever is indicated by the fact that there are 173 participants and contestants as against 119 last October.

Judged from the opening night when nearly 1,000 people attended, looks like the rodeo would eclipse last year's engagement. First night takings were slightly over \$8,000 but pace improved with not so many oaks in the house after the opening. Two sessions Columbus Day (Friday) grossed over \$24,000 it was claimed. Sunday, however, was weaker.

Too Good 'Queer'

Times Square banks are jamming up these days through the necessary "slow count" by the tellers in inspecting deposits, especially from theatres and restaurants, which are being victimized by some counterfeiters of \$5, \$10 and \$20 bills. The double sawbucks especially are stated to be realistic phonies.

Box office people have been cautioned, but victimized, with result the banks' tellers must check up carefully themselves.

Check-Lifters

(Continued from page 47)

about Tin Pan Alley's now conceded penchant for check-grabbing that even the artists who volunteered upon the floor at this particular occasion were embarrassed by which songs to offer, and each vouchsafed a brief apology.

Nick Lucas started by observing that he doesn't want to get himself in Dutch with the boys who grab his lunch checks, but he did the song he liked because he liked it. Ditto Jerry Cooper, novice CBSite, who similarly pledged allegiance to the Lindy's luncheon taker-outputs—but he did the song he liked regardless.

The Song's the Thing

Which is about as good an illustration of what Tin Pan Alley may expect in actuality, proving anew that regardless of friendship, "contacts," subsidization and all other considerations that are part and parcel of the business of popular song exploitation, it's the basic appeal of the song that really counts. The artists, and the bands, and the radio commercials, and everybody else, must take cognizance of that first, without any strings or ifs, ands and buts attached to it.

If it weren't for the songs that Tin Pan Alley offers, Ozzie Nelson would never have an opening at the Hotel New Yorker; Ralph Hitz would have no such turnout as came into his hotel; the radio would have no Hotel N.Y.'s music; the Columbia Broadcasting System would have no occasion for sending over its shock troops of staff artists to bolster the Nelson opening; Ted Husing, Vera Van, Ralph Wonders, Lucas, Cooper, Bill Frawley, Gino Malo, Murray, Betty Barthel, Joe Penner, Milton Roemer, Hal Kemp and scores of music publishers' representatives wouldn't be among those present—all dating from the basic source of the fund of Tin Pan Alley music which is the backbone of all such diversissements.

Mamas Nelson and Hilliard (Harrington) took bows; Milton Roemer, a furniture storekeeper, who first sponsored Nelson on a WMCA commercial; the pioneering arranger at WMCA; the artists and other celebrities present—everybody took bows but the boys who paid off for everything.

About the most genuine thing at the opening was the reception accorded the visiting Londoner, Ray Noble, who is highly regarded by his American contemporaries as a virtuoso recording artist, a dance maestro and popular song composer. As for the opening itself, Nelson has a pretty good dance band; Harriett Hilliard warbles nicely in the vocal pops; and David and Dorothy Fitzgerald contribute the real touch of class with their ballroomology, doing a waltz, St. Louis Blues and a rhumba for their tepid chores. Miss Fitzgerald (it's a brother's sister combo) looks cute with those mittens. Team has been in the smarter spots, and in view of Hitz's w.k. moderate budgeting for the New Yorker, he's either stretching the h.r. elastic or the team is just being nice.

Not only are there more cowhands in the competitions than heretofore, but most of them are not average competitors. There are more stand-out performers. Hands pay their own transportation, taking a chance at first money. As each "round" win (usually two days) means as much as a win, a conquest means something. Most of the riders compete in from 20 to 30 rodeos during the year and winners generally have enough coin to make the big town.

If the calibre of the hands is high, so is the stock corralled by the colonel. Before the show started he claimed there was plenty of cattle and horses on tap. That was no bluster.

Nine hand-as-nails cowboys tried to ride the broncos and one made the grade. Most were unsaddled immediately after leaving the chute. One guy didn't even try to mount his buckler. After a western party who has been in the rodeo racket for 14 years said he never "seed" such a parcel of bucking broncs. These nags cost as much as thoroughbred colts, and some as high as \$1,000 each for several. It is true that some very toughened hands will wrestle a steer but will no longer enter the bronc riding events. Those last are something appropriate names such as Hell's Angel, Rough Neck, Fiddletace and Old Man of the Mountain.

Better bulldozing contest had most of the boys who started flashing within the time limit but not so many made the grade in trying to ride the broncs. Even the wild cow milking contest. One brama who wasn't milked bowed over the roper and his horse. Calf roping event nettled the boys plenty. The animals were so frisky that four out of the 10 entrants failed to tie their calves properly and were declared out of the money, also. Hags came from the final. Hands can however continue in the daily roping events.

Other events are present but the rough stuff is the draw, as indicated by the fact that 11,300 Jimmy Neabitt, who clown with a stein took plenty of chances for a man just out of the hospital with a split kneecap. His slide-kick again is Jumbo Pulaski.

Among the new events is a so-called educated steer, trained to leap over a motor car. Two kids, cowboy and a Rialto Grand steers in a Roman standing race and later a race in tiny chariots drawn by ponies. Hardy Murphy's high pitched horse buck is again in the show and scored better than before.

Mounted basketball game was amusing but the cowhands claimed the present rules are too pansy as compared to other seasons. Westerners easily beat the eastern bunch—not phonies but riders from Brooklyn.

Johnson's rodeo occupies the Garden from 8:30 to 11:30 p.m. last Wednesday (10) and continuing until Oct. 23.

Demand for tickets after the debut indicates more than usual interest. Mrs. W. R. Hertz's Free Milk Fund for Babies is a participant so there is no admission tax. Tickets are \$3 top at night, ranging from 50c to \$1.00 at day time. Everett Johnson's cowboy band is a poppy bunch. Last season they went to it with "The Last Tango in Paris" and ran a day this season with the same number in the peddled. At the microphone is Altered Frazin, the only New Yorker billed on the program. Hands are so good that they're not only riding and hearing him makes 'em cool at once.

BIRTHS

Mr. and Mrs. Thomas H. Foss, son, in Hollywood, Oct. 6. Father is film technical director on the Coast.

Mr. and Mrs. Oscar Serlin, son, Oct. 8 in New York. Father is head of the talent testing dept. for Paramount.

Mr. and Mrs. Dave Balaban, son, Oct. 10, in Chicago. Father is executive with Balaban & Katz.

MARRIAGES

Maryann Dowling to Gene Mann, in Ensenada, Mex., Oct. 7. Mann is a Coast picture agent, bride is film actress.

Jimmy Majors of Leewards Midland, Kansas City, and Ida Brown, non-pro, were married in K. C. last week.

Philip Novak, trombonist, to Carole Natalia, performer, Oct. 9, in Los Angeles. Newspaper syndicates

Broadway

Joe Phillips back from London. Marcus Griffin has a new male heir. The Harry Lashes are parking on Park. Cross and Dunn returning to Hollywood. Doug McLean, Par. pa., east to look around. Elton Hoy signed for three more Paramount shorts. Gracie Barrie debuting with Leon Belasco next Sunday. Joe Laurie folded the Fire Island shack for the winter. Enoch Light staying out for two more weeks in Buffalo. Film companies have half a day off Friday (Columbia Day). Sherry-Netherland's new bar-cafe opening end of this month. N. Y. Mirror is now reviewing night clubs the same way it used to review the same. Minor and Root from the C. P. Casino into the Hotel St. Moritz. Can always tell which shows Dick Mincey pa's by the program notes. Fehel and Epstein now at the two consoles of the Far on Broadway. Clarence Brown, after two months in Europe, is sailing from Naples Nov. 1. Hazel Flynn and Blanche Merrill knocking out some radio lyrics together. Herb Polesie took a long weekend to rest and relax, thanks to Columbus day. Merritt Hubbard, Par. editorial head on the Coast, in New York on a vacation. Pete and Margie Smith, who came to N. Y. by boat, planned back to Coast last week. Broadway understands Peaches rates around \$3,000.00. The Duddy Browning estate. NTG fixing up the new Paradise theater show and preparing it for a second "premiere" this week. Jack Curley's wrestling season opened up at 71st Regiment armory yesterday (Monday). Duddy's new Blue Room premieres tomorrow night after theater, with a reservation type of preview. Since moving out to Garden City, L. L. Lou Smith has a better idea of what constitutes a "premiere" (Monday). Duddy and Donnelly's imported (from the "Entsicks") rattler got them to "Uten just in time for the opening song. Marianne Davis, Chez Marianne debut end of October. William Farmer corp opening there, an east 55th address. Ona Munson cocktail-partied Ernest Lubitch, just in from Hollywood, at her Lombardy hotel apt. Columbus Day. A vaude act, in the habit of leaving a sign on his door, "Will return in an hour," found added to it, "What for?" Willard Vanderveer, newsreel cameraman with Byrd on first South Pole trip, to lecture Oct. 20 in Gimble's auditorium. Oscar Cooper, ex-U. publicity man for Universal, this week celebrates first anniversary with Literary Digest, on the editorial staff. Ed Depina, president of the RKO distributing company, planned to the Coast Thursday (11) on periodic studio visit. Flood of nitery openings denting those who had been doing bullish bids all to themselves. Joe Pennell, formerly of Verdi and Pennell, standard vaude turn, now tenting bar at the Motion Picture Club. A native cafeteria on West 46th, five days-a-week, folded. Means a bath for the eatery for the second time. Eddie Doran, resumes at the Columbus on Scotland street and at the Casa Loma band. Walter O'Keefe will be the premiere. Lou Cohan is pop-eyed with wonder at the tempo and excitement of Manhattan life. It's his maiden trip from Chicago. "Goldie," one of Whiteman's seasoned members, being presented a gift on the occasion of his 15th anniversary with the orchestra. After absence of four years here, Ted Shawn starts series of 10 Saturday nights at Carnegie for children, assisted by 12 male dancers. Milton Hertz, the Casino de France for a run, and especially to pace the Sunday night theatrical get-togethers. Al Trohan holding over. Ed Campio (Hotel Roosevelt) has a "Fruit Vendor" rumba as successor to "Peant Vendor." E. B. Marks, same pub, will issue it as sheet music. Hildtown links after the Columbus Day holiday reported heavy deposits from theaters and Times Square eateries, indicating above average grosses that day. Herman Bernstein will be ahead of Mary of Scotland and if the much-postponed road tour of the Helen Hayes-Philip Merivale-Helen Mencken show starts. All the "nice" spots trying to make it dinner for the "mist" this season. The hotcha joints, however, take in all, stating there's no telling who has the elastic b.r. these days. A "Fruit Vendor" for William Morris was held at the Jewish Theatrical Guild last week on the

CHATEAU

London

second anniversary of the showman's death. It is a yearly tribute. John Fogarty, playing Wilkes-Barre, Pa., last week, attracted John C. S. to the house. Local oddities claimed it was first time he attended theatre since 1888. Private chauffeurs are again complaining about the parking space racket in the theatre area, now that the show season is on the rise. Preferred positions in line are understood to be \$1. Abe Cohen's new play isn't yet in rehearsal, but the Mackey ticket brokerage on West 41st, adjoining Sardi's, already lists the title under "coming attractions" as a plug for the vet Shubert company manager. Herman Robbins, president of National Screen Service, hosted a number of film execs over the week-end at his Lake summer place. Fishing was the excuse, including Jack Cohn (Columbia) and Karl Loblitzelle. Bella Vista restaurant, penthouse dining on East 57th, in voluntary bankruptcy, according to Cosimo Stabile, the maitre; liabilities, \$25,000; assets, \$1,500. Eden Rock West Corp., on 14th street, also in receivership. Riddown games spreading into midtown stores, barbershops and elsewhere. It 50-50 split on the gross between the machine vendors and the shopkeepers; also a refund to the shops for any tickets they return customers for prizes, losses, etc. But for crabbings herself with her boss, one of the Broadway check-room sirens turns back to the patron "existing over a dime tip for parking" and the siren, including Jack Cohn (Columbia) and Karl Loblitzelle. Riddown games spreading into midtown stores, barbershops and elsewhere. It 50-50 split on the gross between the machine vendors and the shopkeepers; also a refund to the shops for any tickets they return customers for prizes, losses, etc. But for crabbings herself with her boss, one of the Broadway check-room sirens turns back to the patron "existing over a dime tip for parking" and the siren, including Jack Cohn (Columbia) and Karl Loblitzelle. Riddown games spreading into midtown stores, barbershops and elsewhere. It 50-50 split on the gross between the machine vendors and the shopkeepers; also a refund to the shops for any tickets they return customers for prizes, losses, etc. But for crabbings herself with her boss, one of the Broadway check-room sirens turns back to the patron "existing over a dime tip for parking" and the siren, including Jack Cohn (Columbia) and Karl Loblitzelle.

London

"Blossom Time" in its sixth week at the Regal. Freddie Miller is a better fighter and better boxer than Roy Fox. Sir George Tullis back again after short trip to his native Australia. Val and Ernest Stanton doing some film work for British International. Freddie Miller offering to stage two bouts in aid of the miners' disaster. Desire Elinger, musical comedy star, to marry Geoffrey Carte, noted surgeon. Stanley Lupino's autobiography, "From the Stocks to the Stars," just published. Bertram Mills, Conservative candidate, by-election for Clapham Council. Joe Phillips may do a series of comedy film shorts for Joe Rock's new film company. John Maxwell latest film impresario to become permanently located at Grosvenor House. Julia Gwynne, widow of George Edwards, famous musical producer, left around \$25,000. Elsie Benger and company off to Vienna for shots for the "Escape Me Never" film. Sweater knitting is a la mode among the American femme contingent at the "Henry Dew". Guy Bolton and Peter Haddon likely to be involved in legal entanglement over "Who is Who". Gertrude Lawrence and Fairbanks, Jr. seeing Clemence Dane off on the boat train for New York. Ilmoldrome, Manchester, a Sir Oswald Stoll house, back to videolite after trying pictures for a month. Tomson Brothers show "Why Not To-Night?" closed at the Wembley theatre with the balliffs in for money. Brian Ahearn replaced Laurence Oliver in the lead of Noel Coward's "The Royal Family," renamed here "The Royal". Josephine, folded at His Majesty's, Sept. 30 after five days; "The Night Hawk" at the Vaudeville, after a fortnight. Doris Keane's daughter, Ronda Keane, making her London debut in Walter Hackett's "Hyde Park Corner" at the Apollo. George Hinkley invited to the British Broadcasting studios by Henry Hall, and announces Gracie Fields' appearance on the air. "New Stars" premiere netted \$5,000 for Lord's War fund for mine disaster at Tivoli, Oct. 4. Author Lion Feuchtwanger in audience. The Prince of Wales will attend gala premiere of "The Iron Duke" at the Tivoli, Nov. 30. Proceeds going to Hospital for Sick Children. Paramount giving June Duprez, daughter of Fred Duprez, several exclusive film tests, having spent around \$3,500 in experimenting. Jimmy Walker at the opening of "Yes, Madam," Waller-Hoven-Hale musical at the "The Iron Duke" at the Tivoli, Nov. 30. Proceeds going to Hospital for Sick Children. Paramount giving June Duprez, daughter of Fred Duprez, several exclusive film tests, having spent around \$3,500 in experimenting. Jimmy Walker at the opening of "Yes, Madam," Waller-Hoven-Hale musical at the "The Iron Duke" at the Tivoli, Nov. 30. Proceeds going to Hospital for Sick Children. Paramount giving June Duprez, daughter of Fred Duprez, several exclusive film tests, having spent around \$3,500 in experimenting. Jimmy Walker at the opening of "Yes, Madam," Waller-Hoven-Hale musical at the "The Iron Duke" at the Tivoli, Nov. 30. Proceeds going to Hospital for Sick Children.

versary management Outrentment theatre.

Lee Shelley, orch leader, booked 13 weeks on CKAC starting Friday (12). Villa Maurice, cabaret, closed couple months, re-opens again Saturday. Phil Maurice back in niteries again. Stanley Grill opening end of month with Harry Richmond. Bert Lang and Harry Green to continue good biz melodrama season on Corona cabaret at His Majesty's. Italian Opera company returning to Holland in December. Company of Munster Municipal opera performing in Holland. Ping Pong Cabaret opened up in Amsterdam with mixed foreign talent. New Dutch play by Fabricius, "Burglars Wanted," billed for premiere in Holland. French singer, Louis Graveure, present at night performance of his latest film in Rotterdam. Dutch tenor, Sydney de Vries, engaged by cable by Sir Ben Fuller for opera in Melbourne. Johan Meesters, Dutch tenor, singing in Vienna Volksoper in "Betelstuden," by Milcek. Simultaneous premiere in Holland at Amsterdam (Tuschinsky) and Hague (City theatre) of third Dutch film, "Silly Situations." Legit companies here so busy every week, but that did not deter promoters from founding another, the National Opera company. At Amsterdam, two jubilee performances: 50th "White Cargo" in Dutch version by Saalborn company and 100th of revue, "Go and See That". William Mengelberg signed for a conducting tour through Europe, starting at Vienna, Budapest and Prague. He will lead the Concertgebouw orchestra in Holland during November and December. Early in the new year he goes to Florence, Geneva and Lausanne. Possibly he will ask corner a series of concerts for B.B.C. but had to decline an invitation to cross the Atlantic.

Milwaukee

Charles Loewenberg, state manager for Fox theatres, is ill in Mt. Sinai hospital. After months of illness, Fred S. Meyer, prez of the MPTOA, has returned to his desk. Two-week notice posted at Davidson, where Minton Players have been trying pop-price drama for the past month. Ralph Wettstein and James T. McCuskey have taken over the one-third interest of Lou Solomon in their Paradist Music Hall. Paradise music has changed its bill, "Drunkard" after five weeks, gives way to "Ten Nights in a Barroom." Staged by Oscar O'Shea. George Devine, manager of the Wisconsin hotel, has resigned to manage the Eagles' ballroom. Strand has finally reopened with double features. Only downtown house still dark is the Majestic. Seven houses now running on the main stem. Art Krueger and Joe Gurnin roles have switched jobs. Former moving into Vanity Cafe from Toy's Oriental restaurant which spot Gurnin now holds. Ann McDonough, veteran pa. for Davidson and Alhambra theatres, now handling publicity for Community Fund drive in swing here to raise over \$1,000.00 for charity. Don Bohl has left the News as film reviewer to take over press relations for Schroeder hotels. Celeste Mackay, Broadway critic, recently on WISN advertising staff, back to old spot. Vienna Melchior Lengyel to London. Frank Farley (Far) here for an o.o. "House of Rothschild" (WB) released here. Arthur Hand editing picture book on "Palestine". Raimund management now concentrating on folk plays. Local papers quoting Hollywood triumph of Max Reinhardt. Bus Fekete here to attend rehearsals of "Citrus Star" at the Rens. Julius Bittner's 2d symphony given first time at local radio station. Felix Weingartner's wife, Carmen Studer, under contract to conduct at Vienna Konzerthorchester to play March in Raimund theatre under Paul Breisch at 8c admision. "Fledermaus" to inaugurate a series of "Wien" clarity piece performances under patronage of Chancellor Schuschnigg.

Hollywood

Owen Moore in from Europe. Basil Rathbone is playwrighting. Mrs. Morgan Smith here for look-see. Tom Bully back from eastern trek. Pat West on "Hollywood on the Air". "Bant going on all Palm Springs spots". Sam Marx one of the first for the Winter tan. William Gargan in from Europe for WB spot. Dan Thomas and the missus planned to N. Y. Hebe Daniels opening a dress shop in Palm Springs. David Harman, N. Y. literature agent, back east. Jack Whitney in for confab with Merian C. Cooper. Wells Root has an article on Walt Disney in Fortune. Benjamin Glazer to New York for two weeks of plays. The Gary Coopers threw their party last week. Dixie Willson lining up material for a Delineator article. Wallace Beery planning hop to Europe late this month. Bill Powell down to desert but suffering from the heat. Harvey Thew and family back from a European junket. Lou Rosen letters invited out to produce for the indie market. Jerry Horwin no longer repping Mort Millman office on Coast. Lou Holtz telephoning every one and asking getting into Metro's "Revel". Samson Raphaelson has sold his "Old Love" to Arthur Hopkins. Gene Markey and Joan Bennett have bought a Connecticut farm. Louis L. Brown letters invited out to produce for the indie market. "Mad Dog of Europe" in England. Elliott Nugent saw Ohio and N. Y. during his fortnight vacation. Gus Kahn is tuning "Mississippi". Llewellyn Hughes and J. M. Kerrigan shooting at Ensenada, Mex. L. B. Mayer's homecoming caused studio to paint the studio buildings. Desart 1st and El Mirador both have one door open for early guests. Wertheim boys taking a look at their Dunes preparatory to opening up. Robert S. Sherburne, drama ed. of the Christian Science Monitor, in town. Ruth Peterson, Fox player, east, visiting her bro-in-law, Mark Ostrer. Malibu almost deserted, with the entire colony back in town for the winter. Edward Franks alring problems over KMTR on how to write for pix. William Seiter and Marian Nixon back from three weeks of Hot Spots. Ben Wasson, formerly with American Play Co., joins Schulberg-Feldman. Rudy Vallee ethered tunes from Eddie Cantor's "Kid Millions" for first time. Maureen O'Sullivan in hospital for an old ailment. She'll be in for two weeks. Drake, Katherine De Mille and Mary Boland in from Mexico City trek. A second son born to Mr. and Mrs. Hobbs in He's Hollywood A.P. correspondent. Marion Gering back from Cuba o.o.ing "Rhumba" locations. Pic is next for George Raft. Alvin Hobbs in from the Arkansas Democrat doing stuff for the Little Rock sheet. Auction sale of Marie Dressler's effects didn't attract any picture people. Ditto Con Conrad's auction. Deep Wells Ranch thinking of installing a pool, but afraid it will draw too many of the mob who are noisy. Loretta Young and Ronald Colman made several all-night tests for wardrobe, etc. for "Clive of India". Fernald Boyle's \$3,510 suit against her former boss, J. T. Cosman, has been pulled from the docket. Out of court settlement. Real estate agent has an inquiry from Sid Skoloff about houses to rent for the desert season. Boom in real estate making the natives happy.

Des Moines

By R. W. Moorhead. Stanley Brown had his appendix seized. Lester Martin, secretary Iowa MPTO, back from New York. Ft. Des Moines hotel reopening Tropical Room, with Bob McGraw's orchestra. Dick Teala and Gwyneth Neal. Local Junior Chamber of Commerce to bring the San Carlo Opera Company to Shrine auditorium Dec. 2, 3 and 4 at popular prices. Marriage of Art Abelson, manager of the World, Omaha a big surprise - also his going to Glasgow, Mont. (Continued on page 62)

Paris

By Bob Stern.

Irvin Marks to Vienna. Laundry returned on the road. Albert Powell, aerialist, off to Hamburg. Jess, Tom and Jerry playing the Potemkin. Bagdad opening Oct. 4 for tea dancing only. Town jammed with French hicks for auto show. George Hinkley and wife hurt in auto accident in Spain. Rita Day and Bobby Martin entertaining at Chez Florence. Brennan, comedian, celebrating 40th anniversary in theatre. And now that season is starting, there are few Americans left in town. Marcelle Geniat to star in new piece by Marcel Oged titled "Therese". Jenny Dolly and Mabel Boll both seen at night openings. Jenny is seen at a fete. Marianne Oswald singing song written for her by Jean Cocteau at Noctambules. Katharine Hepburn headress, with "Little Women" curls in front, sweeping Paris. Charles Kaufman opening Palais de la Biere, Alsacian beer hall in Chaussee d'Antin. Charles H. Christie, back from Par East, kicking about number of studios in Bombay. Falconetti to play Joan of Arc in Saint-Georges de Bouleliers play of the same name. Gisele Casadesou making official Comedie Francaise debut as Rosine in "Barbier de Seville". Two versions of "An You Like It" to be opened on consecutive nights, Oct. 10 at the Atelier and Oct. 11 at Champs Elysees. Russ women going in for communist "An You Like It" at the other nation, says Helena Rubinstein, back from Moscow. "Tovaritch," last year's hit, reviewed after summer vacation. Theatre de Paris "So is Temps Difficile" at Michodiere. M. Paston, former director of Renaissance, reported taking over Theatre de Paris. Antoine will have to find another home for his co-operative troupe.

Montreal

Bill Sims sports announcer on CPBC. Zolo writing continuity for Rupert Caplan. Bob Grannary touted for Stanley Grill orch. Les Dawbigan new treasurer of the Palace. Norm Pliskin back from hunting trip, but duckless. George Sims offered Stanley Grill orch. appointment. Bill O'Loughlin new assistant manager of the Palace. Ken Lange orch. back in town at Knights of Columbus. Cap. D'Egville, secretary Elgion Club off to Europe. Local train news proxy Quebec branch A.A.U. of Canada. Fast-end niteries drive shuts down three over week-end. Bill Hill re-opens Frolics, where Tex Guinan started last year. Imperial back to second-runs with Jos. De Severs, manager. Taxi-dancing back in uptown Montreal but may not last long. Philis Polans back to Calgary after strenuous six weeks here. Vernon Cardy takes over big honeymoon hotel, Niagara Falls. George Rotsky arranging weekly public broadcast from stage of Palace. Gene Maynard notes 5th annual

Vienna

Melchior Lengyel to London. Frank Farley (Far) here for an o.o. "House of Rothschild" (WB) released here. Arthur Hand editing picture book on "Palestine". Raimund management now concentrating on folk plays. Local papers quoting Hollywood triumph of Max Reinhardt. Bus Fekete here to attend rehearsals of "Citrus Star" at the Rens. Julius Bittner's 2d symphony given first time at local radio station. Felix Weingartner's wife, Carmen Studer, under contract to conduct at Vienna Konzerthorchester to play March in Raimund theatre under Paul Breisch at 8c admision. "Fledermaus" to inaugurate a series of "Wien" clarity piece performances under patronage of Chancellor Schuschnigg.

CHATTER

(Continued from page 61)
as part owner and manager of the new Roxy.

Local ministers' association designated Sunday, Oct. 28, as day when pulpits of local Protestant churches will raise the issue of "unworthy" pictures.

White Derby to be reopened by Conn. Ransome as a class play, with Rudy Bale as m.c. and directing orchestra and floor shows. Dog track portion of White Derby to be developed into ice hockey rink.

Mexico City

By D. L. Grahame

Jose Iturbi and Joscha Heifetz took in a joint Beethoven concert. C'm'ere, oldtime stage house that recently went cinema, presenting "A. M. K."

Mary Boland, Katherine De Mille and Frances Drake doing personals at local theatres and the Foreign City.

Micro's "The Thin Man" (retitled "The Supper of the Accused" here), and Harold Lloyd's "The Cat's Paw," current screen smashes.

Newspaper humorists making merry with policy of foreign artists dominating programs at Palace of Fine Arts (National theatre).

Tuchina City in an uproar about seven females who appeared nude on a theatre stage. Company driven out of town and told never to return. Puebla City is one of Mexico's most churchy communities.

Seattle

By Dave Trepp

Art Hill now running Chukanant Shell. Frank Newman, Jr., in town from Portland.

Willard Coghlan now at Paramount theatre as p.a. Stanley Gottstein resigned from Hamrick's publicity staff.

D. P. Sweet in from Spokane to manage Davey Jones' Locker. Mat Appertson leaves Sheffield exchange to be U. S. salesman in Portland.

Jack Rosenberg hurt in auto accident near Bellingham, but recovering.

Del Courtney orchestra at Trionto. Tex Howard, meantime, at Casino Garden, L. A.

Bernhardt and Bailey, dance team, at Club Victor, planning return to Orient in couple months.

Ken Schofield is presiding over the newly appointed board of censors, succeeding Dave Hemilhoach.

Jack Rosenberg in from Bellingham, where he is new manager of Mount Baker theatre (Evergreen).

Cincinnati, local youth movement, has first public meeting, with the members in picturesque headgear. Big crowd at first meeting, with campaign, with candidates at all legislative jobs.

New Haven

By Harold M. Bone

Alfred Marshall is Register's new city ed. Lewis Milne doing a bit of stage directing.

Sherman Reilly makes a habit of play-acting. (Garde hotel has gone dipe-and-dance, no cover.

Joan Bennett latest film celeb to buy a Conn. farm.

Sy Byer's orch. back at Bridgeport's Jingle club.

Robert Donat's brother, John, runs a fox farm near here.

Anna Stevie Richardson guest speaker for local Lions.

Walter Hampden brought out tuxedo trade at Shubert.

Edgewood Players open season Nov. 3 with "East Lynne."

Abbey Players skedged for eight plays in four days at Shubert (17-20).

Roy Phelps still lecturing hereabouts on his expedition with Frank Buck.

Alice Keating Cheney purchased assets of bankrupt Jitney Players for \$600.

Roland Cleveland and Foster Furcology have authored a comedy for N. H. Dramatic Association.

M.P.T.O. secretary, Ed Levy, tossed a verbal blast against Motion Picture Research Council.

LETTERS

When Sending for Mail to VARIETY Address Mail Clerk. POSTCARDS, ADVERTISING or CIRCULAR LETTERS WILL NOT BE ADVERTISED. LETTERS ADVERTISED IN ONE ISSUE ONLY.

Barnes Gertrude Miller James
Crosby Harry J. Schultz Carl
Gowdy Harry Tullis Marnie V.
Leonard Harold Wilson Charles

Baltimore

By Albert Scharper, Jr.

Ford's theatre getting an exterior coat of paint.

Frank Beck, local musician, a suicide here last night.

Local artists hold first Balto. art fresco art fete, A. Hop.

New, loop pix house, planning a kiddie club in tie-up with radio station.

Ostris Chik, local group of amateur musicians, banqueted Thurston last week.

Bickford's getting to be the lunch-om hang-out for the nitery acts playing around town.

Charlie Hertzman, g.m. for Laurence Schwab, in for day confabbing with "Thum" McClawhlin.

Philip Loeb having his initial whack at stage directing for the Schvab-Dunning "Dawn (Glory)" production, in for day at the Maryland week Oct. 22.

Howard Burman, p.a., and Harvey Rivkin, former radio writer, have started a new babe weekly throw-away on northside, George Brown, p. a. at the Stanley, pens picture, vaude and other columns for sheet.

Chicago

Jack Miller on a trip to Memphis. Morris Silver back from a trip to N. Y.

L. A. Lupo and mother visiting the Fair.

Jack Pine getting ready an all-girl revue.

Sharpe Carruthers back from Wisconsin.

Douglas George left the "Fiesta" show as p. a.

Paramount's Jim Ashcraft in town on "Cleopatra."

Falch Bacon recovering from appendicitis op.

Boyle Woolfolk's "Gaslight" show, Reich and Dunn doubling from vaudeville to radio.

E. E. Meredith on an annual vacation in the windy city.

Concy Holmes out in advance of Dorothy Dell, into the Chez Paree.

Ed mal, producer of "Count of Monte Cristo," in town to see the Fair.

Hal Chamberlain joining forces with Otto Shubert on stage productions.

Hinda Wassau signed as a special attraction with the "Passing Review."

Two-year-old racing nag named after Frank Smith, manager of the Palace.

Jimmy Thompson shifted to assistant manager at the B & K. Paradise.

Lloyd Lewis to N. Y. for the opening of the play he and Sinclair Lewis wrote.

McVickers theatre, dark for a few months, housing the miniature collection from the Fair as a walk-through in the lobby. No admission, but a collection box at the end of the display.

Community Fund Drive has been divided according to businesses, with one section devoted entirely to amusement division, John Balaban was named chairman, Aaron Saperstein co-chairman, and Jack Miller assisting.

Minneapolis

By Les Rees

University of Minnesota Playhouse to present "After Dark."

Hilness of Marion Talley necessitated calling off her Twin City concert.

Indoor horseshow and rodeo at municipal auditorium for six days starting Oct. 24.

Mort Abrams, MG exploiter, off for Milwaukee to work on "Barretts of Wimpole Street."

"Shining Hour" chosen as third play of Shubert drama season, with Edith Tallafiero as guest star.

Charles "Chick" Young leaving Nicolett Live "Wire" weekly, mabe sheet, to return to publicity work.

For first time locally an independent exchange, Monogram, has made 100% loop theatre first-run deal, the new time taking over the product.

Farmers' income in four North-western states is \$25,000,000 greater than last year and \$28,000,000 above two years ago as result of government payment.

W. A. Steffer, president of Northwest Allied States and local exhibitor, mourning death of his mother, Mrs. Philomena Steffer, 72 years old and pioneer resident here.

Three men who hold up the Avalon theatre, neighborhood house, escaped with it in cash. Two KKK cashiers and one man employe were in the cashier's cage when the bandits stepped up and thrust pistols through the grating.

B. and O. Routes

(Continued from page 58)

Schumki, Joe, Station WCPI, Chicago
Schuler, Al, Station WGN, Chicago
Schwartz, U. J., 819 Court St., Fremont, Ohio.

Seagull, Chas., Shadowland, San Antonio
Scott, L. W., 1000 Dilbert Ave., Spring field, O.

Scott, Frank, 254 President St., Brooklyn, N. Y.

Scott, Wm., Statler H., Boston
Seagriff, Leo, Kit Kat C., S. P. C.

Seldman, Sid, Mayflower H., Wash. D. C.
Sen, Ben, 25 1/2 Ave. N. Y. C.

Setaro, A., Paramount Studio, Hollywood
Sever, (Iino, Killa, A.

Shadoff, Geo., WOL, N. Y. C.
Shaw, Russell, c/o H. Moon, 4186 St. Catherine, St. W.

Shays, Budd, Shubert Theatre Bldg., Philadelphia, Pa.

Shredley, Eddie, Vienna Gardens, World's Fair, Chi.

Shredley, Chas., KFI, L. A.
Sheridan, Phil, Davenport H., Spokane, Wash.

Shields, Lefroy, NBC, Chicago.
Shirer, Jack, 148 West End Ave., N. Y. C.

Shirer, Nat, 153 E. 24th St., N. Y. C.
Sief, Solly, Palace H., S. F.

Sievers, Red, Peony Park, Omaha, Nebraska.
Singer, Lou, 148 West End Ave., N. Y. C.

Singer, Lou, Palace H., N. Y. C.
Singer, Lou, 148 West End Ave., N. Y. C.

Singling Sherrys, KPAC, L. A.
Siry, Larry, Simpson C., N. Y. C.

Smith, Reddy, Station WGN, B'klyn.
Smith, Curtis, Villanova, Houston.

Smith, Leon, Saint Anthony H., San Antonio, Tex.

Smolin, S., 100 W. Duclat Ave., Akron, Ohio.

Smythe, Jackson, Brant Inn, Burlington, Ont.

Snyder, Mel, Gibson H., Cincinnati.
Sorey, Vincent, WINS, N. Y. C.

Souders, Jack, Station WGN, Sacramento.
Sousnick, Harry, MCA, Chicago.

Southern, L., care Mundy Auditorium, San Antonio, Tex.

Spector, Irving, WOKO, Albany, N. Y.
Spaulder, Leonard, N.Y.B., N. Y. C.

Spauldy, Phil, Park Central H., N. Y. C.
Spur, Paul, Paxton Hotel, Omaha, Neb.

Spotts, Wally, Station WGN, B'klyn.
Springer, Chet, Country Club Garden, Flint, Mich.

Springer, Leon, 134 Livingston St., B'klyn.
St. Clair, Louis, Prince Edward H., Windsor, Canada.

St. George, Geo., 216 Belmont Ave., N. Y. C.
Stefano, Jesse, Sweet's B., Oakland, Calif.

Stanley, Julian, 2055 Winnemac Ave., Chi. Station, WGN, Chi.

Stall, Manny, Dempsey's Grill, L. A.
Steiner, Max, Radio Studio, Hollywood.

Stead, Harry, Station WGN, Detroit.
Stone, Mary, Madison H., Minneapolis.

Storck, Fred, C. L. A.
Straub, Herb, Buffalo Broadcasting Corp., Buffalo.

Straw, Vanderbilt H., N. Y. C.
Sues, Johnny, Gumbo B., Chicago.

Sweet, Al, 29 Quincy St., Chicago.
Sweet, Charles, KPAC, S. F.

Teller, Ray, Fairmont H., S. F.
Teppan, J. J., 533 Glenwood Ave., Buffalo.

Tevens, Roy, Regent T., Grand Rapids, Mich.

Temple, Jimmy, Kentucky C., N. Y. C.
Thompson, Bud, 2020 So. Redfield St., Phila., Pa.

Thompson's "Virginians," Venter T., Atlanta, Ga.

Thrift, Andre, Surf C., Miami Beach, Fla.
Timothy, Fred, C. L. A.

Tobias, Henry, Totem Lodge, Averill Park, N. Y.

Tolson, Sam, Flieger H., Fallburg, N. Y.
Tollard, Ray, Detroit Leland H., Detroit.

Tolson, Sam, Flieger H., Fallburg, N. Y.
Tollard, Ray, Detroit Leland H., Detroit.

Traveler, Lou, Balboa Gardens, Hollywood, Cal.

Trevor, Frank, KOIN, Portland, Ore.
Trini, Anthony, Village Barn H., N. Y. C.

Turley, Tommy, Odenbach's, Rochester, N. Y.

Turcotte, G. M., Orange St., Manchester, N. H.

Turnham, Edith, Tommy's Roost, Southgate, Calif.

Valley, Ernie, Stevens-Girard H., Phila. Valley, Rudy, 111 W. 57th St., N. Y. C.

Van Cleet, Jimmy, 41 Paterson St., New Brunswick, N. J.

Van Steden, Peter, Gotham H., N. Y. C.
Venuti, Joe, care Mills Artiles, Inc., 799 7th Ave., N. Y. C.

Venuti, James E., 522 Fifth Ave., N. Y. C.
Vig's, R. B., 6211 Linwood Ave., Cleveland.

Vogel, Ralph, 2502 Coral St., Phila.
Voorhes, Don, NBC, N. Y. C.

W

Waldman, Herman, MCA, Dallas.
Walker, Ray, 201 St. James Pl., Brooklyn, N. Y.

Waring's Penna., care J. O'Connor, Ham-mersmith T. Bldg., N. Y. C.

Warshaw, Mark, CBS, L. A.
Watkins, Sammy, Gibson H., Cin.

Waters, L., 444 Lavana St., S. F.
Wein, Walt, Watervliet Tavern, Watervliet, N. Y.

Wells, Duke, Crooked Lake H., Troy, N. Y.

Werner, Ed, Michigan T., Detroit.
Westley, Joe, 317 12th Ave., Milwaukee.

Weston, John, Richmond H., North Adams, Mass.

Wetter, Joe, 617 Adams Ave., Scranton, Pa.

Whidden, Ed, 128 Dickman St., B'klyn.
Whitely, M., 401 St. N. Y. C.

White, Lew, W. 401 St., N. Y. C.
Whitman, Paul, Biltmore H., N. Y. C.

Whitney, Fred, C. L. A.
Wilden, Jay, MCA, L. A.

Wilkinson, Paul, Dupont Biltmore H., Wilmington, Del.

Williamson, Ted, Isle of Palms L. A.

Willis, Earl, Club La Masque, Chicago.
Wilson, Carl, Madison Gardens, Toledo.

Wilson, Carl, Madison Gardens, Toledo.
Winnebrenner, W. S., 207 Frederick St., Hanover, Pa.

Wineland, S. K., Metropolitan Studio, Hollywood.

Wolfe, Charles, Mayfair H., Boston.
Wittenback, Al, 1806 T St., Sacramento, Cal.

Wittstein, Eddie, Dunes C., Narmersanett Pier, R. I.

Wolf, Leo, Sky High Club, Chicago.
Wold, Chas., care Fanchon & Marco Hollywood.

Wolman, Johnny, El Patio R. S. Woods, Chicago, Alamo C., San Antonio.

Wray, Holly, KFOX, Long Beach, Cal.
Wright, A. J., 1000 St. N. Y. C.

Wunderlich, F., 1587 E. 19th St., B'klyn.
Wynne, J., 1000 St. N. Y. C.

Taw, Ralph, KERN, Bakersfield, Cal.

Waiver of Actors' Strike Rights Up For Amendment to Burlesque Code

Dancer's Risks

Washington, Oct. 15.

Milwaukee, Oct. 15.
Conchita, who emulates Sally Hamd's ballroom dance for the edification of patrons at the Gayety (burlesque) has forsaken the rubber bubbles.

Last week, while she was cavorting about the stage, her bubbles broke and Conchita stood undraped. Two detectives appeared out of "nowhere" and Conchita was escorted to the city lock-up where \$150 bail was posted.

Arraigned in district court, she complained some prankster in the audience had shot staples into her buttocks, declaring them: the judge was skeptical, however, and pinned her with a \$50 fine.

Burley in Mass.

Worcester, Oct. 15.

Burlesque, now in fourth week, appears set for season. Business not all that was anticipated, but warrants hanging on. No flesh competition this week.

Poll's Elm Street apparently has given up idea of film-flesh combo, temporarily, at least. Tried it three weeks with a glorified tap opening, followed by Duke Ellington and Adrienne, "International psychic." Duke was the only one to click. Ted Lewis due in next week, however, after two weeks of straight pix.

ASCAP Divvy Off

(Continued from page 47)

attached to the checks sent out for the third quarter.

Under the new classification method publishers will be paid off according to the new point system. In arriving at the relative number of points, no consideration will be given to the accumulated performances for the quarter preceding the last, with a network release counting as a full plug and a picture insertion figuring as a quarter of a plug.

Harms, for the third quarter of this year, topped the list with 681 points. Berlin, Inc., was next, with a tally of 610 points. Robbins was accredited 573 points. Previous set-up of ratings had Harms in AAA, while the Berlin and Robbins firms were each classified as AA.

Distribution for 1934's third quarter was \$50,000 less than it had been for the preceding three months' stretch. In relative amounts it meant an 11% clip for the top bracket pubs. Harms' ASCAP check, for instance, came to \$14,500, as against the previous quarter's \$17,000.

50 Years Ago

(Continued from page 51)

reading "Fantasma," spectacle which ran for several years.

"Tinafore" played in Dublin and the song, "For He is an Englishman," drowned in hisses.

Bronson Howard, American dramatist, and his wife were making a bicycle tour of England and were reported as making as much as 20 miles a day. No autos then.

The Frohmans signed Richard Mansfield for three years. To be starred by them.

Postage-stamp size photos were coming into use on professional cards. Present to develop into a craze and then fade.

Two men arrested in N. Y. for running a lottery to get visitors to their dime museum.

Young, Marty, 4300 Pershing Dr., El Paso.

Young, Victor, c/o Rockwell-O'Keefe, RKD Bldg., N. Y. C.

Zahler, Les, Darnum Studio, Hollywood.

Zintour, Jos., Montclair H., N. Y. C.

Zollo, Leo, Beni, Franklin H., Phila.

Zolner's Adams Knights, Kego Haven, Cass Lake, Mich.

Burlesque code amendment requiring actors and chorus girls to waive right to strike pending arbitration of disputes with managers, is under consideration by National Recovery Administration. Proposal apparently will be added to pact.

Announcement was made here that persons involved may file statements objecting to the amendment up to Oct. 26. No public hearing is scheduled, although if enough protests are registered the question may be opened for formal discussion.

Announcement stipulates that "in disputes arising between employers and actors or members of the chorus," arbitration will be attempted within 24 hours in the East and within 48 hours in the West. Dividing line is "longitude 80 degrees west of Greenwich," which is a line drawn through Pittsburgh. During the specified period, actors would agree not to strike and employers would promise not to lock them out.

TRAVERS FILES 1ST COMPLAINT

Vic Travers, on behalf of the King Amusement Co., which he heads and which operates the National, Detroit, has filed with the NRA a request for exemption from the burlesque code. He asks for relief from code provisions covering salaries for actors, and requiring theatres to pay transportation costs. National plays stock.

Travers is one of the nine members of the burlesque Code Authority, also its recording secretary. He is not known to have expressed unwillingness to serve on the code enforcement board, but objects to the code as written.

The Travers protest is the first one filed. Deadline on squawks is Oct. 23, by which date they must be in the hands of Deputy Administrator William P. Farnsworth in Washington. On the previous day (22) Farnsworth will conduct an open hearing on the proposed \$21,400 burlesque code maintenance budget, to which Issy Hirt (Philadelphia), and Anthony Romano (Washington), and Anthony Romano (Providence), minority members of the burlesque code authority, have entered objections.

Co-op House and Show

Portland, Ore., Oct. 15.

Members of the cast of the burlesque show which recently opened at another successful engagement at the Catherin Theatre and who were left without jobs due to the sudden and unexpected departure of Sam Goldberg, promoter of the enterprise, and his associate, Harry Woodworth, have banded together to resume operations as a co-operative unit.

The reopening has been made possible by the offer of the use of the building of use of the theatre on a pro rata profit-sharing basis. Stage shows and feature pictures will be presented, in accordance with the original schedule. Singing, dancing, comedy and black-outs form the stage fare.

Steppe in Hosp

Harry Steppe is a patient at Mt. Sinai hospital, New York. Com

5 CHEXIO WINNERS

Chi Fair Peepers Spread in Last Minute Grind

Chicago, Oct. 15. Closing days at the World's Fair have made several of the concessionaires more desperate than ever. Till now there had been hopes that perhaps they could catch up later, but now that there are only two weeks left and they are resigned to the inevitable and are willing to try anything.

It's like the closing minutes of a football game with the losing team throwing passes everywhere and anywhere in a last struggle hoping for luck. The route at the Fair is peep show. A few have gone in for the 10-cent admission ones where nudes only walk in and out, but to see a strip.

Allegedly several are covering up on an artistic angle, or a religious one. The painting is hung on the wall. Beside it stands a woman stripped to demonstrate posing or for comparison with the artist's inspiration.

Moving State Fair

Ogden, Oct. 15. Mayor Hermann Perry is trying to take the Utah State Fair from Salt Lake City. Salt Lake failed to get an appropriation from the Legislature and for two years has had no fair.

Perry presented the following recommendation to his city commission; that the city of Ogden immediately ask for a project for building a half mile track, polo grounds, and suitable buildings for a state fair. Mayor Perry recently put over successfully the Covered Wagon celebration.

Free Gate Drew

Alta, Ia., Oct. 15. Clyde S. Miller rodeo closed the outdoors season here with a two-day festival that drew record crowds because of political setup and the fact that a free amphitheater seating arrangement obtained.

Dumped from Abelline, Kas., and one of last stops in the northern belt.

More Circus Fans

Trenton, Oct. 15. New Jersey circus fans have formed the New Jersey Tent Circus Saints and Sinners.

Joseph Milton, of Paterson, is president; Elmer A. Kemp, of Trenton, vice-president, and Miss Phyllis Werling, of Paterson, secretary.

N. S. Carney Bar Stands

St. John, N. B., Oct. 15. The Sydney Mines (N. S.) town council has absolutely refused to waver from a stand taken last spring when the bars were set up against all carnivals and circuses.

Recently, the Canadian Legion tried to upset the attitude, but failed, being unable to get a license for a carnival which had offered the Legion post a record sum locally, for serving as auspices, this including the supplying of the necessary license.

Widow Seeks Estate

Rochester, Oct. 15. Court action has been started in Medina to determine construction of the will of Mrs. Christina Downey McElnee, wife of Andrew Downey, circus owner.

Plaintiff is Mrs. Florence Hoch of Havre de Grace, Ind., niece, who was given life use of the \$50,000 estate after \$16,500 in cash disbursements. She seeks to obtain control of the estate from Stillman Pratt, Jr., of Medina, executor.

SEEKS TO SOAK AIRPORT

Akron Woman Asks Flying Field to Pay Her Fair Losses.

Akron, Oct. 15. Mrs. Agnes C. Dayton has threatened the city of Akron with a \$1,070 lien on the municipal airport, because she said she lost \$570 there on gambling and swindling devices.

The loss took place, she said, on August 12 during the Summit County Agricultural Exposition, sponsored by the American Legion at the airport. The devices, she said, were manned by four men later arrested and fined \$200 in municipal court.

The additional \$500 is claimed as exemplary damages.

Mrs. Dayton named the City of Akron, Summit county Vulture Number 468, American Legion, Summit County Agricultural Exposition and American Legion of Summit County defendants. She asked judgment and a lien on the airport.

BUILDING BURNS, BUT FAIR KEEPS RIGHT ON

Charlotte, N. C., Oct. 15. East wing of the main exhibition building at the North Carolina State Fair, Raleigh, burned to the ground during the second night of the fair Oct. 10.

Exhibits destroyed with the structure were mostly in agricultural forestry. Origin of the fire was not determined. Likewise there was no estimate of damages.

Fair continued as usual with a daily attendance ranging from 7,500 to 10,000.

Literati

(Continued from page 30)

of John O'Hara's New Yorker stories for publication in book form. Ogden Nash suffering from little trouble again, with Doctors Simon & Schuster attending, thus far unsuccessfully.

Edward A. O'Brien, the short story anthologist, in N. Y. for a three-week visit with Whit Burnett, editor of Story.

Advance orders on Gene Fowler's book of Mack Sennett, "Father Goose," total nearly 20,000. Publication date is Oct. 25.

Claude Kendall has bought American publication rights of "Murder Calling," by David Whitelaw, from Messrs. Geoffrey Bles of London.

Essandess scrapping the title of Hans Fallada's new book, "Who Once Entered Out of the Tin Bowl," and will substitute "The World Outside."

Middle Eastern Literary Assn., organization of librarians and booksellers in Maryland and Washington, D. C., held annual convention in Winchester, Va.

H. L. Mencken, regarded as one of nation's best known aesthetes, residing in Baltimore on Cathedral street, his home sandwiched in between a K. of C. club and a Christian Science church.

Norman Taylor, editor of botany for the new Webster's Dictionary, has been added to the Houghton, Mifflin staff as editorial and promotional adviser on garden, science and outdoors books.

Bennett Cerf put over a fast one on his partner in Random House and Modern Library, Donald Klopfer. Klopfer made a short trip to Hollywood and Cerf sent out gag stories that he was being tested for films.

Circuitous Routes

Week of Oct. 15

Al G. Barnes

Oct. 15. Lawton; 16. Vernon; 17. Tampa; 18. Amarillo; 19. Clovis; 20. Roswell.

Hagenbeck-Wallace
Oct. 16. Rome 16. Ansonia 17. Birmingham 18. Tuscaloosa 19. Selma 20. Montgomery 21. Phenixia.

Ringling Bros.-B. & B.
Oct. 15. Memphis; 16. Jackson; 17. Nashville; 18. Chattanooga; 19. Knoxville; 20. Asheville.

85 CONCESSIONS FINISH IN RED

World's Fair Loses Money for All Midway Spots—Only 5 Holdovers Come Out on Right Side

NEXT YEAR'S HOPES

Chicago, Oct. 15. With the World's Fair having two more weeks to go, the final check-up can about be made. And the lodgers indicate that out of some 90 concessions in on the profit-and-loss survey, only five will make money while two may figure to break even. And those that make money will just make pennants and nothing compared to winnings last year.

According to the concessions surveyed, these will come out on the right side: Midget City, Ripley's Odditorium, Rogers and Dufour 'Life', Murray Goldberg's guess-weight scales and the Greyhound bus lines. Those which may break are Black Forest, which was the big grosser of the season, and Belgium Village, which may get out due to the fact that the cost was amortized in 1933.

Heavy losses will be all the rides and red noise over on the Midway, far up on the island. Particularly such expensive rides as the Gravity coaster, the Conical slide and the Cyclone coaster. Among the Villages the red ink is pathetic. Some lost the total investment and their operation cost. Estimates on losses include Spanish Village, reported to have dropped more than \$300,000 as also Merrie England, Irish Village, Dutch Village, Colonial, Dutch, Shanghai, Mexican and Mediterranean Villages each approximately in six figures.

Fair went Village nutty and found it simple to rent space to some 17 Villages with figures showing the enormous profits generated by 'Streets of Paris' and 'Belgium' in 1933. But the boys forgot to mention that in 1933 there were only two Villages for those 22,000,000 visitors, while in 1934 there would be 17 scrambling for trade. Italian Village estimated to lose about \$75,000 with the Streets of Paris about \$50,000. Paris, the \$1,000,000 winner of last year, could have made profits this season also except for the fact that the joint had new owners who paid plenty for the concession and who poured a lot of extra coin into the grounds.

Hold-Overs

It will be noted that those which make money this year are those which have a low operating cost and which have remained over from last season with the same set-up. This was true to Belgium, Midget City, Life, the scales and the bus lines. Belgium, Life and the buses are particularly on the right side because of the fact that they paid for themselves in 1933 and that all they had to worry about this summer was their operating expenses. Black Forest is the only newcomer to this winners' list and it's still possible to figure that the Forest will end a loser.

Those guess-your-weight scales were the surprise of the year, their success overtopping the 1933 movie, the only concession on the Fair grounds which accomplished this truly amazing feat. Agreed that this stunt was due to the fact that this year's patronage was really much more carnival-minded than last year.

1936 Plans

Meanwhile talk about next year has quieted down considerably. A month ago there was plenty of gossip about a 60 or 90-day Cook County Fair in 1935. But these reports unleashed a storm of protests from various civic organizations which derided the continued desertion of the city's lake-front for commercial enterprises and commercial use.

Indoor Circuses Zoom Into Money; Ready 300 Shows for Winter Season

ACTS MAY GET PAY

Lincoln Fair Deficit Reduced so It May Go to 100% Payoff

Lincoln, Oct. 15. Nebraska's State Fair deficit, announced at the close of the 1933 show to be near \$7,000, was said last week to be only \$4,407 after all unpaid bills were considered at a meeting of the board. This represents no obligation on the part of the fair, however, since the annual amount, in an attraction contracts made on a pro-rata basis.

Free acts were paid off on a 60% basis at the close of the fair, and Secretary Reed stated at the time he did not think the 1935 legislature could be asked to meet the 1934 deficit, which would make the 60% payment final. However, with finding the deficit lower than expected, he stated the body would be asked to make up the difference. Performer groups to profit by the payment in case of legislative action in their favor include the Barnes & Carruthers office, Chl. Art Tackman's 'Echoes of Broadway' revue and 'Harlem Midnight Frolic' colored unit.

AKRON OFF CARNEYS; TO STIFFEN LICENSE

Akron, Oct. 15. In an effort to put an end to the type of street carnival that has aroused the antagonism of people in Akron this summer, Councilman Walter B. Rice is studying an amendment to the licensing ordinance that, if enacted, would materially increase the license fee the city would charge for permission to operate.

During the summer two well-known organizations played a downtown lot, and both were well conducted, but a smaller show played the outskirts of the city on several occasions giving the police considerable grief.

Circuses are charged \$300 a day here, one of the highest readers in the United States.

B. & C. Sue Thomas for 2 Grand on Fair Mix-up

Chicago, Oct. 15. Barnes & Carruthers has filed suit through attorney Harry Munn against Joe Thomas (Thomas Saxotette) for \$2,000.

Claim is for damages allegedly incurred when Thomas failed to appear for the fourth week of booking he had contracted for Fair week.

Small, but Black

Marion, O., Oct. 15. After operating at a loss for eight years, the 8th annual Marion County Fair, held recently, cleared a net profit of \$266.25.

Nearly all entertainment was restricted to home talent and exhibits were confined to those from Marion County and neighboring territory.

They said it was for two summers as a gesture to 100 years of Chicago progress, but enough was enough. The dailies generally have been hating this non-Fair element.

Quintus is expected to last until about December before any announcement will be made of next year's plans. According to Fair contracts the South Park board, which controls the Fair property, has 60 days beyond Oct. 31, the closing date of the fair, in which to state what they want done with the buildings on the grounds. According to the deal, the park board can take over these buildings, or order them demolished. It is expected they will claim certain of these edifices as public property, and will use them as the nucleus for next year's Cook County exposition.

Chicago, Oct. 15. More than 300 indoor circuses are expected to hit the auditoriums and stadiums this winter, the largest number of indoor circuses in the history of the business. Indoor trade has been on a steady climb in the past few years, and the 300 number this fall figures as more than double the amount of indoor shows last year.

Agents and bookers are already being contacted on nets and complete shows, more than two months before the indoor season even started. Many fair and even vaude agents are moving into this field, seeing in it a new revenue.

Most of the shows are being operated by organizations direct, the club taking the bulk of responsibility for paying off and keeping any coin that remains as profit. In the majority of cases the organizations running such shows are the Shriners, Elks, and Moose, the clubs making these circuses an annual affair for charity and fund-raising purposes. In other clubs such as St. Louis the indoor show is used by governmental departments to raise money for their various funds. In St. Louis the Police department regularly presents the circus for its benefic relief fund.

Auspices

In other towns the circuses are purely industrial promotions. But in these cases, too, some organization such as the American Legion is tied in for auspices. Organizations in whose name the show is presented usually receive a percentage of the gross.

It has been found that organizational plugging and backing is absolutely essential to the success of an indoor show. The sale of tickets is given heavy pressure in this manner, the buyer usually being given the impression that the circus is strictly for charity. When the Police or Fire departments back the show the pressure is even greater and the chances of a sell-out so much better. St. Louis police show is regularly a complete sell-out, the coppers selling duncans more than a month in advance.

Seeks City Taxation On Fair Concessions

Birmingham, Oct. 15. Asked because the city failed to collect license fees from concessions on the midway at the Alabama State Fair Commissioner Levey Robinson doesn't want it to happen again. In fact he wants an investigation as to why the concessions did not pay a fee this year.

An act of the legislature exempts state fairs from taxation by the state but Robinson claims there is no such city law. A bill may be introduced in the legislature in January to repeal tax exemption on state fairs.

Zach Miller's Judgments

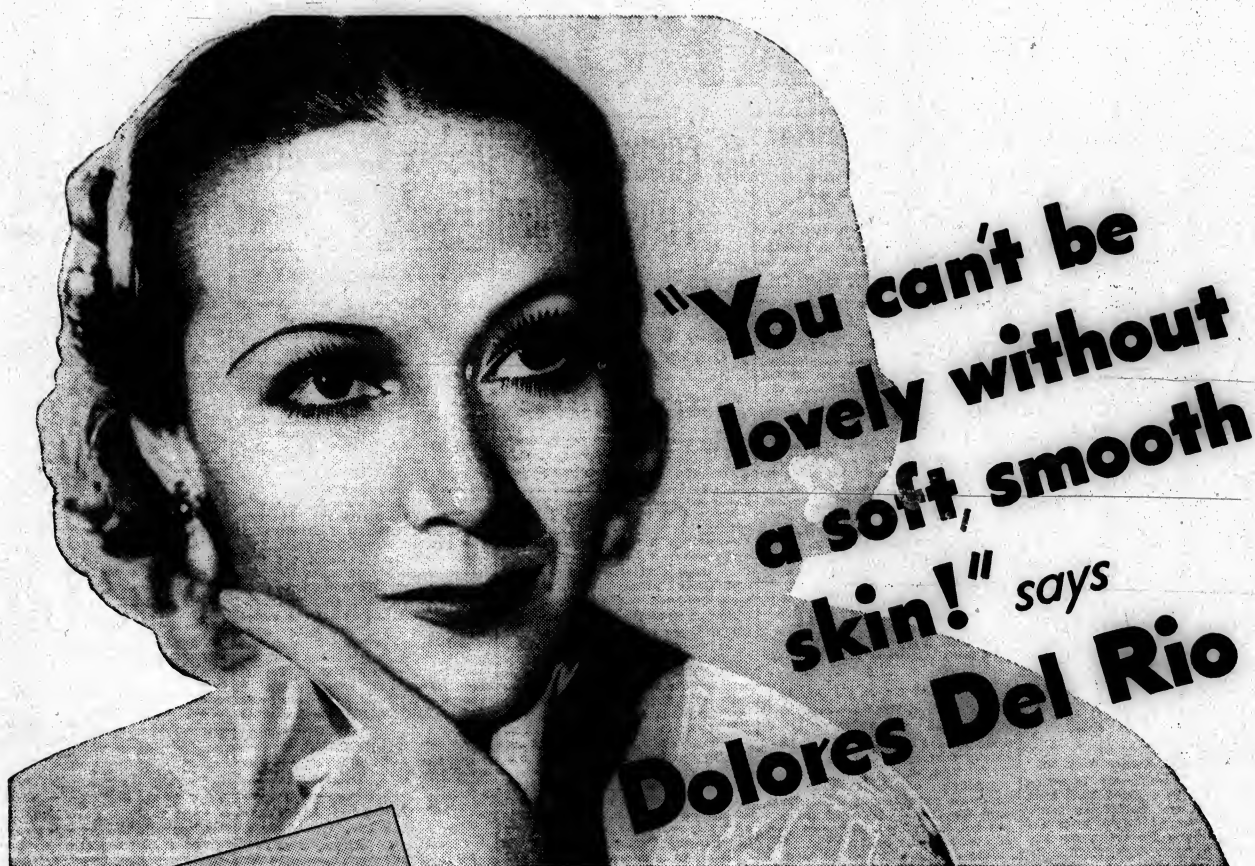
Oklahoma City, Oct. 15. Judgments totaling \$111.35 against Zach Miller and Virginia Miller, of 101 South, were awarded in Federal court here Thursday when they failed to appear in Government actions to collect past Indian land rents.

Zach Miller was named in three suits totaling \$24,666 back rent on 526 acres in Kay County. Virginia Miller was named as lessor in the other two suits, for \$12,777 back rent on 250 acres.

Black in Cheyenne

Cheyenne, Oct. 15. Frontier Tiger show a 150% profit this year, with the day show turning in the greater profit in money, \$4,642.15, while the night show had the edge on attendance with \$1,162.82.

Receipts for the day show were \$35,057, and for the night show \$20,545. With the night show took in \$5,444 and spent \$2,440.



"You can't be lovely without a soft, smooth skin!" says Dolores Del Rio

See
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She keeps her complexion lovely — guards against Cosmetic Skin — the Hollywood way

"I use cosmetics," says Dolores Del Rio, "but every tiny bit of stale make-up I remove *thoroughly* the Hollywood way. Then my skin is *protected*—kept the way I like it!"

Other charming screen stars . . . thousands of girls like *you* . . . keep complexions lovely with Lux Toilet Soap. This way they can use cosmetics as much as they wish and never risk Cosmetic Skin!

Cosmetics Harmless if removed this way

Unless you leave stale make-up in your pores to *choke* them, cosmet-

ics need not harm even delicate skin! But *choked pores* are trouble makers. They become enlarged. Blemishes, dullness—even black-heads—may result. Signs of unattractive Cosmetic Skin!

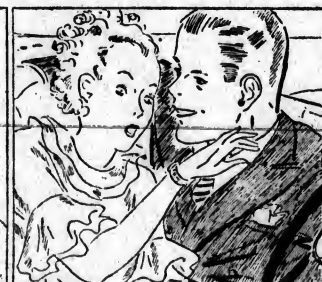
Don't wait for danger signals! Guard against Cosmetic Skin with Lux Toilet Soap. Its rich, **ACTIVE** lather sinks deep into the pores, takes out *every last trace* of dust, dirt, embedded powder and rouge. Use it before you put on fresh make-up, **ALWAYS** before you go to bed at night. In this way you *protect* your skin—keep it lovely.



"Beware me, I don't take chances with getting unattractive Cosmetic Skin! My complexion's too precious!"



"I use cosmetics, yes! But I always remove stale make-up *thoroughly*—the screen stars' way."



"And how Bill does take notice! I'm going to keep the complexion he loves me for now—I'm a Lux Toilet Soap user for life!"



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Vol. 116 No. 6

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64 PAGES

ROAD SHOWS GETTING COIN

13-Yr.-Old Strip Dancers Bring Jail Threat for Pa. Beer Spots

Lancaster, Pa., Oct. 22.

Nottled by the manner in which cheap tap rooms and beer gardens have been exploiting child entertainers, the State Department of Labor and Industry has cracked down on proprietors and entertainers alike, in this section.

Clyde S. Buckingham, Supervising Inspector for the department, has ordered a cleanup which will remove everyone not 21 years of age from the beer emporiums. At least 50 bands have been notified to drop child specialists or face fines of \$50 to \$200, with the option of a trip to the cooler, and a like proposition has been made to a score or more of groups of entertainers who work for an average of \$2 a night.

At the same time, a close check is being made to force all proprietors to replace girl of high school age with waitresses at least 21. Provisions of the States Woman's Law and the Child Labor Law are being evoked to compel the clean up.

Drive started when inspectors making routine check-up found conditions more serious than suspected. In one beerie a father was doing a guitar accompaniment for two sons, seven and 13. At 11.39 the father was 'out' and the two boys were

(Continued on page 54)

FRENCH FILMS FOR COLLEGES

Paris, Oct. 22.

Company for the exportation of French films to America, based on co-operation of the French Line and Harvard University, is being formed. Prime movers are Paul Charles Biver, general secretary of independent producers and exhibitors' organizations, and Jean Coupan, who recently visited New York.

Harvard's co-operation consists in the showing of one film a month at the university during the school year, thus absorbing seven or eight films. These will be selected by a Paris committee, of which Mrs. Carroll Greenough, wife of a Harvard professor lecturing at the Sorbonne, is chairman. Other members of the board will be French, chosen by the Countess de la Gabelle, Baroness Henry Chaulin and Mme. Andre Gilbert, who are members of the association 'Les Amis du Livre Francais.'

Committee will pick films, and Coupan, by his arrangement with the French Line, will show them on ships in New York harbor. Committee will act as censors, making sure it considers no story for un-

(Continued on page 51)

The 'X' Ball

The eight ball is fast disappearing from its original scene—the pool room.

Billiard parlor proprietors all over the country are now marking the black pellet with an 'x' instead of the regulation No. 8, because too many players have taken an eight ball home with 'em as a symbol.

THEATRE IN A HOTEL ROOM SEATS 55

Philadelphia, Oct. 22.

Smallest and most unique theatre in the world has been opened by Ben Wolf, son of Pennsylvania Senator. House seats 55 with a 55c top, offering legit plays, fresh from the manuscript.

Theatre is located in a hotel room at the swanky Warwick hostelry, with a real stage, curtain and scenic effects. Actors don't take themselves too seriously, occasionally leaning out into the audience (it's that close) for a puff on a cigarette.

House attendance averages fair: five to ten paper customers a night. Funny thing is that all news critics attend the weekly 'openings' and continue to razz unmercifully.

Dry College Prevents Beer Sponsorship of Football Over WGAL

Lancaster, Pa., Oct. 22.

Franklin and Marshall College has ruled that radio must not serve two masters—at least not at one time.

Up to date Station WGAL has been broadcasting the college football games, with a beer account serving as sponsor.

But, says Dr. H. H. Apple, college president, the two don't mix. A request came to the station about it, and after a conference Station Manager Hines Hatchett sent his staff ailed in quest of a new sponsor.

Student Weekly, college paper, carried a story in which college authorities were criticized for permitting the sponsorship when rules of the school are strictly dry. This, coupled with a complaint or two from local ministers, is believed to have been the pressure.

GOOD PLAY FOR TOURING LEGITS

'Cheer,' 'Follies,' 'Wilderness,' 'Roberta' Clicking—Boston Best Show Town Next to New York

CHI STILL DULL

That the road is hungry for shows is indicated by the excellent attendance reported drawn by most attractions with Broadway reps playing dates out of town at present. Heavy takings have been repeatedly grossed by 'As Thousands Cheer,' 'Follies,' 'Ah Wilderness' and 'Roberta' since the tours started.

Outside of New York, Boston is regarded the best show town so far this season, Chicago becoming secondary both in the number of shows and total grosses. Hub was supporting four attractions as against three in the Loop, while Philadelphia came to life last week with five attractions on its legit boards.

Smaller stands show as much show interest, especially New England points. Providence snapped out of it when George M. Cohan went there in 'Wilderness,' and last week was an eye-opener with 'Roberta,' which got \$7,000 in two nights, after averaging better than \$3,000 weekly during a three week Boston date.

Even Springfield turned out to see 'Roberta' which opened in Baltimore Monday (22) to the best advance sale in 10 years.

'Cheer's' business in the week stands on the way to Chicago has been outstanding.

'Follies' has been cleaning up in the Loop.

'The Green Pastures,' again invading the South, has been spotty but profitable.

NUDE PARADE IS MEX NITERY'S BALLY IDEA

Mexico City, Oct. 22.

Main street parade in Ciudad Juarez, across from El Paso, Tex., of 50 femmes, practically nude except for pumps, as a publicity stunt for a cabaret, prompted plenty of citizens to expel the spots owners one a Spaniard, the other a Portuguese.

Parade, held under a police permit, was headed by a brass band and boys letting off fireworks. Citizens want the cabaret owners run out of Mexico and parading femmes ailed with them.

Johann Strauss the Younger Coming; See More Foreign Artists for U. S.

And the Moral?

Exec and production staffs at the Radio City Music Hall run a weekly pool among themselves in which the one who comes nearest to guessing the week's gross is the winner. They turn in their guesses at lunch time each opening day, with only the first morning's biz to guide them.

Pool is ten weeks old, and thus far Florence Rogge, house ballet mistress, has won five times. Other winners have been Hazel Flynn (publicity) and Hattie Rogge (costumer). But nary a guy in the front office has even come close.

Johann Strauss, now 67, the younger and more prolific and popular of the two Strausses, father and son, who did so much to impress Vienna as the city of waltzes and romance, is coming to America for the first time soon. He may sail from Vienna by the end of this month.

Strauss is being imported by J. C. Stein, of Music Corp. of America, and Clifford C. Fischer, both at present associated in presenting the 'Follies Bergeres' in Chicago at the French Casino. When the 'Follies' moves to Broadway in December, Strauss and a huge Viennese orchestra of 60 will be inducted into the French Casino, which will be reconstructed along the lines of the Grosses Spielhaus, Berlin, and a large stage built for the orchestra.

American entrepreneurs figure that America is ripe for a waltz craze and believe that Strauss, who gave the 'Blue Danube' waltz and other classic compositions to the world can put it over.

Metro's 'Merry Widow' film and the Radio City spectacle, 'The Great Waltz,' based on the life and works of the two Strausses, are regarded

(Continued on page 51)

HIKERS BOOM AMATEUR NITES

Chicago, Oct. 22.

Hitch hikers and other transients traveling around the country have been cutting heavily into the cheap vaudeville time via the route of amateur nights.

They have been walking into booking offices in overalls and every other kind of dress, most of them without experience, and offering services for almost nothing, getting booked by being able to sing one song or ability to hoof a bit. Then, with a few square meals under their belts again, they leave.

Where they have not been able to get placed in a theatre they have been going to taverns and night spots for busking. That also is an old trick with them and a favorite in such spots, where anyone in ragged clothes can collect coin by offering to perform for toss-in.

Britain's Official

'Geo. V Reign' Film

London, Oct. 22.

Besides the shorts he is making, Winston Churchill is preparing a scenario of a full-length feature for London Films of 'The Reign of George V,' to be used for the occasion of the celebration of the King's 25th anniversary. Celebration is slated for next year.

Understand that at least one or more members of the royal family may be in the film, proceeds of which will go to charity.

CARTOON SPOT'S \$725 WEEKEND

Initial experiment in New York with an all-cartoon film program is reported above expectations at the Bijou, with public response instant. House, scaled at 25c, played to around 1,725 people on its first week-end.

One of the Schirmers of the music publishing house is said to be interested in the Bijou venture, but claimed that Walt Disney, with house being called the Mickey Mouse theatre, is involved in no way except on supply of films through United Artists. R. C. Cook is one of the officers of Cartoon Exhibitors, Inc., the company which is operating the Bijou.

Medicine Men

Professional actors as department store demonstrators of patent medicine is the latest. Kopylo, drug maker, is putting on 100 actors of both sexes for store ballyhoo in New York.

Advertiser is confining itself to ventriloquists, magicians, instrumentalists and pantomime comics.

Actors are being supplied by the American Federation of Actors. They are paid \$10 a week net and expenses.

Canadian Gov't Sees No Use for M. P. Bureau; Scraps Entire Outfit

Toronto, Oct. 22. Government shakeup today sees the reorganization of the Ontario Motion Picture Bureau, the abandonment by the government of further film production, the partial abandonment of film distribution, the sale of the Trenton studios, and the dismissal of 24 of the staff of 32. Among those falling under the Premier's economy axe are Major George Patton, director of the government bureau. Rest include film editors, operators, lab men, field men, color artists and clerical staff.

The Premier's contention is that the Government Film Bureau is serving no good purpose, in continuing the making of films. The equipment is out-dated, the films are bad, and there are no government funds for an expenditure which might make the pictures better in the way of equipment or placing first-class technicians on the payroll.

The Prime Minister claims the government film staff had been "doing nothing for six weeks. He claimed that last year the Government Picture Bureau spent \$75,000 and collected a scant \$8,000 in revenue. The eight remaining workers will be absorbed into the Department of Education, their chief task being the distributing of such old film subjects as may be required for showings in schools.

Wrong Leg

Hollywood, Oct. 22. Several months after release of "Treasure Island" someone looking through the Stevenson tome discovered that Long John Silver was minus his right leg and not the left as portrayed by Wallace Beery.

WILL NOT FILL MORROS' JOB

No replacement is being considered by Paramount for the post which Boris Morros vacates Nov. 1. Morros is transferring to the Paramount studio in Hollywood in a production capacity.

In New York Morros was in charge of the stage producing and booking for Par houses. When the New York Par went straight picture the production activity fell off. Bookings will be handled through Par's own booking office under Harry Kalchelm.

Ham to London for J-S, Jack Votion Back to U. S.

Hollywood, Oct. 22. Harry Hamlin flies for New York Wednesday and thence to London as manager of the Joyce-Selznick office there.

Jack Votion, current London manager, returns to Hollywood after two years abroad.

Raft Back with Bernie In 'One Night Stand'

George Raft, who used to do the sock dance finale for the Ben Bernie band, reunites with the old maestro in Paramount's "One Night Stand," the Bernie band's second Paramount picture. Queenie Smith will be in it also, her second chore for Par.

Leo McCarey directs. Principal femme lead not yet set.

Bernie tackles the Par pic in a month, barnstorming his way from Loew's State, New York, where he is currently, to the Coast in one-nighter dance dates. Only one other intermediary stop-off, at the Fox, Detroit.

TENNIS CHAMP IN PIX

Hollywood, Oct. 22. Fred Perry, champ tennis player who recently played in Coast tournaments and went for rounds with the film crowd, is due to come back from Australia next year and take a production assistant's job on the Paramount lot.

The tennis topper sailed last week after touring Europe and the U. S. since last spring.



WILL MAHONEY

The Evening Standard in London said: "The oldest joke in the world, still the funniest, is a man who inadvertently falls down. It needs a supreme clown to do it properly, and Will Mahoney, the American comedian at the Palladium, has brought it to perfection."

Direction
WM. MORRIS AGENCY
Mayfair Theatre Building
New York City

Agts. Sue to Learn Where They Stand Re Shirley Temple

Los Angeles, Oct. 22.

Suit to determine their contractual relations with Shirley Temple were filed in superior court Friday (19) by attorneys for O'Reilly and Mann, agents. Plaintiffs assert that they drew up a contract with the child star Oct. 26 of last year and were notified of their discharge June 15 of this year.

Agents declare that they secured for the child actress a contract at Fox and later arranged for four weeks of personals in New York at \$7,500 a week. Latter deal was nixed by the studio.

No damages or payment of commissions are sought in the complaint, the action being instituted for declaratory relief and a definition of their status.

U's 'Diamond Jim' Pic

Universal has acquired the screen rights to "Diamond Jim" Parker Morell's blog of Diamond Jim Brady. Deal includes a short term for the author who will leave this week for Hollywood to make the adaptation.

Morell is a jeweler who became interested in writing the book through handling Diamond Jim's jewels for the latter's estate.

REVEL-GORDON EAST

Hollywood, Oct. 22. Harry Revel and Mack Gordon planned out Sunday night (21) for New York.

Pair want a two-week vacation on Broadway.

Religious OK on 'Power' Causes Loew's To Change Its Views and Book Film

Loew's has completed a circuit deal for "Power" (GB) after delaying for several days and practically canceling the film. Circuit asked for the film when it opened at Radio City Music Hall, N. Y., but got frightened at the religious angles and tried to get out of it. Development that the film had strong Jewish endorsement, however, again forced a change of mind, with deal going through.

When hesitation was first noted A. P. Waxman, publicity head for G-B here, talked to Rabbi Stephen S. Wise, who felt so strongly in favor of the film that he preached a sermon on it, praising it on his regular radio hookup. Waxman also went to New Jersey and screened the film especially for Albert Einstein at his home, with the professor writing a letter praising the film.

Hays Trainmaster

Los Angeles, Oct. 22.

Jack Lewis of the Hays office is on the Union Pacific seaphy train leaving here today (Monday) for a transcontinental record as official representative of the picture industry.

Other flimsers on the train are Henry Hull and Anita Louise.

FRED McMURRAY'S CHORE

Hollywood, Oct. 22.

Fred McMurray, on Paramount's contract list without getting a call except for a loan-out to Radio, gets the lead as his first job on the home lot.

He has the top in "Gilded Lily," in which Claudette Colbert has the other corners.

H'wood Baedeker Indicating Pic Star Homes May Kill Off Guides

Bellamy, Helen Vinson Set for 'Wedding Night'

Hollywood, Oct. 22. First spots filled in Samuel Goldwyn's "Wedding Night," co-starring Anna Sten and Gary Cooper, are parts handed Ralph Bellamy and Helen Vinson.

"Wedding Night" is slated to start around Nov. 1 after Miss Sten returns from the New York opening of "We Live Again," her second for Goldwyn. King Vidor directs.

Assassination Newsreels Set New Records

London, Oct. 22.

Gaumont-British newsreels is believed to have established a new world record by showing shots of the funeral of King Alexander in London barely 10 hours after the event occurred.

G-B cameramen flew the 1,400 miles between Belgrade and London without the waste of a minute by relaying four planes. Machines waited for him in Vienna, Frankfurt and Brussels with motors running and he hopped off from each spot as quickly as he arrived, developing the film en route.

Paris, Oct. 22.

Even though they had trouble getting their film out of the country, newsreels had a break in the shooting of King Alexander of Yugoslavia and Foreign Minister Louis Barthou, for all of the big companies had crews in Marseilles for the arrival of the king and were on hand at the moment of the assassination.

Fox had the Mejat brothers, George and Raymond, on the job, and although they did not have the lens on the king at the moment he was shot, they got the next best thing. They got Colonel Priollet, horseman who rode beside the king's car, in the act of saluting the murderer, knocking him from the running board to the ground. Swinging a light hand camera quickly, one of them got the murderer on the pavement, still firing, and the other got the king sunken back in the seat of the car, probably dead already.

Pathe Natran operator named Forester was shot and seriously injured, either by the wild pistol fire of the assassin or by the indiscriminate firing of police, who lost their heads and opened on the crowd.

Despite efforts of Fox Movietone to score a newsreel scoop on pictures of the Yugoslav monarch's assassination, by flying 650 miles out to sea to pick up the film, Paramount actually was first on Broadway with this screen story.

Par sent a fast boat out to meet the S.S. Washington at Quarantine and had its pictures in the Embassy, and at its own Broadway Paramount at 11:30 Thursday morning (18). Scoop was made possible because Par had developed and titled the stuff in England before putting it on the boat.

Reels of all news companies were on the Washington, which docked early Thursday morning (18). Day before Fox had sent out a plane to pick up its negative, but plane nosedived into the water and a mechanic drowned, the Washington picking up the flying crew.

Newsreel material on the assassination rated page 1 notice by the New York Times for the first time. Ferdinand Kuhn cabled a review of the reel material for use Sunday (14) but forgot to credit the maker. Footage was Par's.

DE SILVA GETS ALICE FAYE

Hollywood, Oct. 22.

Fox will feature Alice Faye in "Nymph Errant," musical to be produced by Buddy De Silva.

Mina Faye, just back from the East, goes into George White's "Scandals" ahead of "Nymph."

Hollywood, Oct. 22. The price of screen popularity is becoming higher than ever in Hollywood. That pictures and stars are one of the main tourist attractions in Los Angeles, the Chamber of Commerce to the contrary notwithstanding, is admitted by everyone, particularly the tourists.

Now comes a pair of smart lads who have published the "Easyway" map which shows the exact location of the home of every picture star residing in Hollywood, Beverly Hills, Toluca Lake and Brentwood. An Iowa, if he spends a buck for the map, can peek into the home life of any star, can get a load of the front yard by simply walking down the street with the Hollywood Baedeker in his hand.

Information in the book was gathered from city and county records. Every section where picture people live is mapped out with the name, address and description of the home on the exact location in the map.

In case there is a possibility of the visitor wishing additional information, "Easyway" has made tie-ups with real estate dealers in the various sections to give out more information about this and that place.

New gag, if it is plugged properly, will kill the personally guided tours which have been popular for several years. One for the most part has been a phoney with the lads who conduct the tours, handing out any kind of information to make the tourists feel they are getting their money's worth.

Owners of the map intend to do an advertising campaign that will reach the tourists as soon as they land in town. That will outpace the guides who confine their activities to the sections where the stars live.

Powell's 'Gondolier'

Hollywood, Oct. 22.

Warners has bought "Gondolier," original musical by Sig Herzig, Hans Kraly and E. Y. Harburg, as a probability for Dick Powell.

Sam Bischoff produces.

12 Pic Rhumbaers

Havana, Oct. 22.

Group of 12 rhumba dancers left here last night (Saturday) for Los Angeles to appear in Paramount's "Rhumba."

Dancers were recruited by Marion Gering, who directs the picture. Gering was here last week making backgrounds for the feature.

GREEN'S B'WAY YEN

Hollywood, Oct. 22.

Harry Green left for N. Y. today (Monday).

Will either try for a stage show or personal appearances for one month before returning around the first of the year to resume at Fox.

SAILINGS

Oct. 17 (London to New York), Cardini, Four Jesters, Al Krellberg (Berengaria).

Oct. 17 (Los Angeles to Honolulu), Spencer Tracy (Mariposa).

Oct. 19 (New York to London), Mark Ostrer, Jeffrey Berner, Michael Balcom, Anna Mae Wong, Jack Cohn, Nora Pilbeam, William F. Fisk, Americo Abaof (Aquifania).

Oct. 24 (New York to London), Berthold Viertel (Washington).

Oct. 20 (New York to Paris) Steve Fitzgibbon, A. J. Richards (Ile de France).

Oct. 20 (New York to Madrid) Vicente Saiso (Habana).

Oct. 18 (London to New York), Mary Ellis (President Harding).

Oct. 21 (London to New York), Sir Francis Towle, Kathryn Hayden, Clifford Whitley (Majestic).

Oct. 21 (Los Angeles to New York), Archie Gortler, Mrs. Los Halper, Mrs. Leo Fortstein, Carl Laemmle, Jr., Harry Zehner (Santa Rosa).

Nov. 9 (Buenos Aires to Gibraltar), Arthur Loew (Asturias).

ARRIVALS

Flo. Holt, Val and Ernie Stanton, Athol Stewart, Helen Chandler, Yvonne Printemps, Pierre Fresnay.

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PICTURE GUILD NIXES NRA

Screen Guild's Prez, Eddie Cantor, In N.Y., Urges A.F.L. Affiliation

Producers and the Screen Actors' Guild are at an impasse. This much has been admitted by Eddie Cantor, president of the Actors' Guild, in New York on Sunday (21). The Hollywood producers, according to Guild's opinion, will not meet the actors halfway, and the only recourse left to the Guild is to join the American Federation of Labor.

That the Guild will join the A. F. L., if at all possible, was assured by Cantor himself. If a charter could be achieved through Equity, all the better. But whether Equity is mixed in the thing or not, the A. F. L. connection is being sought.

Application for a charter has already been made. Quite apparently it appears that the same committee or another which is seeking the A. F. L. charter is also talking with Equity about the situation.

There seems to be considerable friction over the point that no feasible treatment is possible with the producers that would permit the Screen Actors' Guild to remain an independent body. It is another attitude that doesn't make for feasible relations between the two sides.

The actors resent such a condition and it seems that in the discussions which have been had with the producers and their reps, the 'domination' angle was all too apparently indicated by the producers.

On another tack the actors feel that, down to cases, the producers would rather trot along minus any actors' Guild, and this is another attitude that doesn't make for feasible relations between the two sides.

So far there is no indication what the final outcome will be, but all sides are awaiting anxiously what the A. F. L. viewpoint will be.

Equity is being asked to recommend the Screen Actors' Guild hookup one way or another. The chances look good for Equity to agree with the actors' stand.

\$150,000 'American Tragedy' Libel Suit Vs. Par Is Settled

Settlement of a \$150,000 libel suit against Paramount, pending in the courts for some time, has been agreed upon between the trustees and counsel for Mrs. Minerva Brown, who sued Par on the grounds its production of 'American Tragedy' several years back damaged her. Amount compromised is claimed to be very nominal. Papers covering the settlement agreement will be filed before Special Master John E. Joyce for his approval before going to the courts.

Litigant in this instance brought suit against Par as the mother of the girl for whose murder Chester Gillette was tried and convicted, the case which formed the basis of the Theodore Dreiser story Par bought for filming. It was claimed the picture libeled the mother of the girl.

WB SIGNS RUDY VALLEE FOR THREE MORE FILMS

Hollywood, Oct. 22. Warners has optioned Rudy Vallee for three pictures after 'Sweet Music'.

Crooner will return to the Coast for the first of these following his closing at the Hollywood Restaurant, New York, in June.

1ST ACAD REINSTATEMENT

Hollywood, Oct. 22. First application for reinstatement to Academy membership since the Academy's last spring, came Saturday following first exposure of a possible strike intention by the Guild's leaders.

Checking All Stars

Number of inquiries to VARIETY on grosses, length of runs, etc., of plays and pictures from sundry advertising agencies indicates an intensified co-relation of commercial radio with the stage and screen, particularly the screen.

Data usually sought also seeks relative b.o. worth of the film stars, an approximation which VARIETY picture grosses each week tell, as of the moment.

Patently, the dial-in appeal of a radio satellite is being paraded with the standard popularity of that star on the screen or stage.

CARROLL-FOX PIC DEAL OFF; ERPI CHILLS

Hollywood, Oct. 22.

Deal for Earl Carroll to produce one picture for Fox release, with Erpi putting up initial financing of around \$100,000, is colder than an Arctic Igloo.

Proposition, which has been on and off for some time, finally chilled when Erpi was said to be unwilling to go any further than the original \$100,000, and balance of the \$400,000 negative cost was not available.

FOX LOOSES MALE DUO FOR B'WAY LEGIT

Hollywood, Oct. 22.

Fox has given Mitchell and Duran a year's leave of absence to go to New York with the possibilities of going into 'Calling All Stars,' the Lew Brown musical. If the Brown deal doesn't pan out, they go to England for vaude and cafe.

During the year Fox retains the right to bring them back to Hollywood for pictures on a two weeks' notice.

Rowland's Appeal Time In Velez Case Lapses

Hollywood, Oct. 22.

All-time limit for William Rowland to appeal from the ruling against him in the Academy conciliation proceeding on Lupe Velez's \$7,500-claim expired Saturday (20). Attorney Ralph Blum, representing Velez, says his next move will be to apply to the State Arbitration Board for a court order compelling Rowland to satisfy the claim.

Rowland has no further recourse in the case which had been kicked out of court here and tossed into the Academy's lap for settlement.

2 Legits Go H'wood

Two players from legit left for Hollywood Thursday (18) to fulfill contracts for one picture each.

Francis Lister, who did the lead in 'Red Cat,' goes out to appear in 'Clive of India' for 20th Century, which has option on him. Barton MacLane is set with Warner Bros.

Both deals set by Leah Salisbury.

PETITION EQUITY FOR AFFILIATION

Producers Sense Threat of Strike in Actors' Move Toward Unionization—'No Equity' Retort Bosses

8-HOUR DAY

Hollywood, Oct. 22. In two quick moves the Screen Actors' Guild rejected NRA and started negotiations with Equity for affiliation, under a separate American Federation of Labor agreement. Producers interpret this as the first move toward a strike.

Sudden ending of negotiations for an actors' code of fair practice within the film code came Wednesday (17) night when, at a meeting of the five-and-five committee, the producer conferees notified the player members that they unilaterally opposed in toto the various clauses demanded in the code by the actors. At this the actor members quit the session and called a halt on the series of meetings of the committee that have been going on for several weeks.

The following night the directors of the Guild and its advisory committee met in a secret session with Frank Gilmore of Equity and passed a resolution to ask Equity to share its affiliation with the Guild so that the film body can go into A. F. of L. as an autonomous body. Later a proposal was drawn up to this effect to the Equity council with unionization of Hollywood film actors now resting on the shoulders of this body.

1929 Strike Harking back to Equity's abortive strike here in 1929 producers still say they are opposed to this organization's domination in Hollywood. An important spokesman for the (Continued on page 15)

When Crosby Subs Lanny Ross at Par Tunesmiths Squawk

Hollywood, Oct. 22.

Paramount's withdrawal of Lanny Ross from the cast of 'Mississippi' is causing the studio considerable headaches. Original score for the picture was written by Rogers and Hart. When studio replaced Ross with Bing Crosby, it was discovered that the score wouldn't fit Crosby's voice.

Studio then decided to have Gordon and Revel write new tunes, but Rogers and Hart rebelled, claiming that it would hurt their rep. Par then back-watered, commissioned the latter pair to mold tunes to fit the Crosby voice.

7 British First Runs on B'way

4 Are in Sure-Seaters and 3 in Big Houses, Incl. One at \$2

New high in simultaneous Broadway showings of British films will be set this week, with seven pictures running in that many theatres on the main stem.

Besides the two Gaumont-British pictures, 'Man of Aran' on a two-day basis at the Criterion and 'Little Friend' at the Roxy, there is 'Man Who Changed His Name' (Twickenham) holding over for a second week at the Westminster. 'Loyalties' (Auten) is scheduled to open at the Mayfair tomorrow (Wednesday) and same day will

Blumenthal's Petition for Fox Theatres' Reorg. Withdrawn; Co. Remains Under Equity R'c'v'rship

No Clothes Dummy

Hollywood, Oct. 22. Clothes modeling as a sideline has netted a well known film actor a handsome return. Incensed at being asked to pose for a commercial tieup without a mention of recompense, the beau brummel blew up and told plenty.

Among other things, he wanted it known that in the last two or three years he has made \$60,000 by this means. Further, that he recently turned down \$3,500 from a clothing manufacturer to wrap one of their new models around his frame.

ALL FOX PRODS. FIGHTING FOR SHIRLEY

Hollywood, Oct. 22.

Shirley Temple has precipitated a battle among Fox producers. Every associate producer on the lot with the exception of Eric Pommer is wearing a private path to Winnie Sheehan's office with a story idea in the child. Sheehan himself wouldn't mind grabbing a story that would fit the kid.

Sol Wurtzel, currently completing 'Bright Eyes,' the newest Temple opera, has several other stories that appeal to him. E. W. Butcher has 'Heaven's Gates' which will get down this. Al Rickett gets her for 'Meal Ticket' if story difficulties are ironed out.

Buddy De Sylva, Jesse Lasky and Robert T. Kane are all hunting Temple possibilities and are reading all of the hundreds of kid stories that are coming to Fox since the studio announced it was looking for Temple material.

George White seems disinterested in the youngster. He turned her down when agents tried to sell her for his last year's 'Scandals' picture. Buddy De Sylva grabbed her on the rebound for 'Stand Up and Cheer.' His catch made picture history.

CROSBY'S 'NIGHTINGALE'

Hollywood, Oct. 22.

Paranoid will star Bing Crosby in 'The Yellow Nightingale,' a recent story buy from Herman Bahr. Yarn is being scripted by Benjamin Glazer.

There are three other simultaneous British showings in all of the Broadway sector sure-seaters and three in major Broadway houses.

DuWold Pictures, indie distrib, gets the break with three of the bookies, spotting those at the Westside, Cameo and 55th St. Harold Aron looked two, at the Mayfair and Little Carnegie.

Those who instituted the petition for reorganization of Fox Theatres under Section 77B of the new Corporate Bankruptcy Act, have now withdrawn their petition. They have undertaken to withdraw without prejudice to a renewal at a later date. Indications are that the matter is dead. Thus Fox Theatres stays under equity receivership.

The blowoff on the petition under Sec. 77B, came with examination of A. C. Blumenthal by Attorney Archibald Palmer. Palmer was contesting the good faith of the petition under provisions of the new Corporate Bankruptcy Act which conditions that such actions must be in good faith before reorganization can be permitted.

Blumenthal first took the stand late Thursday (18). Under Palmer's questioning Blumenthal was found contradicting himself on occasions. Blumenthal may have been nervous at the time; reported that process servers were awaiting him on the outside to serve him for appearance in the Vanderbilt baby guardianship case.

Blumenthal told about presenting his sister with that \$400,000 or \$500,000 claim through which she came in as a petitioner in the Fox Theatres situation. Her name is Miriam Rogers. She lives in Boston and had testified previously as to her own connection. Blumenthal gave testimony as to how he came to employ former Judge Kelly as his attorney. He indicated that he got a list of the Fox Theatres creditors through the Nathan Burkan office. Burkan is attorney for Blumenthal in other matters. Palmer tried to connect the Columbia Pictures claim with the Blumenthal affiliation. (Continued on page 61)

ADVISORY COUNCIL FOR EXTRAS' RELIEF

Hollywood, Oct. 22.

An advisory council adjunct to the Central Casting Bureau was organized today (Monday) with members including Mary Pickford, church leaders of all denominations, heads of various relief agencies and Prof. Gordon Watkins, dean of the University of Southern California.

Purpose of the council is to consult on social welfare of extras with view to ameliorating their distress. First meeting is set for Oct. 25, Miss Pickford presiding.

Fain Trouping

Hollywood, Oct. 22.

Sammy Fain, Warners' chief writer, is getting used to doubling as an actor in addition to his song writing with Irving Kahal.

Cast as a music plunger in 'Dames,' Fain has again been set in for a similar part with Rudy Vallee in 'Sweet Music.'

U TIES CAROL COOMBE

Hollywood, Oct. 22.

Carol Coombe, daughter of Sir Thomas and Lady Coombe of Australia, had her three months' option picked up by Universal and will get her first picture part in the Baby Jane starring film, 'Straight from the Heart.'

Kurt Neumann directs, with picture scheduled to go to Oct. 29.

TERM JUNE CLAYWORTH

Hollywood, Oct. 22.

June Clayworth has had her option taken up at Universal.

Former New York artist's model, known as the ad girl in the 'As You Desire Me' promotions, has been at the studio a few months and just finished lead in 'Strange Women.'

First Division, Backed by Pathe, in A Move to Expand and Acquire Wider Dist. of Brit. Pix for U. S.

First Division, largely backed by Pathe, is ready to spread its wings internationally and go in for wider distribution of films throughout the U. S. Company is being widely reorganized and is taking on more product from several sources, plans including also eventual American distribution of all available British product.

Company is also going after the leading American independents.

First step in the reorganization was the naming of Darío Faralla as treasurer of the company. Faralla is Pathe appointee, having previously held executive financial posts with Pathe, Associated Exhibitors and P.D.C., among others. He will go to Hollywood to headquarters in order to watch producers of such indie films as F.D. will distribute, and also to contact possible producers there for the company.

From the other standpoint of international spreading out, William F. M. Fisk, v. p. of the company, sailed for Europe Friday (26) to contact several British producers. He is going over to discuss details of a proposed deal which would give his company all British International films for America. Lou Metzger, B.I.P.'s New York rep, has already been talking over angles of this deal with First Division but Fisk will take it up direct with John Maxwell and Arthur Dent.

Means Most Indie Brit. Pix

If deal goes through with B.I.P., First Division will have call on practically all the indie British product. Except for Gaumont British, distributing on its own in the U. S., United Artists has London Films and British & Dominion. Only other product left, outside of what F. D. is dickering for, is Twickenham (Julius Hagen), distributed here by M. J. Kandel, and that consists of merely half a dozen films a year. Also, Captain Harold Auter has Basil Dean's Associated Talking Pictures product.

First Division tried hard for a while to effect a deal with Gaumont-British for distribution or amalgamation of the American companies when G-B first announced its intention of crashing the U. S., but it was no go.

For a while First Division also thought it could get British Lion for the U. S., another small company, but no deal was consummated. Sidney Smith, head of British Lion, is on the same boat with Fisk going back and something along this line may yet be figured out.

Coincidentally Jeffery Bernerd, Mark Ostrer and Michael Balcon, Gaumont-British execs, are on the same boat going back to England.

N. Y. Censors Cause Short to Be Yanked

Frankie and Johnny, the two-reeler starring Charles Laughton and his wife, Elsa Lancaster, produced in England and distributed in the U. S. by DuWorld Pictures, was jerked at the Westminster theatre, N. Y., just week after one day's showing by order of the New York censor board.

Pic was censored and okayed last summer, but distrib had changed the title sheet since without notifying the censor board. It's being fixed up now.

Bob Harris Sells U A Story; Also Prod. It

Hollywood, Oct. 22.

Robert Harris sold Universal his opera story, 'Sing Me a Love Song,' and rejoins the company after being off its pay roll for three months to produce the picture version.

Burton Directs 'Guys'

Hollywood, Oct. 22.

David Burton returns to Metro to direct 'Three Wise Guys,' the Damon Runyon story. Bartlett Cormack is scripting.

GLOBE TROTTERS

Arthur Kelly in Far East, Arthur Loew in South America

Singapore, Oct. 22.

Arthur Kelly, head of United Artists' foreign department, left here Saturday (20) for Shanghai. He is now on his fifth month of a round-the-world tour which will take him through the entire Far East before he returns to New York by way of Europe.

Buenos Aires, Oct. 22.

Arthur Loew, head of M.G.'s foreign department, is due here tomorrow (23) from Rio de Janeiro to complete the South American end of his current round-the-world trip. He sails from here Nov. 9 for Europe.

U.S. SUPREME CT RULES FOR DIST. IN EXHIB SUIT

Washington, Oct. 22.

U. S. Supreme court today refused to reconsider the decision of the Ninth Circuit Court of Appeals in favor of the Los Angeles Film Board of Trade and four large producers in a case asserting violation of the Sherman anti-trust law. Decision which the high tribunal declined review was a reversal of a Federal District court finding, which gave Pac Robinson of the Seville theatre, Inglewood, Calif., \$25,336 damages following a conclusion that the Board of Trade, First National, Metro, Universal and Fox had conspired to deprive the Inglewood house of adequate supply product.

Seeking reconsideration of the unfavorable Circuit court action, Robinson told Supreme court that defendants 'acting under the advice of plaintiff's competitors, conspired to refuse and did thereafter refuse, to furnish plaintiff with motion picture films in fair competition.' Charged that companies, through use of the standard license agreement, and zoning and clearance provisions of contract, through the board rezoned the Seville theatre, 'out of the Inglewood zone, where it was built, situated and operated profitably into an arbitrary Los Angeles where it never was situated,' and did not touch other Inglewood houses in this revision.

Par Trustees Reject Saenger Deal; Richards Due In, Expect New Plan

Paramount trustees have nixed the partnership arrangement which had been a possibility with E. V. Richards for the operation of the Saenger circuit in the south. Instead, a new deal may be made. Conflict of accountants' figures, as to the financial and operating condition of the Saenger circuit, said to be the reason for the delay after nearly two years of negotiation.

E. V. Richards is expected in New York this week to bear down on the trustees with a battery of counsel.

Richards, presently, besides being trustee of the Saenger outfit under the new bankruptcy laws, also is a member of Adolph Zukor's advisory committee of three on all Par affairs.

The old Richards deal would have granted Richards personally an outright equity of over \$1,000,000, according to accounts, in the Saenger circuit. Par's entire equity in the Saenger chain is figured at slightly

over \$2,000,000. It may be bigger, however, but official figures are lacking.

This way the Richards deal would have differed from all other field deals made by Paramount since receivership and bankruptcy. All other partnership deals condition an option to Paramount to repurchase of the field partners' interests under certain conditions. So far as known no such condition was being considered in the Richards plan, a fact to which Par trustees further objected, it is said.

The Par trustees, however, apparently with the consent of all creditor groups figure on making a new deal under which Richards can obtain a 50% operating interest in the Saenger group, which would not advantage him over all other partners in the field.

There are around 23 houses in the Saenger circuit. These are stated to be covered by a blanket mortgage of around \$1,500,000. The circuit is valued at around \$6,000,000, according to creditor estimates.

Indie Tex. Air Pic

San Antonio, Oct. 22.

Production is under way on Kier-Phillips pic, 'Wings Over San Antonio,' a seven-reeler for National Pictures, local indie outfit. Graduation at Kelly Field, advanced stage of Air Corps training center, was initial shot. War Department permission was necessary to film this one.

Paul Willett, author-director, Marvin Jacobs and Jimmy Zintgraft, cameramen. Deal on with World Wide Film Corp. of New York to distrib.

Port. Censors Would Classify Pix for Parents

Portland, Ore., Oct. 22.

Classification of pictures for the information of parents is being considered by the city picture censor board.

William A. Cutts, representative of subsequent run theatres on the board, presented a resolution calling for the classification of pictures on the basis of showing only to adults or on the basis of family pictures. The resolution was held up for further investigation until the presence of J. J. Parker, representative of the first run houses, can be assured, but the viewers were directed by Robert M. Mount, chairman, to keep the matter in mind and classify the pictures in their own minds as they go along so it can be determined later whether such a step would be a good thing.

Cutts said that he had suggested such a proceeding even before the activities of the Legion of Decency and that since that time trade papers, communities and many unofficial censorship bodies have adopted the plan. He pointed out that the 1934 crop of pictures is about due, and it is probable that they will be better pictures.

He suggested the viewers stamp on the permits issued a statement as to whether the picture is passed for adults or for a mixed audience. He also remarked that some pictures which are condemned in whole or in part in other cities are passed here without eliminations and suggested there should be closer cooperation between the board and the viewers to get more uniformity in censorship.

The board directed the viewers to be more specific in their eliminations and to demand the continuity sheet so their eliminations may be more accurate. They also were told to let the distributors know they cannot direct the viewers as to what cuts to make, nor argue about the cuts nor try to talk the viewers out of them. It was also announced that viewers who attend the regular meetings will be the board who will get preference in the assignments.

Formal Ratification of New Fox Met Deal Expected This Week

Par Sales Powwow Oct. 26-28 in Hot Springs

Paramount home office has issued orders to all its district managers to attend the annual fall meeting of its district sales heads scheduled to be held this year at the Homestead hotel, Hot Springs, Va., Oct. 26-28. Home office distribution group headed by George J. Schaefer will attend to discuss sales policies. Others from headquarters will include Neil Agnew, Joe Unger, Charles Reagan, M. J. Milligan, Bob Gillham, Donald Velde, G. B. J. Frawley, Herman Lorber, Knox Haddow, Arthur Dunne and Fred LeRoy.

PAR BOARD NOW 13; NUMBERED 17 YEAR AGO

The Paramount board of directors, which has scheduled a meeting for tomorrow (Wednesday), now stands at 13, as against 17 of a year ago, with the probability that new members may be elected either Thursday (25) or immediately on top of reorganization shortly expected.

Present board as officially recorded in Par during the past week, includes the two Zukors, Adolph and Eugene J., Frank Bailey, Jules E. Brulattor, Emanuel E. Cohen, Walter B. Cokell, John Cecil Graham, Felix E. Kahn, Gilbert W. Kahn, Austin C. Keough, Maurice Newton, George J. Schaefer and Sir William Wiseman.

Of this board only seven are Paramount executives, while the banking element is represented by three partners in the house of Kuhn, Loeb & Co. and one of Hallgarten & Co. as members, Sir William Wiseman and the two Kahns, Felix E. and Gilbert W., all of Kuhn-Loeb, remain on the board, as also does Maurice Newton, head of Hallgarten & Co. Strength on the Par board as it now stands is close to the outside, with six men on it, not identified with Par as against just seven who are. Frank Bailey and Jules E. Brulattor are others on the outside of Par.

Recent resignation of Sam Denbow, Jr., created one vacancy on the board which it is believed may be filled.

New executive lineup in Par has also been officially recorded with Adolph Zukor as president; Emanuel Cohen, vice-president; Walter B. Cokell, treasurer; Eugene J. Zukor, assistant treasurer; Austin C. Keough, secretary; Norman Collier, Frank Meyer, Albert A. Kaufman, and Walter B. Cokell, assistant secretaries; Montague F. Gowthorpe, comptroller; Fred Mohrhardt, general auditor; Edward A. Brown, cashier, and George J. Schaefer, general manager. These are the official titles and the official setup as of today and represents numerous changes as a result of resignations, promotions and executive switches. The parent company formerly had several vice-presidents, now it has but one, Emanuel Cohen, who also is v. p. of the Paramount Productions subsidiary.

Len Hall, 'City Ed'

Leonard Hall, ex-N.Y. World-Telegram film critic now attached to the Radio City Music Hall special publicity staff, has been given a newly created berth in IKO Radio Pictures' home office pub and ad dept. as 'city editor' of all publicity.

He will handle copy, assignments, etc., of all pub matter from both coasts and elsewhere, S. Barrett McCormick appointed Hall.

HARLAN THOMPSONS EAST

The Harlan Thompsons (Marion Spitzer) are in New York for about a month's o.o. of the new plays. Thompson then return to the Paramount lot.

Some time this week formal ratification of a new deal is expected between the operators of the Fox Metropolitan theatre circuit and the downtown noteholders' committee. Under such agreement the noteholders' committee will be optioned to sell the circuit or dispose of the thing within two years.

During this time the operating agreements on behalf of Skouras Brothers and of Randorff (Rinsler & Frisch) will remain as is, without change. However, should the two years' grace expire without any sale, having been consummated by the committee, then the Randorff and Skouras agreements stay on their 15-year terms.

The position of the downtown noteholders' committee offers a curious picture in the Fox Met situation. Especially in view that they nixed an offer made on behalf of Skouras Brothers to buy the works for \$4,500,000. Hayden Stone was ready to put up the cash. The offer was to permit noteholders to accept cash or new securities with the option of choice entirely up to the noteholders.

A turndown by the committee in the face of this kind of an offer, after what it had been willing to accept from Warner-Low's, has caused some surprise in the trade.

Randorff operates the Fox Met theatres in Brooklyn mostly, while Skouras handles the Long Island houses and New Jersey spots. Each group owns 50% of its respective operating company. Fox Met owns the other 50%.

How Operating

However, all film franchises and operating deals are made on behalf of the operating companies, thus leaving actual handling of matters within the control of the operators rather than Fox Met. Randorff re-

(Continued on page 15)

London Agent Scouting

Hollywood, Oct. 22.

T. Hays Hunter, London agent, is due in today (Monday) from N. Y. on a hunt for writers and names to take back for several of the English companies.

Batcheller Buys 2

Hollywood, Oct. 22.

George R. Batcheller, president of Chesterfield, has bought pic rights to 'Dartmouth Murders,' story by Clifford Orr of the New Yorker staff. Charles Belden has been assigned to adapt, and production is slated for early November. Camera crew is getting background shots at Dartmouth college, where Batcheller, Charles Lamont, who will direct, Orr and Belden all did their rah-rahing.

LeRoys' N. Y. Vacash

Hollywood, Oct. 22.

Mervyn Le Roy and his wife leave Oct. 26 for New York for a two-week visit with the H. M. Warners. Le Roy returns then to direct 'Oil for the Lamps of China,' starring Josephine Hutchinson, her first starring picture.

Buddy Rogers Sails

Buddy Rogers sails Nov. 8 to fill his contract with British International. Deal calls for two starring pictures. Max Shall, his manager, will also make the trip. Radio dates on this side held up the contract for two months.

POWELL'S CHINESE PIC

Hollywood, Oct. 22.

Metro has bought 'Murder in a Chinese Theatre' from Josephine Sany.

Yarr, with a San Francisco background, will be utilized as a starer for William Powell.

RADIO'S HUGHES NOVEL

Radio Pictures has closed for screen rights to 'Love Song' (Harpers) newest novel by Rupert Hughes.

It's the story of an opera singer.

L. K. SIDNEY'S COAST HOP

Hollywood, Oct. 22.

Louis K. Sidney aired in from N.Y. to surprise his wife on Saturday (20) and will return the same way later in the week.

PAR REORG PLAN IN 3 WKS

Swiss Tri-Ergon Files in Wil'gton In Opposition to Am. Tri-Ergon, Further Complicating Matters

Swiss Tri-Ergon, foreign parent company of Tri-Ergon inventions, has filed letters of incorporation in Wilmington for establishment of an American firm of the same name. This desired creation of an American firm under the name of Swiss Tri-Ergon looks to be in opposition to the existing American Tri-Ergon Corp.

It appears that the underlying purpose of the Tri-Ergon parent company in this new move is to displace American Tri-Ergon as the controlling factor of the American rights to these patents. In so doing, this purpose could be construed as eventually aimed to displace William Fox himself in the situation.

This move by the parent Tri-Ergon company is additional to the pending suit by Fox Films in the N.Y. state courts against William Fox over ownership of these same American rights which are involved. That Swiss Tri-Ergon may displace William Fox's standing as the controlling factor to the American rights to the Tri-Ergon patents is an astounding matter in an already much involved situation.

The Swiss Tri-Ergon move to displace William Fox is stated to be predicated, according to accounts on the fact that the former film magnate failed to fulfill certain conditions of his contract with the parent firm. This contract whereby Fox was to have owned the American rights to Tri-Ergon patents, it is alleged, has become invalidated.

Among such conditions is one whereby Fox was obliged to establish the Tri-Ergon system in the U. S. film industry by a certain date. When the first time limitation expired, in 1930, the thing was extended. It is claimed, however, that the second time limit also has expired without a single Tri-Ergon talker equipment having been established in the U. S. The agreement as originally made between William Fox and Swiss Tri-Ergon dates back to 1928.

Only \$40,000 Changed Hands
Contrary to common belief, Fox, it is claimed, paid no price for the patent or their rights other than the sum of \$40,000. This sum, it is claimed, was in consideration of time and expenses of the Tri-Ergon inventors and representatives in negotiating the deal with William Fox. William Fox and Swiss Tri-Ergon (Continued on page 29)

COHEN CALLED TO N. Y. ON PAR REORG TALKS

Called east on short notice, Emanuel Cohen arrived in New York yesterday morning (Monday) for home office conferences to discuss reorganization measures. Adolph Zukor has been at the home office for several weeks and no date for his return to the studio is known to have been set.

How long Cohen will remain at the h. o. could not be stated yesterday (Monday).

A couple of weeks ago Merritt Hulburt, head of the Par editorial department, was in the east for a visit.

Costain on Coast

Hollywood, Oct. 22. Thomas Costain, new eastern story chief for Fox, arrived here yesterday (Sunday).

He'll spend several weeks confabing with Winfield L. Sheehan and associate producers, getting a line on yarn needs.

SHEEHAN RECOVERED

Hollywood, Oct. 22. Winfield Sheehan, who has been ill with a severe cold since his return from N. Y., is back at the studio today (Monday).

Disk Comeback?

Idea of recording on disc and then transposing to film is up again as a way out of the present conflict with American Tri-Ergon patents.

By originally recording the sound on disk and then transposing to film, it is claimed in some quarters that conflict with the Tri-Ergon patents is avoided. This method was generally used when sound first came in. An attorney familiar with the situation points out that while it may be possible to sustain the contention that there is no infringement of the Tri-Ergon patents in the original recording of sound, thereby protecting the producers, the laboratories may be still out on a limb, more or less, if the sound on the disk is transferred to film before prints are made.

TEXAS OGLES 'EPIC' EXODUS

San Antonio, Oct. 22.

Move is under way for state legislature to exempt from taxation for a 15-year period any picture studio that locates in state. Aimed to lure studios from the Coast should Upton Sinclair's EPIC plan force them from present location.

Taking Joseph M. Schenck seriously, Mayor Quinn of San Antonio wired execs of all major studios offering liberal terms on city-owned land for studio location. Karl Hohlitzel, Interstate prez, asked to pull strings also.

Only word from Coast to date is from Emanuel Cohen of Paramount, who said outfit would keep offer in mind 'if, as and when'. Not contemplating a move at present, he said.

Town's big giants forcing a nation-wide bid against California and Florida for tourist and year round trade and industry. City dads argue since Par's 'Wings' and 'Rough Riders' filmed here, location is one for outdoor work, and there's acres of available land for studio stages and offices. Army's Air Corps training center here is proof of ample sunshine and good weather, they say.

Skouras Discusses Way To Aid Fox-WC Circuit

Los Angeles, Oct. 22.

Charles P. Skouras, operating head of Fox West Coast Theatres, is due in New York today (Monday) to discuss reorganization plans for the bankrupt circuit, which are expected to be completed prior to Dec. 1. He is accompanied east by Ed Zeb, circuit film statistician.

Meanwhile, liquidation of small claims aggregating \$150,000 has been started here. Three trustees in bankruptcy have been designated agents by Fox Film and will pay claims of some 150 small creditors 100c on the dollar. Claims to be paid on this end are those not in excess of \$20,000 individually, and which have been approved by the courts.

DEPINET EAST

Hollywood, Oct. 22. Ned Depinet delayed his New York departure. He planes east tomorrow (Tuesday).

CREDITORS SET JAN. 1, OR ELSE

Hayden, Stone Also Has A Plan—Meantime Trustees' Sweeping Inside on Par Continues—17 Officials of Par, Past and Present, and of Other Companies to Be Interrogated

WANT NO DELAYS

Impatience of creditors at delaying practices of lawyers and others in the matter of Paramount reorganization has reached the action stage. These creditor groups intend to defy all twisting obstructions by preparing to proceed immediately with a reorganization plan. The plan should be offered within three weeks. This means that regardless of everything Par should be revamped by the first of the year, at the latest.

Should attempts be made to obstruct the present creditor aims, it is fairly certain that certain creditors may go before the courts and ask for new bankruptcy officials and counsel in the Paramount company picture, on the grounds that delays as occasioned are impairing the condition of the company and creditor interests.

The new plan, in essential details, should not differ from one already tentatively agreed upon by creditor groups. This is the plan which has been held up through various capricious dealings of attorneys and others in the Par picture.

Among the latter are various stockholder interests, none of whom individually or collectively have authority or the power to shift the Par picture. Down to cases such (Continued on page 31)

ZANUCK VS. WB

Rushing 'Folies' to Boat Out 'Casino de Paree'

Hollywood, Oct. 22. Twentieth Century, rushing 'Folies Bergere' into production immediately, as Zanuck wants to beat Warners to screen with Al Jolson's 'Casino de Paree'.

Zanuck is also making 'Folies' in French to follow the English version, using Marcel Achard, French director, for that. 'Folies' (Monday) from Paris.

Erpi's Q. T. Test in Red Bank, N. J., Of a Non-Infringing Proj. Device

Contemplating adverse results on William Fox's Tri-Ergon actions, which have been pending in the courts a long time, Western Electric has quietly been preparing for the upset in suits which arrived and stands ready to make changes in projection equipment that it is believed will infringe on no existing patents.

Engineers have been secretly working on a device for projection that is non-infringing.

Following laboratory and other experiments, Erpi (Western Electric), during the past week rushed out to test the new projection equipment in a theatre. Without any public knowledge of the occasion, and no publicity, Erpi sought out a midway spot a few days ago and with the consent of the theatre's owner replaced the present projector device with the new to place latter to a test.

Erpi went into the Carillon, at Red Bank, N. J., slipped in its new invention and projected the whole show. The results were reported as satisfactory.

One of the executives of West-

GTP (DeForest) Moves Into Pivotal Position on the Double Print Patent; Meantime Tri-Ergon Sues Pic Prods.

Speeding Matters

Indications that things are smoothing over in Paramount, with the Par trustees and counsel looking for a way to effect an early reorganization of Paramount-Public, were had yesterday (Monday) morning. That's when on motion of the Par trustees the scheduled hearing into the proposed Paramount-Broadway reorganization plan was put off until Nov. 13 by Referee John E. Joyce.

At the same time, the scheduled examination of officers and others under Sec. 21A of the bankruptcy laws was similarly put off until Nov. 12.

GOLDSTONE AT M-G TO PROD. 2

Hollywood, Oct. 22.

Phil Goldstone, indie producer, starts today (Monday) at Metro as a major studio producer and will handle two pictures with Metro financing.

His first picture will be 'Maha', starting in 10 days, with Max Cadin directing. Budget calls for \$500,000. Second will be 'Twenty Thousand Leagues Under the Sea', at an estimated cost of \$800,000.

Although Metro tried to get Goldstone for eight years, this is his first major studio connection and the first time off his own since he took over the production reins at Tiffany, four years ago.

Sept. '34 Under '33

Washington, Oct. 22.

Government take from theatre box offices in September slipped below 1933 level, Treasury Department announced today.

Admissions tax yielded \$1,202,599 last month as compared with \$1,283,383 in same month a year ago.

Filmindia's talker patent situation has taken a capricious turn. During the past week General Talking Pictures (DeForest) has moved into the pivotal position on the double print patent controversy now raging between the film industry and American Tri-Ergon (William Fox). It may well result that both Tri-Ergon and the industry may be effectively blocked or aided, according to what use is made of GTP's position in the matter.

Filmindia's in a quandary on the patent situation. It wants to resist any subjugation to royalties and accounting for damages to Fox's Tri-Ergon corporation. But every day the problem grows worse while filmindia figures out the way.

Such resistance, it is figured, must come, regardless. This could be done by entering upon a strong defensive plan through the institution of counter-litigation in jurisdictions other than those courts where the favorable judgment was achieved by Tri-Ergon. This could be done on the flywheel as well as the double print matter.

However, where the rub comes is that the only way open to accomplish possible success in this direction would be in joining with General Talking Pictures (DeForest). Latter apparently and according to unofficial claims owns the double print apparatus patents as distinguished from the double print process patent owned by Tri-Ergon.

The distinction, as interpreted, would mean that the Tri-Ergon patent could not be practically effective without the DeForest apparatus patent.

There is also a curious legal tangle involved. The companies for the moment seem to be sitting tight. However, a move is under way by company lawyers which may impel the companies, for their own protection, to undertake a union with General Talking Pictures (DeForest) for filmindia's own protection.

In that case Darby & Darby, patent counsel for GTP, would be retained to represent the industry.

It all boils down to a race between the industry and Tri-Ergon (Fox), according to observation as to which hooks up with GTP.

Both face the hazard if one doesn't join up the other will. A hookup (Continued on page 29)

U SPLURGE STARTS WITH 3; ZEIDMAN'S 2

Hollywood, Oct. 22.

Universal's next production splurge starts Oct. 29, with three pic going in simultaneously.

Ben P. Zeldman launches two, 'Straight From the Heart', with Baby Jane starred and Roger Pryor and Mary Astor featured, and 'I've Been Around', with Chester Morris top.

Fourth of U's present season serials also gets under way, 'Busters and the Heart', starring Johnny Mack Brown, under Louis Friedlander's direction.

Phyllis Brooks gets the second lead in 'I've Been Around', first lead not yet having been set. June Clayworth had been intended for place topped by Miss Brooks, but U decided it would not put former in second spot, after all. She had just completed femme lead in the Stanley S. Bergerman pic, 'Strange Wives'.

Mono's '36 Prod. Plans Call for 36; Also Shorts

Hollywood, Oct. 22.

W. Ray Johnson, Monogram head, announces increasing the 1935-36 number of features from 29 to 36, a 10 per cent increase. He just completed a trip to the company will have the shorts market.

Erpi Notifies Exhibs

Electrical Research Products, Inc., has notified the trade through a letter, dated Oct. 19, that the Tri-Ergon and involving the so-called flywheel patent does not relate to Erpi equipment in theatres. No mention is made of the Double Print (Continued on page 24)

Bill Fox a Champ Litigant Whose Rep Is As a Generous Client; 20 Millions Pending, 5 Millions Fees

For the past four years William Fox has probably been the central figure, pro and con, in more big money litigation than any other living person. Even today, while William Fox fights through the courts for a position which he hopes will mean millions to himself in the patent situation, he himself faces several suits which seek millions from him.

The Fox Film suits and the Fox Theatre suits against William Fox alone call for an expected accounting of around \$20,000,000. William Fox is also concerned in a suit against him by the Chicago Title & Mortgage Co. There are numerous other defendants in this suit, among whom also are Harley L. Clarke and Albert H. Wiggin.

It is conservatively figured that in the past four years, since 1930, when he made his fight for control of Fox Films, William Fox must have spent personally over \$1,000,000 in legal fees. Additionally, he has settled a number of lawsuits against him, according to accounts, for upwards of \$1,000,000.

These suits concern one brought by Jack Loeb for several hundred thousand dollars and one by Winnie Sheehan for around \$600,000.

William Fox received around \$18,000,000 from the banking group which purchased his interest in Fox Film around four years ago. He is believed to have added several millions to his fortune by clever market manipulations after leaving Fox Films. His actual worth financially cannot be detailed but it is estimated to run upwards of \$25,000,000.

In all of the William Fox squabbles lawyers have enriched themselves handsomely in fees. Fox is known among the lawyers as an appreciative and well paying client.

He had handed the firm of White & Case, downtown attorneys, a \$100,000 retainer before he walked out on that firm when his troubles first got under way in Fox Films in the fall of 1929. Later he retained Samuel Untermyer.

"How much will your fee be?" asked William Fox, so the story was at that time. This happened in Untermyer's office downtown.

"Not less than you agreed to pay White & Case," was the reply.

William Fox agreed to an immediate retainer of \$100,000. In that melee various law firms and attorneys mixed up in the situation are estimated to have received an aggregate of \$5,000,000. Most or nearly all of this was paid by Fox Films under the agreement of settlement with William Fox.

Samuel Untermyer received the largest individual fee. It was \$1,000,000. Untermyer had saved Fox's fortune for him.

Today among Fox's principal counsel is the firm of Hirsch, Newman, Reass & Becker. In the patent suit he has the downtown patent law firm of Ward, Crosby & Neal, in addition to former Judge Hugh Morris and former Federal Judge Thatcher.

Before the whole William Fox affair is wound up on all fronts, the former magnate will have undoubtedly added several attorneys to his growing staff of legal advisers.

Producers Sue Fox Co. On 'Devil Tiger' Dough

Los Angeles, Oct. 22. Clyde Elliott and Anne O. Spearling have brought suit for declaratory relief in Superior Court against Fox Film Corporation, asking legal interpretation of a contract relating to the production last year of the film 'Devil Tiger'.

Complaint recites that Fox obligated itself to pay Elliott, producer of the jungle thriller, \$500 per week and Spearling \$300 over a period of 34 weeks, but alleges that these payments were made for only 30 weeks. Salary allotment was also tied in on negative cost.

Fox has disputed payment of the additional \$3,200 asked by the plaintiffs, contending that the contract makes provision for certain deductions in case the production cost exceeded a total of \$100,000. Deductions, Fox claims, invalidate plaintiffs' demands.

1st Runs on Broadway Subject to Change

Week of Oct. 26.

Capitol—'What Every Woman Knows' (MG).
Mayfair—'Loyalties' (Auten) (25).

Music Hall—'Pursuit of Happiness' (Par) (25).

Paramount—'Now and Forever' (Par) (3d wk.).

Rialto—'Lemon Drop Kid' (Par).

Rivoli—'Last Gentleman' (U. A.) (2d wk.).

Roxby—'Little Friend' (G-B) (2d wk.).

Strand—'Madame DuBarry' (WB) (24).

Week of Nov. 2

Capitol—'What Every Woman Knows' (MG) (2d wk.).

Mayfair—'Student Tour' (MG) (1).

Music Hall—'We Live Again' (UA) (1).

Paramount—Mrs. Wiggs of Cabbage Patch' (Par).

Rialto—'Six-Day Bicycle Rider' (WB).

Rivoli—'Trans-Atlantic Merry-Go-Round' (UA) (31).

Roxby—'Kansas City Princess' (U. A.).

Strand—'Madame DuBarry' (WB) (2d wk.).

32 Pictures

'Merry Widow' (Metro)—As- tor (2d wk.).

Man of Aran (GB)—Crite- rion (2d wk.).

FILM ENGINEER SOCIETY IN N. Y. CONV. OCT. 29

Society of Motion Picture Engineers will go in convention at the Pennsylvania hotel, New York, Oct. 29 for a four-day session with a large variety of subjects bearing on film and allied fields to come up for discussion.

Major Nathan Levinson of the Academy of Motion Picture Arts and Sciences is coming from Hollywood to discuss activities of the Academy's research council.

Others listed for addresses include V. I. Verilinsky, newly appointed president of Amkino, who will describe latest film developments in Russia, and Martin Johnson, explorer-photographer, who will discuss technical aspects of wild animal photography.

Maurice S. Myers' Presence in U. S. Renews GB-BIP Merger Talk Again

In spite of the denials from all sides that reported deal between Gaumont-British and British International may not be off, Maurice S. Myers, head of Myers & Co., largest underwriting concern in London, and backer of British International in its recent floating of a new \$12,500,000 issue, came to New York last week and returned to London two days later. Claimed as a coincidence that Mark Ostrer, head of the Gaumont board, and Jeffrey Bernard, company's g. m., went back to Europe on the same boat after a couple of months here.

Just prior to sailing Myers denied he was here on the deal but wouldn't say exactly what had brought him to America. He saw both Ostrer and Bernard prior to sailing and both reiterated, after seeing him, that 'there is no deal at present'.

What actually happened on the deal in the first place, it is now learned, is that John Maxwell (B. I. P.) negotiated with Balfour, Boardman & Co., investment brokers who are on the directorate of Gaumont-British as representatives of the First National Bank, for the purchase of Fox's 4% share in

FWC-GB L. A. Deal

Hollywood, Oct. 22. Fox-West Coast negotiating with Gaumont-British whereby former will reopen the Four Star theatre on Wilshire Blvd. around Nov. 1 to exhibit the English product. Percentage deal with English company guaranteeing operating expense on eight pictures, first of which is 'Chu Chin Chow.'

Rosy Tells Pa. Femmes Gov't Pic Censorship's NG

Harrisburg, Pa., Oct. 22. Federal censorship or regulation of production in the picture industry would not prove satisfactory or effective in insuring a high degree of decency in screen entertainment, Divisional Administrator Sol A. Rosenblatt asserted here in an address before the motion picture division of the State Federation of Pennsylvania Women.

Claiming that the NRA and Hays codes, supplemented by public demand for clean films, provide the best machinery for guaranteeing satisfactory quality and moral tone in screen fare, Rosenblatt bluntly opposed the idea of Government control and predicted without reservation that Government censorship 'won't work.'

Film code author predicted that tightening up by the industry itself will bring better results and said pictures released since the new M.P.P.D.A. self-regulation plan went into operation have shown an improvement over previous productions. Divisional administrator commended work of industry cleansers, saying 'the present setup is effective; the men behind it are in earnest; the producers are doing their part.'

The agreement reached by members of the Hays organization in July is a 'forward looking move of tremendous social responsibility' which in time will reach beyond the screen and extend to plays and books, Rosy predicted. The movement should have the support of all religious, cultural and social groups, Rosy said.

N. Y. to L. A.

T. Hays Hunter.
E. Y. Harburg.
W. Ray Johnson.
Anne Johnston.
Anne Kasper.
Francis Lister.
Ernst Lubitch.
Barton MacLane.
Bob Ritchie.
Leon Schlesinger.
Meredith Willson.

Stocks Reflect Happier Tone of Street On Intimation of NRA Lid-Lifting; Amusements Advance Fractionally

Yesterday's Prices

Sales.	High.	Low.	Last.	Change.
500 Col. Pict.	37 1/2	36	36	-1 1/2
1,200 Gen. Ex. P. P.	15 1/2	15	15	-1/2
400 East. K.	10 1/2	10 1/2	10 1/2	0
1,200 Fox A.	13 1/2	13 1/2	13 1/2	0
4,700 Gen. Ex. P. P.	18 1/2	18 1/2	18 1/2	0
3,800 Loew	31 1/2	30 1/2	30 1/2	-1 1/2
7,000 U. A.	4 1/2	4 1/2	4 1/2	0
200 Pathé A.	13 1/2	13 1/2	13 1/2	0
3,000 U. A.	5 1/2	5 1/2	5 1/2	0
500 RKO	21 1/2	21 1/2	21 1/2	0
2,000 W. B.	4 1/2	4 1/2	4 1/2	0
600 Tech.	13 1/2	12 1/2	12 1/2	-1 1/2
\$2,000 Gen. Th.	7 1/2	7 1/2	7 1/2	0
42,000 Par-Pict.	58 1/2	58 1/2	58 1/2	0
5,000 Ex. P. P.	28 1/2	28 1/2	28 1/2	0
22,000 Par-Pub.	58 1/2	58 1/2	58 1/2	0
9,000 The Exch.	58 1/2	58 1/2	58 1/2	0
7,000 W. B.	60 1/2	60 1/2	60 1/2	0

SETTING UP GB SALES SYSTEM IN AMERICA

George W. Weeks, general sales manager, has lined up most of the U. S. sales staff for Gaumont-British; but is still signing people around the country.

Those already set are: Rudolph Knoepfle, Cincinnati; M. Harlan Starr, sales manager, George Davidson, salesman, Detroit; Russell Borg and Jos. P. Woodward, Kansas City; Fred E. Wagoner, sales manager, Indianapolis; Walter Vessling, sales manager, Portland; J. M. Harris, salesman, Russell G. Mortensen, booker, St. Louis; Eli Ginsberg, salesman, Joseph Toner, booker, Philadelphia; W. G. Carmichael, salesman, Atlanta, Ga.; J. S. Carracallan, salesman, Charlotte, N. C.; Frank Scully, sales manager, Ben Rogers and Myron Schulman, salesmen, Boston; Joe Kalkis, sales manager, Washington; Mark Goldmann, sales manager, Pittsburgh; Harry Skirball, sales manager, Cleveland.

Abe Fischer, who has been with GB in New York for several months, has been named home office rep for Chicago, Milwaukee, Minneapolis, Indianapolis, St. Louis and Kansas City.

Richards to Appoint Dascomb's Successor

A. J. Richards, head of the Paramount newsreel, was to sail for Europe, Friday (19), but changed his mind at the last minute and will hold over in New York for a week or two.

Has to go to Europe to arrange for replacing E. Brooks Dascomb, in charge of Europe, who died a week ago.

L. A. to N. Y.

Hugo Ballin.
Joe Breen.
Mary Brian.
Charles A. Buckley.
Emanuel Cohen.
Peggy Conklin.
Ded Newport.
Mrs. Leo Forbstein.
Rene Gade.
Frank Goldman.
Mack Gordon.
Archie Gottle.
Harry Green.
Mrs. Lou Halper.
Harry Ham.
M. H. Hoffman.
J. H. H. H.
Fred Kohlmar.
Carl Laemmle, Jr.
Alexander Leftwich.
Mr. and Mrs. Mervyn LeRoy.
Jack Lewis.
Anita Louise.
William Mallard.
Lee Marcus.
W. H. Pabst.
Gilbert Pratt.
Will Rogers.
Harry Revel.
Ginger Rogers.
Louis K. Sidney.
Charles P. Skouras.
Mrs. Sidney Skolowsky.
Paul Strayer.
Edward Zabel.
Harry Zehner.

Stock market started up early yesterday (Monday), but settled back near close, which was irregular. Lack of interest resulted in volume below 600,000. Amusements were largely unchanged, to fractionally lower. Loew's common climbed to 31 1/2, but settled back to close at 30 1/2, off three-eighths.

Market appeared to be marking time during most of past week. Tendency to firm up in small trading Saturday enabled Dow-Jones industrial averages to close at 95.61, for the small gain of 0.11 points. Close on previous Saturday was 94.50. Rails and utilities both wound up week with fractional losses.

Amusement group also lost fractionally, closing at 22 1/2, where averages were off 0.093 points from preceding Saturday. However, group got up to 23%, highest mark touched since June 23. Selling of some amusement issues Friday dragged down whole group. Amusement group volume held up well compared with increased volume of preceding week, the 12 representative issues in group being represented by the 191,200 shares that exchanged hands. Group appears to be in critical area at present, from chart viewpoint, and can readily extend its recent gains or fall back. There was no considerable volume on sell-offs of amusement issues during week. Consequently, chart readers are expecting an advance or a further period of accumulation.

Loew's looked strong all week, climbing to within four points of year's peak. From this point—31 1/2—it dropped back to close at 30 1/2, where it was up five-eighths of a point. The low mark for stock during week was at 29 1/2, only fractionally below close of preceding week. Number of transactions indicates advance light continue.

Radio preferred B fell back, following big spurt of week before and after four successive weeks of advance. When top was reached at 30 1/2 while close was 29 1/2, where it was a full point. There may be further accumulation in this issue before it resumes any advance.

Fox A managed to get through 13 1/2 and touched 14. Close was at 13 1/2, for a net gain of three-eighths. Pickup in volume in this issue augurs well for it in future. Now that it has pushed up to 14, smarter traders anticipate further improvement for Fox A, despite fact that in past there was plenty of stock for sale between 14 and 15. Warner Brothers common hovered around 5-point mark most of week, but pickup in volume indicates that it may be working into more favorable position.

Paramount certificates recovered from its sell-off of previous week, and wound up with fractional gain at 4 1/2, after hitting 4 1/4.

Remainder of group was a toss-up, some sporting small gains, but others showing minor losses.

The amusement group issues that hung up new highs for year in preceding week again advanced to new 1934 tops. Eastman Kodak registered a new high at 10 1/4, and closed week unchanged. Columbia Pictures certificates went to a new peak at 39 1/2, only to sell off later. It finished at 37 1/2, where stock was down nearly a point. Consolidated Film Industries preferred gained three-eighths of a point, to close at 16, after climbing up to 15 1/2. Common stock, which was a writer, at 2 1/2. Pathé A was off half a point, at 13 1/2. Issue sold up to 15 earlier in week. American Seating, Technicolor and Trans-Lux closed unchanged. Pathe common, Radio common, RKO and Warner Brothers common were off minor fractions.

Low Advance
Of preferred issues in amusement group, Loew's preferred attracted attention with a net advance of 3/4 points at 96. This issue went to a new 1934 high mark at 97 1/2 during week. Radio preferred A was down 1 1/2 points at 45. Metro-Goldwyn-Mayer preferred was unchanged at 26, and Keith preferred also was unchanged at 35. Universal was up a point at 29 1/2.

Of amusement issues, Paramount-Broadway 5 1/2 scored best gain with

(Continued on page 29)

TOP EXTRAS \$1,500 A WK.

Four Coast Studios Race Each Other on 'Push and Pull' System

Hollywood, Oct. 22. For the past months Metro, Warner, Radio and RCA have been working on a new recording system, which, for the present, is known as the 'push and pull' system. Each company feels that it has the edge on the new idea and all are working along the same lines. It is claimed that the system, recording will reach a point where it approximates natural sound with none of the foreign elements creeping in.

Though each feels that its idea is new, RMI claims to have patented the system early in 1929 but found that it was impossible to sell it due to the necessity of changing over projection equipment, 'push and pull' using two photo-electric cells for reproduction. Instead of the single cell which is now in use, New system in no way differs from the present recording methods so far as the William Fox (Tri-Ergon) patents are concerned. Both are flybuck and double negative.

No telling how much has been spent in the last month on the experiments nor how much excessive enthusiasm has been spouted by the electrical engineers who have been devoting their time to the work.

RMI has tried several times to work up a sales plan for the better sound but has found that it would be impossible to get theatre operators to listen to a change-over plan necessitating the change-over of their projection machines scrapping about everything with the exception of the lamp house. Meanwhile the others continue their experiments and now hope to discover a method which will permit the installation of the second photo-electric cell with a minimum expense and equipment change.

BULK SALE OF DUCATS HELD AN NRA BREACH

Portland, Ore., Oct. 22. Bulk sale of ducats for cash at the b.o. is unlawful trade practice, according to an opinion handed down this week by regional NRA code authority. Opinion came as the result of series of complaints made chiefly against Hamrick and Parker theatres in this burg, alleging that these houses were swapping ducats for commercial value received and that these ducats were then offered as premiums or prizes by commercial firms.

J. J. Parker, who serves on the NRA code board, stepped from his chair while the case against his own houses was tried. Complaint alleged that Parker houses had distributed to a newspaper coupons worth 5c at Parker box offices. Parker said they were bought for cash. The board ruled that use of the coupons for commercial premiums was against the code.

Hamrick theatres were previously charged with distributing about \$200 worth of ducats every week. There was no evidence to show that these were sold at a cut-rate or given away for other than value received. Question then arose as to whether any theatre operator had the right to sell for cash a large block of ducats at his own box office. Andrew Saso, Hamrick manager, put that question bluntly to the board.

Board handed down the opinion that any block sale of ducats at the b.o. was an unfair trade practice. It appears likely that there will be several test cases on this opinion in the near future.

Reade, Baruch Partners In New Miami Cinema

Walter Reade left Friday (19) for Miami Beach to close on plans for the construction of a de luxe picture house in which he will have Salting Baruch as an associate. The place will be built on a site owned by Baruch.

L.A. Pickets

Los Angeles, Oct. 22. Picketing of the Million Dollar (downtown sub. run-vaude) which was started by the L.A. Amusement Federation when house reopened with non-union crafts nearly two weeks ago, continues, with union organizations reported to be laying plans to prefer charges of wholesale violations of NIRA against the house.

New house operator is Harry M. Popkin, head of a chain of sub run picture houses in the Main street and East Los Angeles district, all operated with non-union projectionists. Million Dollar, one-time Sid Grauman deluxer, and for some years ace Paramount house here, has always been union operated up to the time it was closed by Simon Lazarus several months ago.

PARADOXICAL SHORTAGE OF EXTRAS

Hollywood, Oct. 22. Hue and cry set up against the NRA for snipping thousands of extras from studio payrolls is proving little more than a hollow yowl. Situation has gone into reverse and instead of a heavy over-run of day workmen, as was popularly supposed, there looms a shortage.

Threatened famine was brought to light when the extras committee scanned the list of returned questionnaires and found a woeful lack. Five weeks after the mailing started, exactly 4,259 quiz sheets have been returned. This, too, in face of oft repeated assertions that the market is glutted with more than 20,000 of the atmosphere mob stampeding for a nod from Central Casting or the 25 other extra-planting agencies.

Future Employment
To be on the safe side, Mabel E. Kinney, chairman of the extras committee, ordered 10,000 questionnaires printed. This was to have taken care of the basic list of 8,774 extras submitted by the various agencies. Of this number more than 4,000 of the names proposed were without addresses. Not more than 100 of this group have shown sufficient interest in future employment to call at the Code Authority offices for a questionnaire.

Of the 4,259 now on the list it is a safe guess that more than 10% of this number will be tossed out for various reasons. It is Mrs. Kinney's conjecture that when the lists are closed some 30 days hence for official scrutiny by the C.A. for final approval there will not be more than 4,000 names for the studios to draw from.

Many reasons are advanced for the dwindling of the talent. Most plausible is that the mobbers have drifted to more fertile fields, have returned home or are to be found on the SIDA rolls.

Recent consensus among casting directors taken by Campbell McCulloch, head of Central Casting, shows that the studios can well get along on 2,000 qualified extras. If a shortage occurs, a classified ad in the papers will bring as many more of any category.

The state of affairs, however, has not proved a deterrent to parents of child actors. Stampede at the studios and Central Casting has been so feverish of late that Carlyle Ellis of Central has gone on the air to warn ma and pa to stay put until the list of Shirley Temple outdoors diminishes appreciably.

MANY MAINTAIN \$2,500 WARDROBE

18,000 on List at Central Casting Bureau, but Queries Sent to Only 8,000—Hundreds Without Call

4 AT \$2,000

Hollywood, Oct. 22. No extra working in Hollywood pictures is expected to make more than \$1,500 this year although most of them in the dress class are called on to maintain wardrobes valued at from \$1,500 to \$2,500.

Rotating system of employment, instituted at Central Casting Bureau to spread the employment, now limits the calls for any one extra to three a week, which, considering the heavy numbers looking on mob work for a livelihood, makes atmosphere playing a coffee and doughnut job.

Limiting the calls to three a week doesn't mean that any one person will get three calls every week. Indications are that from now on an average of one call a week will be topser.

Although 18,000 persons have from time to time registered at Central Casting, there are only 8,000 on the list to whom the extra Code committee is sending questionnaires for information in arriving at a new classification and only 2,500 on the so-called active list at Central.

Letter list is considered the proper (Continued on page 23)

THEATRE EQUIPMENT CODERS MEET NOV. 2

Washington, Oct. 22. Public hearing has been set for Nov. 2 on a proposed supplemental code for the motion picture and theatre equipment supply distributing trade. Session will be held at Ambassador hotel.

Intended to supplement the code for the wholesale trade, the proposals of the Independent Theatre Supply Dealers Association cover creation of a three-man divisional code authority empowered to set up regional administrative committees, collect trade data, and recommend means for stabilizing employment and working out a program of industrial planning.

Trade practice suggestions include provisions for open price filing and for a limitation of 2% on cash discounts. Clearance sales would be free of all price restrictions.

Exchanges Clipping % Demands as Chi Houses Refuse Sharing Deals

Chicago, Oct. 22. Exchanges are finding that their original plans to get increased percentage pictures this year are not so easy to accomplish. Distributors generally have walked into a stone wall as far as percentage flicks are concerned with most of the exhibitors holding out against all percentage purchases and against preferred playing time. Metro is particularly the object of the exhibitors' stubbornness, with Metro having yet to close with most of the big names in the circuit.

Essence, Warners, Schoenstadt and Aaron Jones are still hold-outs on the percentage and preferred playing time question. They are determined not to acquiesce to the distributors' demands for percentage pictures on Saturday and Sunday.

Metro, on its hand, has also gone stubborn and has decided that it

Revised Schedules of Assessments To Defray C.A. Costs OK'd by NRA In Wash.; Any Protests by Oct. 30

F-WC Subsidiaries Freed on Code Overbuy Charges

Los Angeles, Oct. 22. Principal Theatres and American Amusement Co., subsidiaries of Fox-West Coast, and operating the Ventura and American theatres in Ventura, north of here, were found not guilty of film overbuy, when the local film grievance board threw out a complaint of Mrs. Jennie H. Dodge, opposition exhibitor. Mrs. Dodge failed to substantiate her charges that the affiliated houses had several hundred more features under contract than they could possibly use.

Grievors entered cease and desist orders against three operators of bank night. One of the stop rulings was leveled against the Griffith Amusement Co. of Gallup, New Mexico, which is served film by the Denver (Colo.) exchanges, although the opposition house, which complained, gets service through L.A.

NO TREK RULE HALTS L.A. NRAITES

Hollywood, Oct. 22. Not expected that any one will go from here to attend the NRA hearing at Washington on the proposed agency code, scheduled for Oct. 31. The trek of proposed spellbinders was halted when Government formally announced the hearing and made it plain that no verbal arguing would be allowed.

Opponents to the producer clause, fifth in the proposed code, will be content to state their arguments in briefs, which have been drawn up by Attorneys Laurence Bellenson, representing the actors' and writers' guilds, and by Ralph Blum, representing the agents.

Until the Government announcement of the hearing, with specifications as to conducting of the hearing, reached here, a small regiment of talent and agents was preparing to head for Washington to have their day in court.

Washington, Oct. 22. Revised methods of assessment for production-distribution and exhibition branches of film industry were accepted from the Code Authority last week by the National Recovery Administration. Industry members are given until Oct. 30 to file protests.

Agreeing to scrap the alternative producer-distributor levy plan worked out by its own Research and Planning division, NRA signified its intention of okaying the Code Authority proposals unless substantial protests are registered. Little likelihood, however, that serious objections will be entered.

Overhauling of exhibit assessment scheme was undertaken to provide more brackets and lighten the load on smallest and largest houses. Instead of 15 separate groupings upon which levies are based, new formula provides 22 classifications ranging from \$5 to \$60 per half-year. Total amount to be collected from theatre owners is \$88,004.

Refusing to agree that the involved percentage-rate system doped out by NRA brain trusters was an improvement over their own schedule, C. A. finance committee members made only one change in the 14-bracket plan as a result of criticism against their previous proposal. The levy on producers and distributors in the fifth income group was boosted from \$5,500 to \$6,250 to avoid too big a jump to the fourth bracket.

Coincidental with publication of the two revised schedules, NIRA officials denied reports that exhibitor assessments will be held up until producers have kicked in for the first half-year of code operation. It is pointed out that most of the producers and distributors (Continued on page 21)

15c MIN. ADMISH STICKS IN CHI

Chicago, Oct. 22. It now looks as though the final code board will not lower the minimum admission from 15 to 10c. The New York Board in returning the petition case for 10c. minimum admission explained that it could not decide on the case because it had no setup in the existing NIRA code to cover the Chi schedule of a single zone.

Flicker people here prefer their own system in preference to the existing setup in the code, and as followed by other cities, which would be to cut up the area into competing zones. Several competing areas would bring in that many more first run houses and rearrange all contracts for plenty of disturbance.

Since the 10c minimum is a local question raised by a minority, the board, four of the six members being of the power exhibitors, will probably take no action and the systems here and elsewhere will continue as they are.

3D PREMATURE AD BAN TO BE FINAL WARNING

Chicago, Oct. 22. Complaint against George Kruger's theatre for premature advertising drew a more final from the New York code board last week and the warning that an additional complaint will be tried by the Federal court.

Kruger had appeared twice before the local board on the same count. The case was referred to New York for the third complaint here when desist order was not obeyed.

Grauman's Chinese 3-a-Day Policy

Starts with 'Cellini' and \$12,000;

'Divorcee,' Two Houses, \$21,000

Los Angeles, Oct. 22. New life came into the field with the reopening of the Chinese, where Sid Grauman has 'Affairs of Cellini' and a prolog going at popular prices on a three-a-day program and four over-weekend. Start was good and trade held steady. Hollywood and RKO also have great break in 'Gay Divorcee,' which should hit close to \$12,000 at the former house and around \$8,000 at the latter. Picture held over second week at both. Downtown inaugurated a six-act vaude policy, giving it only first-run vaude show downtown and with 'Hearted Herbie' on screen should hit the gong at close to \$6,000 on the week.

'Barretts' in second week at the State, holding up in good shape following the first week of close to \$21,000. 'Mrs. Wiggs of the Cabbage Patch,' after the first week at Paramount, into Criterion, where it went into the bust class so far as take is concerned.

Estimates for This Week

Chinese (Grauman) (2,023; 30-40-65). 'The Affairs of Cellini' (20th Century) and stage show. Off to great start at the new scale and looks headed for better than \$12,000 in its initial stanza.

Criterion (Partmar) (1,600; 30-40-55). 'Mrs. Wiggs of the Cabbage Patch' (Par) Not a bad start for a house with initial day draw of less than \$200. Will hit only \$1,000, sad. Last week, fourth and final week 'One Night of Love' (Col) for sixth week in downtown area. Last week \$5,100, which is record for house since Tally took it back on run basis.

Downtown (WB) (1,800; 25-40-10). 'Big Hearted Herbie' (WB) and 'Vaudeville.' Reinstatement of vaude pegged up the gross more than \$5,000, which will bring take for week to around \$6,000. 'Howling Dog' (WB) just so-so, but not so bad at \$3,800.

Hollywood (WB) (2,756; 25-35-40-55). 'Gay Divorcee' (WB) and 'The Ballad of the Ballboy' start which should climax initial week at around \$12,000. Last week 'Du Barry' (WB) was the predicted disappointment at \$5,500, even coming in below calculations after first few days.

Los Angeles (Wm. Fox) (2,800; 15-25). 'Beggars Holiday' (Tower) and 'Wake Up and Dream' (U) split. Appears to be good draw combo that will bring the receipts to the \$5,000 mark, which is net profit for house.

Pantages (U) (2,700; 25-40-10). 'Student Tour' (M-G) and 'School for Girls' (Liberty) split. Off from the rather steady uptrend house has had recently and will sign off around \$3,500. 'Love Time' (Fox) and 'One Exciting Adventure' (U) just cruised along to an even \$4,000 tune, which is profit. Paramount (Partmar) (3,565; 30-40-55). 'Cleopatra' (Par) and stage show. Looks headed for a big \$22,000 on its initial week. Last week 'Mrs. Wiggs' (Par) after its poor start held up a good sign at \$13,900, which was far under studio expectations.

RKO (2,850; 25-35-40). 'Gay Divorcee' (RKO) (2,850; 25-35-40). Campaign on day and date with Hollywood got the short end on take and will probably come through with around \$9,000 for first stanza. Last week 'Du Barry' (WB) based on expectations, took a shellacking with a gross of \$5,200.

State (Loew-Fox) (2,024; 30-40-55). 'The Barretts of Wimpole Street' (MG). For second stanza holding in good style and will wind up with nice profit at \$9,500. Last week initial stanza kept going at smash pace from start and included week with close to \$21,000.

'DIVORCEE' DIVORCING ALL THE COIN IN N.O.

New Orleans, Oct. 22.

'Gay Divorcee' is sweeping the town and will bring the biggest gross in its best gross since way back yonder. Smart musical is stacking them and depleting wickets of other temples.

'Mrs. Wiggs' getting net response at Saenger, but 'What Every Woman Knows' isn't interesting local fad matter. 'Dragon Murder Case' is upping Tudor some. 'Wagon Wheels' turning losing for St. Charles.

Estimates for This Week

Saenger (3,565; 40). 'Mrs. Wiggs' (Par). Getting the book readers and some of the family, with good \$9,000 evident. Last week 'Cleopatra' (Par) vamped whoopee \$12,000.

Loew's State (3,218; 40). 'What Every Woman Knows' (MG). Very artistic and all that, but picture-

goers are among the less altitudinous of brow, and light \$7,000 will be all. Last week 'Outcast Lady' (MG) received sheer neglect at \$7,000.

Orpheum (2,400; 35). 'Gay Divorcee' (Radio). Hitting on all cylinders for smash \$12,000. Last week 'K. C. Princess' (Col) got fair \$6,000.

St. Charles (2,200; 25). 'Wagon Wheels' (Fox). Just fairish at \$1,600. Last week 'Most Precious Thing' (Col) drew okay \$2,000. Tudor (700; 35). 'Dragon Murder Case' (WB). Looks okay at \$2,000. Last week 'Caravan' (Fox) drew excellent \$2,200.

'Lemon Drop Kid' Vaude, \$12,000,

Tops Montreal

Montreal, Oct. 22.

Repeat show at Palace and another stand-out at Princess look like high-lights currently. Weather and lack of counter-attractions has helped some, but recent pix have accounted mostly for boost in gross.

His Majesty's got fair play for Scottish repertoire company last week and is dark currency. Palace repeats 'Barretts of Wimpole Street' and may gross \$8,000 after a fine \$12,000 last week. Capitol showing 'Outcast Lady' and 'Kansas City Princess' for likely \$7,500.

Estimates for This Week

Palace (FP) (2,700; 50)—'Barretts of Wimpole Street' (MG) (2d week). Liable to add another \$8,000 to the \$12,000 gross of last week.

Capitol (FP) (2,700; 50)—'Outcast Lady' (MG) and 'Kansas City Princess' (WB). Should gross \$7,500. Last week 'Richest Girl in World' (Radio) and 'Wagon Wheels' (Par), \$7,000.

Loew's (FP) (3,200; 50)—'Lemon Drop Kid' (Par) and vaude. Should gross around \$12,000. Last week 'Have a Heart' (MG) and vaude for \$13,000.

Princess (CT) (1,900; 50)—'Count of Monte Cristo' (UA) and 'Looking for Lining' (Col). Should gross \$3,500. Last week, third repeat of 'One Night of Love' (Col) and 'Girl in Danger' (Col) grossed \$7,500, totalling around \$9,000 for three weeks.

Cinema de Paris (France-Film) (600; 50)—'Fedora' (2d week). \$1,500 after \$2,000 last week.

There's Excitement in Brooklyn

Translux Next to School Starts Up—
Spitalny Girls \$18,500—'Priest' \$13,000

Brooklyn, Oct. 22.

Considerable action in the downtown area this week what with the impending opening of the new Trans-Lux next to the school and the school. House opens Thursday night with special showing for invited guests. It will be a two bite in the night.

Incidentally Trans-Lux outfit is having difficulty in Flatbush where it is trying to build a house a few feet from Erasmus Hall High School. Parents and educators are up in arms declining news-reel house a menace and hooky outlet for the kids.

Cinema representatives insist movie momentum is strong and invaluable to younger generation studying current events, etc. License Commissioner Moss will have to be the Solomon in this battle.

Hippinaps at the Fox, too. A couple of guys got their notices including the boys in the pit. Paul Ash is coming with his own men and plenty of bang-up ideas, on Nov. 2.

Fabian's Paramount with 'Happiness Ahead' (WB) and Phil Spitalny's all-girle orche. and 'Affairs of Cellini' (UA) at Loew's Metropolitan appear to be getting bright of trade this week.

Paramount splashed all over town on the 'personal' angle of Spitalny and the result is gratifying. Somewhere in planet neighborhood of \$18,500 for this week.

'KENTUCKY KERNELS' FRISCO WHAM, 16G'S

San Francisco, Oct. 22.

Paramount gave up the struggle as a single bill policy house and went back to duals, slicing its top admission from 55 cents back to 40. House tried to make a dash for it and Lizzie would decorate the till, so house shifted Saturday (20) sending 'Cleopatra' across the street to the St. Francis.

All local business men going to Warfield which broke rule for second time this year and held over for deuce week. 'Barretts of Wimpole Street' business the reason. Golden Gate taking most of the rest of the town's okay with world premiere of 'Kentucky Kernels,' braced by appearance of different members of cast from day to day, broadcast from stage of 'Hollywood on the Air' and house band show and vaude.

Estimates for This Week

Fox (Leo) (5,000; 30-35-40)—'Fox Drop Kid' (Par) and 'Big Hearted Herbie' (WB). Look for fairish \$6,000. Last week fair at same figure for 'Desirable' (WB) and 'Wake Up and Dream' (U).

Golden Gate (RKO) (2,840; 30-35-40)—'Kentucky Kernels' (Radio) and stage show. Looks like a fine \$16,000. Show running neck and neck with last week's 'Age of Innocence' (Radio) which town liked to the extent of \$15,800, excellent for this house.

Orpheum (F&M) (2,440; 30-35-40)—'One Night of Love' (Col) (final week). Maybe \$4,000. Last week fair at about \$5,500.

Paramount (F-WC) (2,400; 30-35-40)—'Mrs. Wiggs' (Par) and 'Lost Lady' (WB). Figure \$7,500. Last week 'Cleopatra' (Par) fair at \$10,000.

St. Francis (F-WC) (1,448; 30-40-55)—'Cleopatra' (Par). Will do all right. Most over from Paramount for second week: \$7,500. Last week, third of 'Judge Priest' (Fox) just got by at \$5,500.

United Artists (UA) (1,200; 30-40-55)—'Lost Girl' (WB) and 'Maybe \$10,000 as Arliss plays 'em here. Last week third of 'Count of Monte Cristo' (UA) slipped off at \$5,700.

Warfield (F-WC) (2,412; 35-40-65)—'Barretts of Wimpole Street' (MG) (2d week). Will do all right at \$16,000. First week was smash \$28,000.

'Priest' \$8,200, '1 Nite of Love' \$2,500, 'B'ham OK

Birmingham, Oct. 22. Although 'Judge Priest' opened slow, chances are business will perk a little. 'One Night of Love' is sure to be the next best bet, but three circus days and the Alabama-Tennessee ball game (25-50)—'Judge Priest' (Fox) and vaude will perk out every piece of coin in the amusement budget. 'Outcast Lady' is slow.

Estimates for This Week

Alabama (Libby) (2,800; 30-35-40)—'Judge Priest' (Fox) and vaude. \$8,200. Last week 'Treasure Island,' \$7,000 (MG), moderately good.

Ritz (Wilby) (1,600; 25)—'Outcast Lady' (WB) (2d week). \$2,500.

Loew's Met, in addition to the Bennett-March flicker has Paul Yawitz, and his handcrafted artists doing a busy, if not always enterprising, show. 'Priest' should bring in satisfactory \$17,000.

Estimates for This Week

Paramount (4,000; 25-35-50-55)—'Happiness Ahead' (WB) and Phil Spitalny and all girl musicians in person for a good showing. Should produce \$18,500. Last week 'Belle of Nineties' (Par) (2d week) did \$13,000, okay.

Fox (4,000; 25-35-50)—'Chu Chin Chow' (BG) and stage show with Shaw and Lash. Doing very nicely. In the neighborhood of \$16,000. Last week 'One Night of Love' (Col) (3d week) \$15,500, excellent.

Albee (3,500; 25-35-50)—'Judge Priest' (Fox) and vaude with Pickets Sisters. Will Rogers pic will bring in about \$13,000, mild. Last week 'Servants' Entrance' (Fox) \$14,000, unexciting.

Strand (2,000; 30-35-50)—'Case of Howling Dog' (WB) and 'Gift of Gab' (U). Double does for about \$12,000, very good. Last week 'Million Dollar Ransom' (U) and 'Lost Lady' (WB) \$9,000.

Metropolitan (3,000; 25-35-50)—'Affairs of Cellini' (UA) and 'Fedora' headed by Paul Yawitz, at \$17,000, okay. Last week 'Student Tour' (MG) did weakish \$14,000.

'Cleopatra,' with Stage Show, \$24,000; 'Cristo' in 5th Pittsburgh Week

Lady' (MG). At \$2,000, fair. Last week 'Servants' Entrance' (Fox) \$2,400, moderate.

Strand (RKO) (800; 25)—'Wagon Wheels' (Par). (Gail Patrick is the film's latest contribution to Hollywood and will mean about \$2,000, good. Last week 'Death on Diamond' (MG) \$1,200, light.

Empire (Acme) (1,100; 25)—'One Night of Love' (Col). Swell pull. Last week 'Housewife' (WB) \$1,600.

Pittsburgh, Oct. 22. A bit of sunshine peeping through the clouds this week but brightest ray of all continues to be the 'Count of Monte Cristo,' now in its fifth week at Fulton and still going strong. No telling when this one will wind up at present pace. In four weeks, it has played to more than 100,000 paid admissions, crossing better than \$30,000, which is nothing short of phenomenal in this low-scale small-seater. Current session started off briskly and all indications point to \$5,000 or better, which may mean still another week. Flicker has smashed all-time money and attendance records here and setting new marks daily.

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Loop Grosses Continue Good Pace; 'Divorcee' Galloping to Wow 25G; 'Lost Lady' at Apollo, \$10,000, O.K.

Chicago, Oct. 22. First rain that has fallen in this vicinity in three weeks chilled opening grosses, but houses give every indication of coming back into the coin quickly.

The Chicago for 'One Night of Love' Picture was heralded by an advertising campaign that cost something near \$12,500. It was a beautiful campaign but not the type of campaign that hits the widest eye. And the resulting \$45,000 is a profitable mark for the house but not up to what they had expected, and unless pace picks up by the close of the session it's not likely that the flicker will hold over as had originally been hoped.

Class house of the loop at present on patronage is the Palace. After months of red ink this house has ridden up to the top of the class. If it isn't the picture it's the vaude that brings 'em in. Now sticking on the upside of \$20,000, and for several weeks has hit above \$23,000. This week it will turn in the smashing pace of the loop on 'Gay Divorcee'.

No question of the patronage for this one. If the Palace is the joy house, the Apollo is the worry house. Weak pictures are holding back the chances on this spot and there is a possibility that the house may change its policy in coming into stiff competition with the Garrick next door at a lower price and the Palace down the street with vaude.

McVickers, now dark, passes to Arlon Jones on Nov. 8. Jones is now discussing policy possibilities and is negotiating for pictures. Likely to be first-run pictures with big name shows.

Estimates for This Week
Apollo (B&K) (1,200; 35-55-65)—'Lost Lady' (WB). May see \$10,000. 'DuBarry' (UA) couldn't hold up against the other costume pictures last week and cut out after seven days to find a new one.

Chicago (L&K) (3,940; 35-55-75)—'One Night of Love' (Col) and stage show. Advertising campaign followed exactly that of the New York run and cost more than the town has seen in many years. Opened quietly. Okay at indicated \$45,000 but the boys had planned on so much more. The picture is a 451 looks skimpy. Last week 'Hide Out' (MG) was only fair at \$36,800.

Garrick (B&K) (900; 35-50)—'The Princess' (WB). Heads for \$4,000 currently. Last week 'Wagon Wheels' (Par) \$3,500 for the western flicker.

Oriental (B&K) (3,200; 25-35-40)—'Human Side' (U) and vaude. Blackstone, the motion, on stage is helping house to fair take at \$16,000. Last week 'You Brought to Me' (MG) was only fair at \$22,700.

Palace (B&K) (2,500; 25-35-55)—'Gay Divorcee' (Radio) and vaude. Ben Hiss headlining vaude line-up. High profits at melodious \$25,000. House has caught on exceptionally well lately. Last week 'The Girl of the Year' (U) and vaude headed by Veloz and Yolanda.

Roosevelt (B&K) (1,500; 35-55-65)—'Unholy' (MG) (4th week). Had a lusty four-week stay of it, pace varying little at any time. Fine heap of coin for the house, finishing previous week at \$11,000 and ending its ride to \$8,000 for final session. 'Cleopatra' (Par) in tomorrow (Par).

State-Lake (L&K) (2,700; 20-25-35)—'Big Moment' (U) and vaude. Joe Lewis on top of vaude show. Currently to \$15,000. 'Gay Nine' unit last week boosted 'Among the Missing' (Col) to powerful \$17,100.

United Artists (B&K-LA) (1,700; 35-55-65)—'Barretts' (MG) (2 week). Socked out a beautiful \$23,300 on its first session and is holding remarkably on pace currently to indicated \$19,000, figures to charm any 1-2-3.

'WAKE UP' YANKED IN 3 DAYS IN DENVER

Denver, Oct. 22. Mayan enters first run class for one week and does fine business with 'Girl of Limerlost' first film house has had for full week, broke house record Sunday.

Aladdin expected his business with 'Caravan' but it did nosedive from first day. Fans didn't even wait for reviews by local critics which were very cool. 'Wake Up and Dream' received exceptionally poor notices, also first film to play only three days at new Orpheum.

'Gift of Gab' replaced, and will stay four days, doing slightly better. First time Orpheum has played split week.

Denham with stage show doing fine business with film that might not have stood up alone. Crowds are exceptionally steady at most shows and balcony formerly gallery getting big play. Stage show and film at same price of films alone.

Estimates for This Week
Aladdin (Huffman) (1,500; 25-35-50), 'Caravan' (Fox). Looks like \$1,500, not hot. Last week 'Romance in the Rain' (U) turned in a fair gross, and closed with \$2,000.

Denham (Cooper) (1,500; 25-35-50), 'Lemon Drop Kid' (Par) and stage show. About \$7,500, good. Last week 'Mrs. Wiggs of the Cabbage Patch' (Par) turned in \$7,000. The house hasn't seen so many youngsters since 'Alice in Wonderland'.

Denver (Huffman) (2,500; 25-35-50), 'One Night of Love' (Col). Worth \$9,000, good. Last week 'Madame DuBarry' (WB), while having a good week, was below expectations, and finished with \$6,000 (an average week in this house).

Mayan (Fox) (900; 20-25-30), 'Girl of the Limerlost' (Mono). Around \$2,500. This is the first time the worry house, lowest in the neighborhoods, has been a first run house. Exchange turned down what first run house offered for film.

Orpheum (Huffman) (2,500; 25-35-50), 'Wake Up and Dream' (U). Yanked after three days and 'Gift of Gab' (U) substituted. Maybe \$6,000. Last week 'Sis-Day Bike Rider' (FV) turned in a better gross than the Orpheum has had in several weeks—\$6,000—average.

Paramount (Huffman) (2,000; 25-35-50), 'The Girl of the Year' (MG). Full week stay. Around \$2,500.

BUFFALO OKAY; WILL ROGERS \$2,000

Buffalo, Oct. 22. Downtown box offices are clicking at a fine pace currently after a good period last week.

Will Rogers at the Buffalo started off to good notices and has developed into a sure draw at the house. Business elsewhere seems to be quite evenly divided, probably due to the absence of feature names and attractions.

'Barretts' failed to hold up to expectations for its final week but did nicely on its fortnight's showing at the Hipp. 'Cleopatra' was up to expectations and the Century, which has been building steadily, last week turned in a fine gross.

Estimates for Last Week
Buffalo (Shea) (3,600; 30-40-65)—'Judge Priest' (Fox) and stage show. Got off neatly and was building as the week progressed. Looked like \$20,000. Last week 'Mrs. Wiggs' (Par) and stage show. Picture was fine for the kids and well liked all round. Held up nicely to estimated figures at \$17,700.

Hipp (Shea) (2,400; 25-40)—'Caravan' (Fox). Should do better than average business here, with gross probably up to \$7,000 unless something goes haywire. Last week 'Barretts' (MG) (24 week). Under anticipations at \$6,600 for the week. Picture netted \$20,000 for its two weeks run, which is plenty okay, however.

Great Lakes (Shea) (3,400; 25-40)—'DuBarry' (WB). Figures on this one seem uncertain but indications are for \$7,500. Last week 'Cleopatra' (Par) did well and slightly better estimates at \$10,500.

Century (Shea) (3,400; 25)—'Treason of Terror' (WB) and 'She Was a Lady' (Fox). Looks like a double feature run of the mill but it seems headed for around \$7,500. Last week 'Death on Diamond' (B&K) and 'Desirable' (WB) caught on early and moved fast to a fine figure at \$11,000.

Lafayette (Ind.) (3,400; 25)—'Defense Rests' (Col) and 'Stolen Sweets' (U). Only about average taking, indicating that something over \$6,000 in prospect. Last week 'Human Side' (U) and 'Love Captive' (U) was quiet with the week's figure running to under \$5,500.

NEW HAVEN IMPROVES

'Divorcee' Solo, \$7,500, Big—'Gentleman', Dual, \$12,500

New Haven, Oct. 22. The Arliss house is pulling them to Poll's but is being done by nice business on 'Gay Divorcee' at Roger Sherman. Paramount and Bijou battling for what's left.

Total grosses for four de lusers a decided jump over last week, with managers hoping it's more than a temporary spur.

Estimates for This Week
Paramount (Public) (2,348; 35-50), 'Mrs. Wiggs' (Par) and 'Curtain Falls' (Ches). Younger generation going heavy for 'Wiggs' with adults contributing a fair bit to the b.o. Oke \$5,500 in sight, which equals last week's 'Lemon Drop Kid' (Par) and 'Wagon Wheels' (Par).

Poli's (Loew) (3,040; 35-50), 'Last Gentleman' (UA) and 'Wake and Dream' (U). Overflowing weekend points to heavy \$12,500. Last week 'Richest Girl' (Radio) and 'Love Time' (Fox). A disappointment at \$8,000, which has been bettered by several recent weeks.

Roger Sherman (WB) (2,200; 35-50), 'Gay Divorcee' (Radio). Bally campaign helping this to big \$7,500; nice money for a single. Last week 'Du Barry' (WB) and 'Danceous Corners' (Radio). So-so \$5,100.

Bijou (Loew) (1,500; 25-35), 'Caravan' (Fox) and 'Take the Stand' (Liberty). Still trying out a new policy and may get back \$2,700. Last week 'Student Tour' (MG) and stage band. Around \$5,800, which was not too good at a 35-50-cent scale.

Rains Help Future But Hurt This Week At Lincoln, Nebraska

Lincoln, Oct. 22. Steady downpouring rains, the first of their kind since nearly a year ago, is warming the future outlook in this territory, but is certainly dampening any hopes for grosses at present in the city. It is so unusual to see rain in such steady quantities, people stop in doorways along the street just to watch it.

As a result, 'Cleopatra' expected to make a bigger splash among youngsters to the b.o., opened moderately, but will probably build over the weekend. 'Richest Girl' (Lincoln) from the present pace will not excite.

Of course, vaudeville policy at the Orpheum gathered the attention this week, the first time since nearly a nine-act bill on the stage holding up 'I Give My Love' from the dimals. The Orpheum this week is boasting a bigger first show than has been here since the house opened with that policy.

Estimates for This Week
Colonial (LTC) (750; 10-15)—'Cactus Kid' (Indie) and 'Let's Talk It Over' (U). In a fair way.

Lincoln (LTC) (800; 10-15-25)—'Richest Girl in the World' (Radio). About able to reach \$2,000 which is better than average. Last week 'Gift of Gab' (U) was the lone excitement on the row and took \$2,500 in a dull week.

Orpheum (LTC) (1,200; 10-15-25)—'The Girl of the Year' (MG). Full week stay. Around \$2,500.

'Divorcee' Heading for New B.O. Mark of \$21,500 at Hipp, Balto.

Baltimore, Oct. 22.

Biz this week barely escapes the oke category, but there is a socko redeemer in 'Gay Divorcee' at the Hipp. Musical started with a snap, opening show, playing to lobby lockouts, and there has been a succession of 'em ever since. Astaire has blossomed into a b.o. buff of primal magnitude here, judging from comments. House on Saturday affixed an added show to its daily sked. Stage show has been shaved to 40 mins., shortest running time since 'Little Women' crossed the stage to establish a new high in the pulsing pace. About \$21,500, which breaks the old record by 2 g's.

Rest of the town is finding things much more leisurely. Century is a bit disappointed in 'Last Gentleman' after 'Rothschild', Arliss was believed to have reinstated himself at the Balto b.o., but press didn't like this pic. No more than a mild \$16,000.

Stanley is scudding along fairly well, having the only pash pic on 'Monday' in the loop currently. 'Du Barry' House went out after biz smartly via the exploitative route and is snagging a mass of matron play.

'Little Friend' \$35,000, Roxy, And 'Innocence' \$80,000, M. H.; 'Widow' Lukewarm at Astor

'I Give My Love' (Fox) with Dillon sisters unit on stage and 'World Moves On' (Fox) split. Take is good for a neat sum of \$2,400. Last week 'She Was a Lady' (Radio) with Southland revue and 'Dragon Murder Case' (WB), split.

Nice week with \$2,000. Stuart (LTC) (1,900; 10-25-40)—'Cleopatra' (Par). Will probably wind up with nice \$3,000 after a slow start. Last week 'Madame DuBarry' (WB) was a bust and tally about \$2,200, may below average.

'DIVORCEE' H. O.; 'CLEO' \$8,000 IN OMAHA

Omaha, Oct. 22.

First time in over six months town has seen a holdover. It's the 'Gay Divorcee' at the Brandeis and riding to strong money second week. Opening week \$2,700. (current) week second high of the house's new regime under Singer management and picture policy. \$7,100, failing by a few hundred to equal 'Little Women', but practically a record week. Mort Singer, house owner, was in from Minneapolis on a biz trip and decided house will stick to straight films if it keeps up this it is and has been doing. This eliminates talk of vaude for the time being.

Estimates for This Week
Brandeis (Singer) (1,200; 20-25-35)—'Gay Divorcee' (Radio). Gets the first holdover week since last week. Opening week \$2,700. Along with the record 'Little Women', but wound up at \$7,100, just a wee short of the record. For this, its second, week, it will be strong at about \$5,000.

Paramount (Blank) (2,765; 25-40)—'Cleopatra' (Par). This one good, but no more: around \$8,000. Last week 'Chained' (MG), around \$8,000. Orpheum (Blank) (2,765; 25-40)—'Last Gentleman' (UA) with 'Desirable' (WB). Arliss the draw and holding for a steady week at \$8,250. Last week 'Mrs. Wiggs' (Par) with 'Have a Heart' (MG), a good, sentimental bill that was cheery in its money total, \$5,800.

World (Blank) (2,100; 25-35)—'Crime Without Passion' (Par) with 'Gift of Gab' (U). Last Two make a stronger bill than has been the ordinary thing here and gives the house a chance to do things at \$4,400. Nice. This bill and what's already scheduled last week indicate a better product here. 'Lemon Drop Kid' (Par) with 'Chan in London' (Fox) began an upturn here at \$4,100, good.

Estimates for This Week
Century (Loew-UA) (3,000; 15-25-35-40-55-65). 'Last Gentleman' (UA) and 'Take the Stand' (Liberty) especially rated and biz off. Stage show is strong and helping at the window, but the \$16,000 isn't evoking any cheers. Last week 'Student Tour' (MG), George Jessel and Jack Cooper heading stage show, were just so-so at about \$17,000.

Hippodrome (Rappaport) (2,500; 15-25-35-40-55-65). 'Gay Divorcee' (Radio). A typhoon at the b.o. and heading for a new gross record. Nearly inundating the rest of the house. Last week \$21,500. Last week good \$12,500 for 'Lady by Chance' (Col) and vaude.

Keith's (Schanberger) (2,500; 15-25-35-40-55-65). 'Gift of Gab' (U). Gully estimates from cork hurt on the long list of names isn't doing its part. Just an oke \$4,500. Last week 'Mrs. Wiggs' (Par) far better than estimated: a good \$6,000.

New (Mechanic) (1,500; 15-25-35-40-50). 'Lovetime' (Fox). Seems hopelessly stymied. Notices nixed and lack of any effectively known names in front further hurt. 'Debarry' \$2,400. Last week not much better for 'Peck's Bad Boy' (Fox); \$2,600.

Stanley (WB) (1,450; 15-25-35-40-50-55-65). 'Last Gentleman' (UA). Looks around \$20,000 first week, not bad, but good. Last week, third and final for 'Monte Cristo', was \$21,400. Transatlantic Merry-Go-Round (UA) opens here Oct. 25.

State (2,300; 25-35-55-65)—'Little Friend' (Gib-Fox) and stage show. Receiving good notices, foreign-made minkie house happy on \$35,000. Will hold over third week, view of the Dean boys, Dizzy and Daffy, as stage support. Last week, second of 'Peck's Bad Boy' (Fox) \$25,800.

Stardust (2,300; 25-35-55-65)—'Happiness Ahead' (WB) (24 week). Sturdy on holdover, probably \$18,000. First week was \$26,200. 'DuBarry' in tomorrow morning (Wed.)

State (2,300; 25-35-55-65)—'One Night of Love' (Col) and vaude. Getting big play with Ben Bernie on stage, and maybe \$25,000, socko. Last week 'Dames' (WB) around \$19,000.

40), 'Du Barry' (WB). Doing o.k. considering no especial marquee name. Last week \$25,000. It is to their fancy, hence fair enough \$5,600. Last week 'Howling Dog' (WB), \$5,000.

Six new pictures arrived on Broadway this week, including a two-a-day attraction, 'Man of Aran', at the Criterion. Group is doing well, heads by none smash doing well. 'Little Friend' at the Roxy. Latter film will do an easy \$35,000 and will be held a second week. Both 'Friend' and 'Aran' are Gaumont-British pictures. 'Aran' on its third day, gets \$3,100. Holdover of 'Friend' will have the Cardinals' Dean boys on a personal. 'Age of Innocence' is holding up smartly at the Music Hall and showing at around \$30,000. Last week 'Judge Priest', after a very good start, fell off and wound up at \$82,000. At the Palace currently this picture is showing above average, probably \$13,000 on the week.

The Rivoli's new tenant, 'Last Gentleman', took off okay, and on its first week may be around \$30,000. 'Case of the Howling Dog', at the Rialto, is another of the newcomers which the public is supporting. First seven days will be about \$14,000 and picture will be kept for a few days on a second week.

Stardust now has three holdovers. Fourth week of 'Barretts' at the Capitol points to around \$25,000, lighter than anticipated. The Paramount will get about \$24,000 smash (current) week and will essay a third week before bringing in 'Mrs. Wiggs of the Cabbage Patch' in 'Happiness Ahead' around \$25,000, fair, but indications are it's going to have trouble holding up at the scale.

Mayfair (2,200; 35-55-65)—'Have a Heart' (MG). Will be about \$9,000. State is packing 'em with 'One Night of Love' and Ben Bernie. Maybe a smash \$25,000. 'Merry Widow' not strong at the Astor on its \$2 run, despite glowing reviews.

Estimates for This Week
Astor (1,012; \$110-\$135-\$220)—'Merry Widow' (MG) (24 week). Off a little after a good opening. First week around \$25,000, fair, but indications are it's going to have trouble holding up at the scale.

Capitol (5,400; 35-75-85-\$110)—'Barretts' (MG) (4th week) and stage show. On first week probably will not see more than \$25,000. Last week, third, \$38,000.

Criterion (886; \$165-\$220)—'Man of Aran' (Gib-Fox). Opened a two-a-day, but first week, fair, but indications are it's going to have trouble holding up at the scale.

Mayfair (2,200; 35-55-65)—'Have a Heart' (MG). Will be about \$9,000. State is packing 'em with 'One Night of Love' and Ben Bernie. Maybe a smash \$25,000. 'Merry Widow' not strong at the Astor on its \$2 run, despite glowing reviews.

Palace (1,700; 35-55-65)—'Judge Priest' (Fox) and vaude. Rogers picture drawing nicely here. Pointing to \$13,000. Last week 'Chan in London' (Fox) only \$9,000, previously at Roxy.

Paramount (3,564; 35-55-75-85)—'Now and Forever' (Par) (24 week). Not up to expectations at \$24,000, but will hold over third week, view of low nut here. First week was \$39,000.

Radio City Music Hall (5,945; 40-60-75-85-95)—'Age of Innocence' (Radio) and stage show. Chances for nice enough \$80,000. Last week 'Judge Priest' (Fox) eased to \$82,000.

Rialto (2,000; 40-55-65)—'Howling Dog' (WB). Good trade, and at \$14,000 first week will be retained portion of a second. Last week, second of 'Our Daily Bread' (UA), \$10,000, okay.

Rivoli (2,200; 40-55-75-85-95)—'Last Gentleman' (UA). Looks around \$20,000 first week, not bad, but good. Last week, third and final for 'Monte Cristo', was \$21,400. Transatlantic Merry-Go-Round (UA) opens here Oct. 25.

State (2,300; 25-35-55-65)—'Little Friend' (Gib-Fox) and stage show. Receiving good notices, foreign-made minkie house happy on \$35,000. Will hold over third week, view of the Dean boys, Dizzy and Daffy, as stage support. Last week, second of 'Peck's Bad Boy' (Fox) \$25,800.

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FRENCH FILMS' NRA IDEA

UA Hooks Up with French Daily; Deal Has Political Significance

Paris, Oct. 13.

Alliance has been formed between United Artists and the Intransigent, leading Paris afternoon paper owned by the powerful Dreyfus bank, which promises to be one of the most important hookups made by an American film concern here in years.

Deal is really between UA and Dreyfus, although on the surface it is an arrangement between the newspaper and the Umanzky chain of showplaces (Lord Tyrone, Avenue, Aubert Palace) which show United Artists pictures exclusively.

By it Umanzky takes over the Miracles, film house run by the Intransigent and located in its building. House will have to close up presently to make room for additional press units, and when this happens Umanzky agrees to perpetuate the name Miracles in his other theatres.

Last picture to be shown in the present Miracles, under Umanzky management, will be 'Our Daily Bread' to open Oct. 16 with the biggest publicity send-off any film has ever known in Paris, thanks to the UA-Intran deal. Intransigent, which has highest evening paper space rates here, will use the equivalent of four full pages of display ads free before the film opens and 100 lines daily during the entire run. Also four pages in its weekly film fan paper, 'Pour Vous', which has the largest circulation of any French fan-mag plus an indefinite amount of free editorial space in both publications, on which UA press agents are jumping with both feet. In addition, posters for films will be carried on the fleet of 100 newspaper delivery trucks—all free.

Ambition

Keynote of deal, which would seem fantastically one-sided in favor of United Artists and Umanzky, is the ambition of Dreyfus to figure in film business. Bank is one of the richest in the country. Among other things, it is the world's biggest wheat trader.

Dreyfus squeezed Leon Bailly, who made the Intransigent a success, out of his newspaper a couple of years ago, just when the rival evening paper, 'Paris Soir', was making a notional rival to free the Intran its only real competition. Now it looks as if the bank would also get a hook on the Paris Soir, which has been running over 1,000,000 circulation for many months without being able to get the volume of advertising sufficient to keep out of the red.

Dreyfus hookup with American interests is all the more interesting because bank is the leading creditor, after the Bank of France, of Gaumont-Franco-Film Aubert, liquidation of which is expected to come to a head any day now. Dreyfus, since beginning of the legal liquidation, has been mentioned as probably heading a syndicate to take over G.F.F.A. Recently reports have been that the Leonard Brothers bank was nosing out Dreyfus for first place in the Gaumont race, but these two banking interests are not entirely separate. In any case, if Dreyfus gets a real hook on the new G.F.F.A. management, which seems likely, United Artists should, through its present alliance, get a big market for its pictures in all the Gaumont theatres, which can use far more than United Artists can supply.

Politics

Perhaps the biggest significance of alliance is political. Dreyfus himself is a deputy, and through his newspapers and bank wields great influence. He should be an ally of enormous importance to American film interests in their fight to get the product admitted into France free of undue restrictions and tariffs.

Negotiations were carried out by Lucy W. Kaskner, UA continental chief, and Curtis Melnitz. They started through Dreyfus' desire to get 'Daily Bread' for his theatre.

Anzacs Nix 'Belle'

Sydney, Oct. 22.

Australian censor board has nixed Mae West's 'Belle of the Nineties' completely. Picture, as submitted here, is the same revised version as was accepted in the U. S.

Paramount is appealing the decision.

AMERICAN PIX STILL LEAD IN AUSTRALIA

Sydney, Oct. 3.

Today, more than ever before, American pics are in control of Australian amusement field. A checkup shows the following pics playing here currently: 'Voltaire' (WB), 'Harold Teen' (WB), 'Life of Vergie Winters' (Radio), 'Mystery of Mr. X' (MGM), 'Glamour' (U.), 'Manhattan Melodrama' (MGM), 'Hollywood Party' (MGM), 'Murder at Vanities' (Par), 'Thirty-Day Princess' (Par), 'It Happened One Night' (Col), 'Sisters Under the Skin' (Col), 'We're Rich Again' (Radio), 'Charlie Chan's Courage' (Fox), 'King for Night' (U.), 'Love Birds' (U.), 'Wild Cargo' (Radio).

Few British pics playing are doing good business. They are 'Evergreen' (G-B), 'That's a Good Girl' (B.D.), 'Marooned', 'Kismet Conquered' and 'Say It with Flowers'.

Fox's Week of French Version Trade Shows

Paris, Oct. 13.

This has been Fox's week for showing its line of French talkers and dubbed American films to the trade. Previews have been given daily at Marignan, with the Ermitage pressed into service Monday afternoon (8) in addition to show 'The First World War'.

Big event was the presentation Wednesday morning (10) of the French version of 'Caravan', which was followed that afternoon by a cocktail party at the George V, at which Carle Hayette shook hands with all the newspaper boys.

On previous day the gang previewed Fred Bacos' latest French-made for Fox, 'Mam'selle Spahi', which got a good haul. Based on 'Nicht Manoeuvre' by Andre Heuzey and Etienne Arnaud, and featuring Noel-Noel, Mady Berry, Raymond Cordy and Saturnin Fabre, Max de Vaucorbeil directed.

Hagen's 6 G-B's

London, Oct. 13.

Julius Hagen has made a deal with Gaumont-British, whereby he will produce six pictures next year. Total cost will be \$1,000,000 and pic will be distributed by G-B.

Pabst's Pic for G-B

G. B. Pabst has dropped his projected picture for G-B, 'Schulberg', and will go to England next year to make one for Gaumont-British. Pabst and Schulberg were working on a war film from an original Pabst idea but got scared that conditions around the world were too critical currently for such a stunt.

and hookup was put over in order to keep for the Intransigent its identification with the Miracles theatre, which has been a good ad for the paper ever since Bailly founded it.

Incidental result of hookups has been the decision that Melnitz, who is officially a press agent, remain in Paris indefinitely. Instead of going to London with rest of the UA European headquarters crew.

GOV'T PLANNING INDUSTRY CODE

Ban of American Pix Brought Up Again— Committee of 15 Named to Sift Angles—Natan's Attitude Watched—Po- litical Situation Factor

YANKS NOT WORRIED

Paris, Oct. 13.

Chambre Syndicale of French film industry, representing chiefly the Pathe-Natan interests, has again presented to the government the Vandal report, which was defeated in June, for the suspension of imports for six months and a prohibitive tariff on films to follow.

Report, this time, was made to the interministerial committee just named to draw up an NRA code for the French film trade. American interests are not particularly worried, because a strong opposing report was made by other interests, and it doesn't look as if even the Chambre itself really expected to revive the old Vandal idea, which everybody considered dead and buried as a result of the June decision and the summer trade powwows that followed it.

Committee, which was named Saturday (6) in the Journal Officiel, consists of 15 members, all civil servants, members of the famous French bureaucracy. Chairman is M. Fighiera, Councillor of State and director of industrial and commercial affairs in the Ministry of Commerce, and in addition there are two high functionaries from each of the following ministries: Foreign affairs, national education, interior, labor, finance and commerce. The other two, to make a total of 15, are additional representatives of the ministries of the interior and commerce.

Trade Satisfied

Trade is fairly well satisfied with the names. All members have reputations of impartial, non-political civil servants.

Even before their appointment was officially announced in the Journal Officiel they got busy, calling for reports from principal trade leaders. This rush was considered by the anti-quota crowd as having been stimulated by the Chambre Syndicale interests, with the idea of catching them off their base. Chambre, as a matter of fact, used

(Continued on page 61)

Spain Names Official Council To Study Country's Picture Biz

Madrid, Oct. 9.

Formation of a Cinematographic Council to study the Spanish film industry and the entry of foreign pix has been authorized by the ministry of industry and commerce, according to a decree published in the official gazette.

Members of the council have not been named, but it is assumed they'll be named soon. Council will be headed by the director general of industry with the director general of commerce and tariff policy as vice-president. It will have 14 directors, including one each named by the director general of industry, director general of commerce and tariff policy, National Council of Culture and the Spanish Tourist Bureau; three appointed by the Spanish delegation to the Spanish-American Cinematographic Congress and the Iberoamerican Cinematographic Union; another by the Cinema committee of the Catalanian government; one by the exhibitors; one by Cinema Impresarios; one by Spanish film producers; another by the proprietors of pic labs; one by the newspaper and magazine film critics, and the fourteenth by the Federation of Industrial Engineers' Associations.

The council is specifically created to 'study the diverse problems of the cinematographic industry and propose adequate solutions convenient to the national interest.'

Problems

Council will study the following questions:

Problems connected with pic distribution and exhibition; regulation of commercial operations derived therefrom; judicial protection of the companies and defense of Spanish film producers and the industry; possibility and convenience of obligating the showing of national films and the means for applying such a measure; economic facilities which the Spanish tongue might give to Spanish-American production.

Inspection of the film industry and film commerce; tariff regime for film and pic apparatus and material; production and exhibition of newsreels; cinema as auxiliary means for tourist propaganda; non-industrial pic; documentary films; pictures from the cultural and educative viewpoint; distribution of cultural films; use of pictures for divulging sanitary laws, and instruction in agriculture, forest culture and machines used in any culture and industry; use of films for maps, military plans, etc.

The Cinematographic Council plan has been lying dormant for some time. It was ordered to be organized last year, but the government never got around to it. Then someone got a minister to draft a plan for controlling the entry of foreign films and propaganda national films. When objections from Hollywood and New York became too numerous that plan was given the air temporarily, and now the council is given something to work on.

If it gets started, its job may eventually result in a definite policy regarding national pictures and restrictions on foreign films. But as long as the infant national industry cannot fill the market need at any appreciable degree there seems to be little danger of foreign pic entry being limited.

Voelckmoeller Scripting Mussolini's 'Napoleon'

Venice, Oct. 13.

Carl Voelckmoeller, author of 'Ben Hur's' show, 'The Miracle of Paganini' and 'The Miracle of Paganini' is writing scenario of the Mussolini-Paganini play 'Napoleon'. Werner Krauss, who plays as Napoleon, and rest of company are off to Rome for exterior and to meet it there. Italian film company, Consorzio, is producing.

Comedie Francaise Explains

Just When and How Actors Can Do Film Work Now Made Clear

Paris, Oct. 13.

Comedie Francaise, after years of indecisive wrangling over how and when its members can play in films, has come out with a definite stand. In a registered letter to 350 film companies in France, Emile Fabre, director of the Comedie, has advised that hereafter no artist of the Moliere troupe can be hired for pictures without his Fabre's written and signed permission. Any film producer who hires a Comedie actor or actress without this document, he wrote them, is likely to get stuck by having the artist called back to the Comedie in the middle of shooting, and in addition the producer may be sued for damages.

The Comedie, after years of discussion, thus takes a definite stand, admitting, before the possibility of its people doubling in pictures, but providing for a clear cut decision in each individual case. At the same meeting of the Comedie's board of directors at which this was announced, Levy Strauss and Leon Perret, filmers who are to make an educational on the history of Moliere's theatre and also a film of 'Les Precieuses Ridicules' explained their plans. They will start shooting in a month. After the origins of the theatre have been shown, sound track will pick up transfers from old disks of the voices of Sarah Bernhardt, Mounet-Sully and Paul Mounet.

Film will then show details of the present theatre, which will climax on the opening scene of 'Les Precieuses Ridicules' with present-day Comedie actors and actresses on the stage. Conclusion will be a reproduction of Sacha Guitry's 'Deux Couverts', with Leon Bernart.

Film will be shown only at a minimum distance of 50 miles from Paris. It is intended to show the provinces what the Comedie is all about.

THE GREAT HOLD-

(What else

A cyclone has hit the country! Box-pieces! "THE GAY DIVORCEE" is maker . . and everybody knows it! EIGHT RECORDS BROKEN . . . EIGHT Boston . . Held for three weeks . . second week . . Minneapolis . . Held Milwaukee . . Held for second week Held for second week . . Memphis week . . Fort Worth . . Extended . . Extended time . . .



30 OPENINGS OVER THIS WEEK-END, EAST, WEST, NORTH, SOUTH.. Warner Houses, RKO Houses, Independent Houses... houses from all circuits and the story is the same... name the top money picture for any of 'em and you'll find "The Gay Divorcee" has made it past history! . . . LOOKS LIKE 100% HOLDOVER EVERYWHERE!

Chicago... 4 Star Reviews and the Loop traffic tied-up! ... Cleveland... Out-grosses any show in five years... St. Louis... Continuous holdout... Canton... Turning away more than can get in... new five year record... Richmond... Outgrossing both "Rio" and "Little Women" breaking all house records... Salt Lake... Sensational opening and building... Baltimore... Name your own show... Divorcee beats it! 5 Shows daily and they're still standing!... Louisville... First 3 days tops everything... Indianapolis... Rave reviews, cheers, applause and a record... Cincinnati... Crowds standing at midnight force extra shows. 3 days gross beats "Women" former title holder. New Orleans, Los Angeles, Hollywood (simultaneous run), New Haven, Rochester, New Bedford, Washington, Providence, Fall River, Columbus, Houston, Atlantic City, Altoona, Seattle, Hartford, Albuquerque, Kenosha, Appleton, Zanesville, Charleston... ALL DANCING TO NEW RECORDS ON RAINBOW OF RHYTHM!

OVER SENSATION

can we call it?)

**office records are being blown to
the year's smash melody money
LAST WEEK . . EIGHT OPENINGS . .
HOLDOVERS! . . .**

**Omaha . . Held for
for second week . .
. . Kansas City . .
Booked for second
time . . Galveston**

**FRED ASTAIRE
GINGER ROGERS**

STARS OF "FLYING DOWN TO RIO" IN THE
MOST SUMPTUOUS ROMANTIC HIT OF ALL SEASONS

**"THE GAY
DIVORCEE"**

with

ALICE BRADY

EDWARD EVERETT HORTON AND
HALF THE BEAUTIES OF HOLLYWOOD
DIRECTED BY MARK SANDRICH DANCE EN-
SEMBLES STAGED BY DAVE GOULD A PANDRO
S. BERMAN PRODUCTION

**RED-HOT WIRES
FROM COLD-BLOODED
SHOWMEN . . .**

"GAY DIVORCEE is all that you have dreamed and hoped it would be. Picture is outstanding and in my opinion undoubtedly will be one of year's greatest hits. In Fred Astaire your company has fresh sparkling personality who already can be classed as one of screen's foremost artists. Cannot see anything but smash business for this smash hit."

Charles P. Skouras,
Fox West Coast Theatres

"GAY DIVORCEE opening today indicates new record. Opening ahead of anything theatre has played yet. Excellent comment from audience. Thanks for another smash."

I. M. Rappaport, Baltimore, Md.

"GAY DIVORCEE doing sensational business, Palace Theatre, Canton. Finest musical I've seen in many a moon. Local critics raved. Regards,"

George A. Delis, District Manager,
Constants Ohio Theatres

"GAY DIVORCEE opened day and date, RKO Hillstreet and Warner Bros. Hollywood today in heaviest rains since flood last New Years day. Despite this picture opened bigger than big. Deafening applause at every performance greeted every song number and at close of picture applause lasted fully several minutes. Comments marvelous. My opinion picture destined to be the biggest grosser you have had including 'Little Women' and 'Flying Down to Rio.' Best regards and keep them coming."

Jack J. Gross, Manager,
RKO Hillstreet Theatre

RKO
RADIO
Picture

Grauman's Chinese

Film puller was 'Richest the World' (Radio) with the reel to back it up. Something pulling for the house was than average Friday night.

ROXY, N.Y.

Quantity platform of P.M.'s policy for the Roxy, at pop prices, has been working out in great shape for many months and if the quality is there—as it usually is—so much the better. Both elements are present currently and any captiousness must go by the board. In the variety show, the family trade, at 55c top, reacts to the Roxy's abundance of stage and screen fare.

But no denying that the show is long. Apart from an 80-minute feature, "Little Friend" (GB), the news-reel (only U's assassination special), "Aladdin and His Lamp" color-tone, and the holdover Technicolor novelty, "La Cucaracha," there's a more-than-an-hour rostrum presentation. "Cucaracha" is three weeks at this house now, having held forth for two nights with the previous "Peck's Bad Boy" on its hold-over show, which makes that particular booking, while a pip show, a bit too much.

Bob Bond heads and paces "The NBC Parade of Stars" which includes Arlen Jackson, The Jesters (Guy Bonham, Wamp Campbell, and Dwight Latham), The Whiteman's 3 Rhythm Girls, and David and Hilda Murray, expert ballroomologists with a sense of humor who, under Bond's aegis of better, come under the radio category. Bobby Gilbert billed but not known.

Bond announced the topical scenario for NBC's most popular revues about that assignment. He uses four girls to some fairish comedy to illustrate McDowell's idea, in that the new historical comedy to follow is "The Old Man River" in fair baritone, besides good-humoredly pacing the general review, although patently he's more in a pose to make a show of a factual rather than an entertainment assignment.

Bond also introduced Nova Pileham, star of "The Old Man River," making a personal app at the Roxy Friday night just before sailing for London on the Aquitania at midnight.

Arlene Jackson is a diminutive songstress who has been sustaining on NBC and sounding nice. She should learn to press better in order to offset her pettiness better. Instead of the bare arms would help.

Paul Whiteman's 3 Rhythm Girls (Gertrude, Flo and Esther) apart from their trumpet playing, tell no panic. Too heavy on the pash indigos and would be better if rehearsing a better assortment of tunes. Need some spirit in the making, as otherwise they have the makings. Night now too new.

The Jesters are standard and have been at the Roxy before. They have a nice touch of humor over a neat rostrum routine. They have the knack of proper milk stance, not eclipsing their personalities, nor vibrating in memory. Too much, however, as evidenced by that preceding. For one thing, of her stature, the mike should have been lowered. Instead she caresses it and her personality is in almost total eclipse.

So much for the mikes. David and Hilda Murray, for the flash, are tip-top ballroomologists, doing their own thing, and the numbers to heavy routines, but registering the most with their international impressions. These are wisely limited to "Kathleen" (German), "The Little Bitter" (says Murray), an Argentine cariola and a pip comedy collage hop in broadest burlesk manner which nicely relieved the somewhat formality of their other terms.

The Gao Foster girls do a three-act opening number that sounds better than it is. Rather awkward. Their precision, pash-type arm-log routine was a better attempt but still too ragged opening night.

Big big all through the opening act and over.

DOWNTOWN, L.A.

Los Angeles, Oct. 18. Vaude was restored tonight in Warner's one-night straight pip, but failed to open as auspiciously as might have been expected under more favorable conditions. Meagre attendance campaign, plus rain-out of Southern California rain-storm, can be equally blamed for the lack of interest, but both are conditions that can readily be overcome.

Opening show is a six-act bill of good enough quality, but most of which have been seen hereabouts time and time again. Shows runs heavily to comedy, with five of the six acts coming within that classification. Bill is satisfactorily laid out and, considering the absence of names, rates as a standard vaude.

Reprint of "The Old Man River" skaters open, with mixed in executing some different gyrations, and another male member doing comedy. Good opener for any bill. Deane and Duval, and Morley's pair of comedy mimes, who affect an Italian troubadour type of delivery. Boys have been seen hereabouts many times, but always

manage to deliver. Trevor and Gray, pair of knockabout comedians, follow with a burlesque adagio for a finish that's good for laughs. O'Connor Twins, two harmonica and piano accompanist, seem more suited to radio than vaude, although pleasing the opening-day customers. Voices of the two warblers harmonize well and their numbers are mostly pop airs.

Nelson and Karcher are another comedy pair who have played most of the local dates in the past couple of years, but are surefire and fit almost any bill. Closing spot has the Bruno Weiss Trio, knockabout acrobats, good for laughs and topping show off nicely.

Screen feature is "Big Hearted Herbert" (WB), with Univ. News and Merrie Melodies (WB). Best of second show opening day, a bit better than average straight pip draw, but will have to do better to take care of added nut. Edna.

PARAMOUNT, L.A.

Los Angeles, Oct. 18. Pretty snappy stage show currently as an adjunct to DeMille's screen opus, "Cleopatra." Fanchon & Marco extended themselves on this unit, particularly on the ensembles, and result is a smooth-running show that's crammed with value.

Rube Wolf and the band continue as solid if not knockabout comedians, with Armda, the added name for the occasion.

Opening has the line girls grouped in front of the scrim, depicting a huge bouquet of roses, out of which they emerge for a ballet routine that increases in tempo as it progresses. Scrim is flown at finish, revealing band on the movable platform. The girls are Fred and Billie Lowe, blues chanter, indulge in a comedy number, leading up to a musical wedding by the band, which was well put over and elicited a good laugh.

Wolf gives impressions of various cornet leaders and closes with an impression of himself. Then goes into a comedy bit with a trained dog, who plays himself a big clown than the Rube, and helps draw plenty of guffaws.

Deane and Duval, adagio pair, with Miss Lowe chanting, are pivots in the spectacle number, with the girls to the melody of "I Saw Stars."

Armda opens with a bit of Spanish song, then gives a few impressions of various styles, including "La Cucaracha" with a vengeance, and winds up with a snappy castanet dance.

Paula has the girls on, clad mostly in spangles, for a rostrum routine, with Deane and Duval perched atop a huge tom-tom above the orchestra. Show moves plenty fast and here are no dull moments. Screen has a few news and Betty Boop cartoon for fillers. Lower floor capacity, with some overflow on balcony at opening session today. Edna.

FOX, B'KLYN

Lots of improvement around here since the Fabian management has taken this spot over. The shows have pace and color and also talent. This week, anyway, Stuart and Lash, who top the bill, would size better if they didn't resort to some halfhearted attempts at good job, as a girl for the show, but they are liked here, nevertheless. Lash also m.c.'s the show with Bill Power as his partner.

Bill Power, a good job with the girls at hand. The lassies don't look so uniform on figure so far as grace and litheness is concerned, but they manage to swing together. Certainly a far better type and line than had been wont to appear here previously.

How is run by St. Fabian, with Zac Friedman as manager. Under the non de plume of "Zac," this lad also supervises production, and is a good job of it. He's also feeding a sustaining show once weekly to WOIL. Dinner show when caught looked like it was better than the last, but is being marred by the fact that Condos Brothers were added to the show, following the one caught.

Charles St. Fabian, the orchestra on the stage rather than the pit. He does okay, considering everything, and could do better with it.

Somewhere along the line Lash misses his cue or something and announces Eleanor Talbot when he should introduce Lash and Lash. Talbot, a comedy skit, apparently caused the error. Miss Talbot sings a couple right into a mike, and the Watsons do a modernistic number with the line.

Fortunello and Grindella, crack down rhythm balancers, trot on early, and it is this duo that takes the show to a new level. A well-skilled pair who work beautifully in costume and painted masks. Speedy show, it runs only 43 minutes.

Feature, "Chu Chin Chow" (C-B) and six pretty fair when caught. Show.

KEITH-BOSTON

Plenty of stage show here, with combination unit and straight vaude running 70 minutes and holding satisfactory pace throughout.

Mendova opens in one with blotto routine, spilling all over the apron and once into audience, via stage stairs. Once a totally dumb act, the rubber-boned bender offers a recitation about a drunk's fondness for land posts, a prelude for the familiar flips, falls and slides.

Clifford and Marlon given top billing, fill the duce spot, which is really closing of straight vaude stunts. Marlon's hole and Clifford's rapid fire chatter clinch the act. Femme garners the final applause with pop warbling, showing off above decent voice.

From this point Ranny Weeks, house m.c. and leader, takes over full stage with his band as background for unit presentation, first seen behind the scrim, and then lighting. Band leader already established after seven consecutive weeks in this spot, coming from local night club, starts short a reassuring response, with his following to announce Sinclair Sisters and Lee Murray. Sisters come down stairs spitting the stage band and pull off a hot strut in scant costumes. Well-matched, goodly share of a.s. and well-executed routine. Murray breaks in for finale and man in Ted Weiss makes no playing clarinet, tangles with the act, but not mentioned in billing.

Weeks brings on Wally Brown, from the Providence Keith house, for a solo, him a bit too typical in the flitting about, but some well-timed gags offset that drawback. Titled upon dirt too much in a bus ride monologue and partner, Virginia Gibson, works straight. They do a "Tea for Two" songs and dance which elicited a good laugh. Business, however, shadowed the frazzled lyric. This closes their turn—longest on the bill—running over 20 minutes.

Unit acts when the band goes into underground business, playing "House Blues," and no effects to help. Weeks baritone into mike for a solo, better received than band novelty, but slightly dead baggaze in this spot.

Al Verdi, as bushy-haired musician of rough-house technique picks up the pace noticeably with his straight act, "The Lee Brothers," also known as "Floridians," put the show on ice with smart business, accompanying "M.M. on Flamingo." Imitation of Harry Richman by one of the brothers is oke with the audience, but the following Chevalier bit is quite bad.

Feature is "Million Dollar Ransom."

ALHAMBRA, LONDON

London, Oct. 9. Bill this week is vaudeville of a sort—the sort often encountered here, which does not conform with modern day requirements. Lack of tempo makes program dull and monotonous and boring.

Openers are 10 Deblars, youthful cyclists from the continent who specialize in playing instruments atop while they play in mediocre and act overtures.

Walsh and Barker were scheduled to open but squawked and were given a second chance on a return date with material not up to their previous visit. Bad choice of songs lets them down.

Kitty Motors, road show comedy, followed which is all wrong, making two piano singing acts in succession. Gal can warble but has no personality and looks wooden in front of stage.

Yelchi Nimura, with Lisan Kay, Japanese classical dancers, are out of place in vaudeville. More suited for dance recitals. This is a direct still booking and does no credit to the bookers.

Marie Kendall with Terry and Doris is a sort of old-type act with a miscellany of old-time and modern material. Plenty of ideas here, with Marie Kendall still liked for her rendition of old-time songs. Terry and Doris do nicely in modern Spanish tango.

Joe Young, a crazy comic with a provincial reputation, has a funny idea for concert stage, a comedy of the type, Good fodder for the provinces but not West End. This completes the first part, which is used for a second act, a reversal of the usual procedure, as a result to have Harry Lauder, the attraction here this week, lower in the program.

Second part of program opened by David Poole, comedy ventriloquist. Poole is not the best, but has plenty of comedy ideas. Should study his lip movements more, which is weakest part of the act.

Harry Lauder followed. It is about five years since the Scottish laird last appeared in England; his last date was the Palladium. No doubt Lauder is on the decline. His type of humor no longer appeals to moderns. Idea of stage warts while he clings to his old-time character is shunned by present-day vaudeville habitués, and at a less

sympathetic house he might have gotten the razor. Here the audience stood it very well. Lauder has acquired a habit of forgetting his lines, which also does not help. Had plenty of trouble with the orchestra, mostly his fault, as an act of his calibre should carry its own leader. Understood he is getting £2,000 per week and is in for two weeks, which is plenty.

Constance Evans, English dancer, formerly with Monty Woolf in America, and more recently with Fred Wells and Seals and Bells.

House girls are now trained by Max Rivers, with Gordon Ray girls out.

PENN, PITTSBURGH

Pittsburgh, Oct. 19. Current session proves Loew's isn't leaving a stone unturned in meeting local stage competition. Flicker "Cleopatra" (Par) was booked in sans any flesh, billing was already out and newspaper ads placed when Louis K. Sidney came to town last week-end for Variety Club banquet. Getting a load of Pittsburgh situation, with Pitt playing "Kathleen" (C-B) and Alvin naming out m.c. shows at same top, Sidney hutsled back to New York and in a day had assembled a show. Billing and everything changed in a hurry with result that "Cleopatra" has a rattling good talent line-up to back it up. Should mean a good week all around, with business starting out brightly.

Present layout is not exactly a presentation, but more like a vaude bill. However, it plays well, and the house is good. The DeLong Sisters open with their acrobatic specialty and over with room to spare, followed by Allen and Son, a comedy duo. Only ordinary unit youngsters bring on the old-timers to contrast hooding modes of yesterday with today's modernism.

In-one acts continue with arrival of Al Trahan in troy spot. It's a mop-up for Trahan, assisted by Yvonne Cameron. A combination of clown, slapstick artist and satirist, Trahan was a mild riot and, when he found some of his smart satire going over heads of the quickly switching to something more in keeping with early bird matinee audience.

Lossing, in full stage, is Jack Denny's band. Paul Small's name on billing, but understood Denny and Small lifted before pulling out for Pittsburgh and he's out. Seen on the house, a good-looking long engagement at William Penn hotel here, but since has achieved a name on the air and at swankier eastern hotels, Denny's outfit didn't seem up to par this afternoon.

A couple of turns with the Denny band, however, led to a long path and get the work over. First is dance team of Mario and Floria, in Argentine tango and later a Hokey, a comedy duo. The Denny troupe crooked on both their appearances and under plenty of handicaps, too. Leading handicap was that the floor space was under all ways in danger of flying into those up-front pianos. However, they got by nicely. Other turn with Denny is a hey-hey type of bassie, Boogie Woogie solo, with a bit something on the hips, too. Winds up with a wgle.

One of Penn's chief troubles this week will be getting a show. With flicker running around 103 minutes, that gives house a three-hour bill. Show down to 58 minutes, and the house is a good deal helped. At break this afternoon they were standing. Cohen.

Fox Met

(Continued from page 1)

out of about \$19,000 annually as an operating fee, while Skouras' fee is believed to run around \$75,000 annually. Each also gets 50% of the profits in their respective operating companies.

The Skouras offer through Hayden Stone was one wherein Skouras Brothers offered to operate the theatres at nominal pay plus a percentage of the profits. The weekly salary guaranty would have been much smaller than what they are presently receiving. The percentage of profits asked for was under 10%.

Feeling in the trade over the turnaround is that the noteholders' committee is unwilling to let go of the Fox Met group if it can be avoided, so that the circuit can provide a landing place for certain interests when the right time arrives.

In the meantime the position of the indie noteholders who sponsored and successfully prosecuted the involuntary petition for reorganization of Fox Met under section 77 of the new Corporate Bankruptcy Act is not known in these circumstances.

As things stand, it can be hardly likely that any objection to the deal as proposed with Skouras and Hayden will have been made.

The indie group is represented by Attorney Archibald Palmer.

Picture Guild

(Continued from page 3)

producers said: "Equity or no Equity, we still stand where we have always stood. We shall not recognize Equity or any other organization affiliated with it."

In sensing a threatened strike, producer interpretation of the move toward unionization is that the Guild attempted to get certain concessions through the NRA code and, failing this, have started negotiations to embrace labor unionism, to force demands which would not be countenanced by the producers as government regulations.

Whether or not Equity will be willing to share its charter is still a matter of conjecture. As looked upon here, Equity is now in a stronger position than ever in the film field, despite the debacle of 1929. With the Guild breaking with the producers and now asking for a seat at the table, this body is considered in a spot to dictate its own terms. It is pointed out that if the Guild does not now go through with unionization as dictated by Equity then the film players will be in the bad graces of both Equity and the producers.

Opposite Sides. Until the present, neither Equity and the Guild were on opposite sides of the fence in the film field. The former failed to get domination in 1929 while the Guild at its inception drove home its talking point that the Guild was to be a Hollywood organization—Hollywood controlled and free of outside domination. At the membership drives it was stressed that the government of the Guild would always remain in Hollywood and that never would the organization take orders from organizations outside. This was clearly interpreted to mean Equity.

The demands which the actor members of the five-and-five committee, all Guild members, asked to be included in the proposed code and which were turned down by the producers would comprise:

1. A new standard form of contract for freelance players.
2. New standard form of contract for day players.
3. A basic eight-hour day with 15 hours rest period between calls, or half of added hours, one hour added to the rest period for each hour worked.
4. Abolition of the Call Bureau.
5. Abolition of the "deal" whereby a player engaged for a part, with days off between, is asked to work for a lump sum below his weekly rate.
6. Minimizing of the lay-off period for contract actors on a 40-week-in-52 contract to one week.

Overtime. In demanding a basic eight-hour day Guild members say they have no objections to working more than that number of hours, due to the exigencies of the industry, but that they consider it only fair in cases of overtime to get equal time out for each week's hours worked.

Actors claim that the Call Bureau is inimical to their interests in many ways than one. Chief objection, it is stated, is that the producers, through the bureau, are able to keep tabs on the amount of work a player does; that in many cases, it is charged, producers use the fact that an actor has not worked regularly to beat him down in price.

Bureau. It is also claimed, works against the actor in the matter of engagements on the lump sum basis. It is charged that it works this way: An actor is called for a part which takes, for instance, eight days over a three-week period. The producer, not wanting to engage the actor for the three weeks, offers him a lump sum for the job plus a figure above the eight days at their day rate, but below the three weeks at a weekly rate. Then, it is charged, an actor accepting, on a proposition, finds he can get no other engagement due to the Call Bureau's answers to requests for his services that he is tied up.

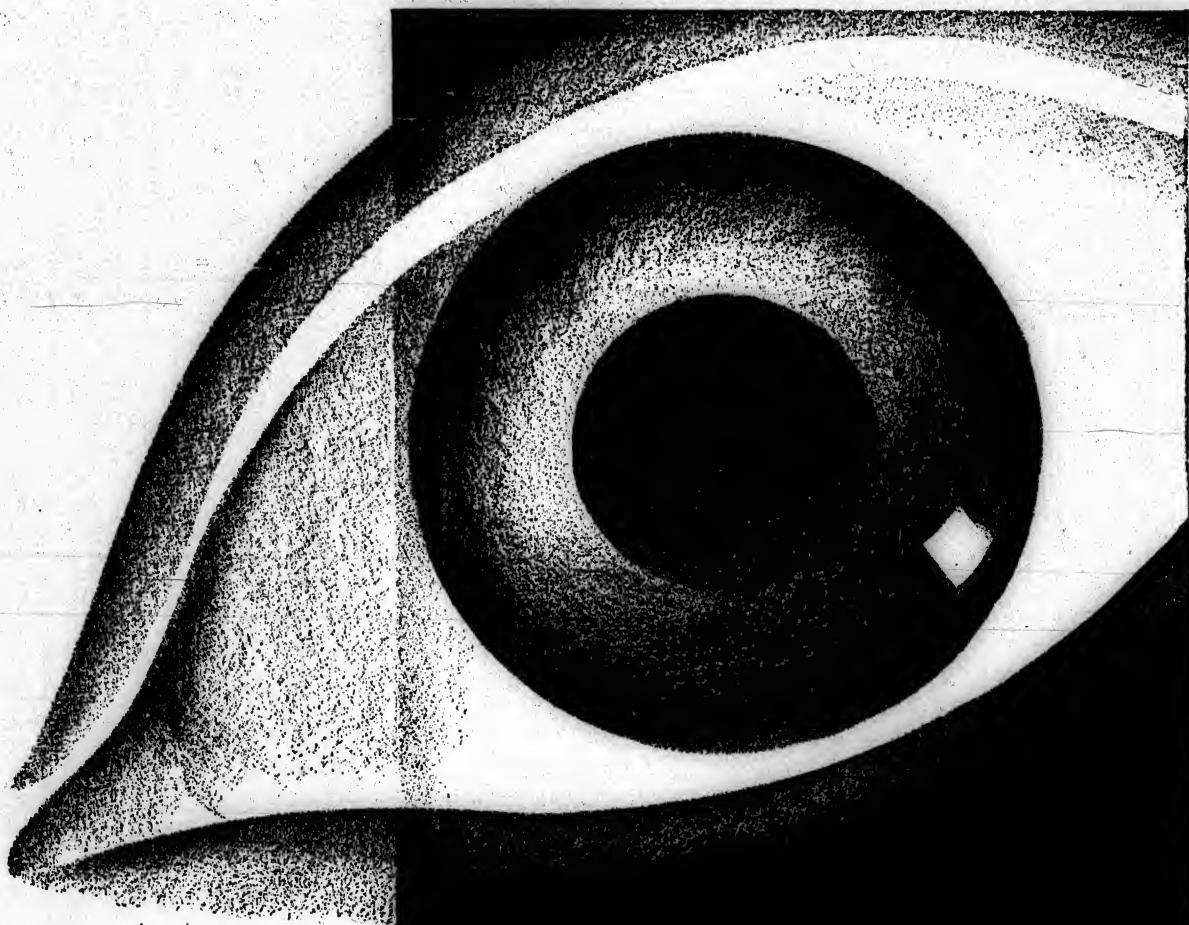
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"Excellent transcription of a popular mystery tale. The excitement builds steadily."

—*N.Y. Sun*

EXPLOITATION

By Epes W. Sargent

Glass Effects

Smith theatre makes a brave show of a frame in the latest picture is displayed in black letters on a frosted ground of bright color. Sometimes, for a change, the lettering appears in a transparent color, but always on clear glass.

First effect is obtained by leveling up the glass, plate, after painting the title with black asphaltum, building a dam around the edge with putty and lightly flooding the glass with a saturated solution of epsom salts, strongly colored with pink dye. The water evaporates leaving crystals of the salt on the glass, with the excess crystals wiped off the asphaltum.

Second is done by lettering with a pencil of tallow or other grease. After the crystals are set the tallow is wiped off with a warm cloth, then painted in with color for a gelatin. Both signs are lighted from behind by a strip of white reflector at an angle of 45 degrees. Best way to make a saturated solution is to put the salt in a coarse cloth bag and suspend in the water not more than an inch. Water will take up all it can carry without any heating, but if it is heated, use alcohol instead of water, heating the glass.

Mottled effect can be had by painting hot gelatin on, first, dashing with a cloth as in some painting effects and then flowing with the salt solution in another color. Other cheap chemicals can be used instead of the epsom salt, if desired, to give variety to the crystals.

Glass sets in a frame to hide the raw edge caused by the putty.

Whiskers for 'Barretts'

Perhaps it's a bit too frivolous for 'Barretts' of Wimpole Street', but one down the liner is planning to offer free admissions to all who present themselves at the box office with whiskers or burnpides in the manner of that day. Very few even of the old timers still cling to facial brushes, but if a couple of old timers he's aiming for, and he's giving out his announcement in ample time to permit the young men to shave a crop. Figures that their efforts will be enough of an advertisement to more than offset the ducts.

In a college town it might be a good idea to tie a prize for the best set of whiskers grown between the time announcement is made and the picture is played. At least a month should be allowed.

Songs Win Ads

Cedar Rapids, Ia. Iowa theater cashed in on some good promotion stuff when the local daily boxed off a full page in squares paid for by local ad men in whose ads names of songs were spotted. Index to the songs was shown through use of six cartoons in the full page, and a winning wheel denoting that popular favorite. The named song was to be found in another section of the paper in a firm's ad. Cash prizes were featured, but the theater reaped plenty of mention through ticket awards, justifying the gesture at merchant cooperation.

Broadcasting stars at the theatre aided in the promotion by singing the songs featured in the newspaper advertisement. There were 63 firm names in the newspaper page and corresponding ads in the remainder of the paper.

Two Contests

Baltimore. George Browning and Walter Morris, of the Stanley, are making an ad newspaper with a contest to play 'Du Barry' in advance. Each day they run a pair of stills of members of the cast in the flick; some characters were doubled back into the contest as repeats to further perplex the contestants. Contestants were talked to the contest into the newspaper on grounds that the unfamiliar faces would double back the cast in the flick rather altered their usual appearance to such an extent as to render 'em not instantly recognizable. Small cash prize topped list of prizes, made ample by string of onkies doled out to winners of subordinate positions.

Cooking School

Peoria. A nice tie-up with the press is put on this year by Louie Goldberg, manager of the Palace (Great States) theatre, Peoria.

Each Monday p.m. the movie fare is split up to allow the Peoria Star newspaper to feature a story conducted by Mrs. Mary Egger to dish out the latest menus, featuring standard and a lot of interesting brands. A lobby display screen attracts publicity for the crowd is swelled at the matinee because of the giving away of a dozen baskets of groceries.

The stunt continues all winter.

Cabaret Show

Peoria. Lou Goldberg, manager, of the Palace (Great States), has a good stunt. Each Thursday the theatre, which runs vaudeville the first part of the week, stages a 'cabaret' night, recruiting talent from the cabarets and night clubs. Goldberg blends the talent (which is pretty good since repeal, being booked weekly out of Chicago) into a snappy 40-minute revue, which clocked so well last week that the marquee and ticket booth were dark at 8 o'clock with a half-black line waiting to get in.

The angle is that the night clubs get publicity they hitherto couldn't command, and the night clubbers get a chance to get a sober view of their pet entertainers. Anyway, the entertainers go for the idea, and the management will stage the stunt as long as talent holds out.

Beat by 800

St. Paul. Lou Golden of the local Orpheum pulled 800 additional customers over his beat previous Friday night when he put on American Legion night. Local Post No. 8 carried its crack bugle and drum corps through the loop and then took up a stand in front of the house, where 2,000 citizens jammed the theatre to hear the music. They then marched into the theatre and played from the stage. Lou made no price concessions to the organization, taking care only of the 40 music makers.

For Oct. 30, Golden has a pre-Halloween party lined up for one of the local high school's student bodies. There'll be the school's 50-piece band on the stage—and already 2,000 tickets for the one night, Tuesday—usually a dead night have been sold, at no reduction.

For 'Gay Divorcee' Lou and his partner, Harvey Henredy, have arranged to hear the musical contest with the Coliseum dance palace. 'News' local rag, runs two-column pics every day explaining various steps of the dance. There'll be eliminations over a two-week period, with the eight finalist couples dancing it out for prizes on the local 'Continental' dance court.

And then there's that Minnesota football homecoming with Michigan—the Gophers' arch enemy—sked for Nov. 2. The Orpheum boys all ready have a 'Continental' dance court, houses so littered with beer and fodder the spots look like a paper salesman's paradise.

New Haven Doings

New Haven. At the Roger Sherman, Jack Sanson is losing all his ballyhoo on 'Gay Divorcee' into the 'Continental' dance angle. In return for a show window mention, local dance clubs have indicated a couple who put on the dance in a central department store window. Stunt didn't cost the house a nickel and it tied up central traffic so tight that trolley couldn't get the dance.

Sanson also landed some news space with stills running two or three days showing how the dance is done and winning all ballroom contests, offering Oakleys to winners.

Poli's getting a lot of attention on 'Last Gentleman' at the window cards headed in large type, '50 Fine Smaller type on balance of card reads, 'You should be fined \$50 if you miss George Arliss at Poli's this week!'

Gets Permission

Lancaster, Pa. Warner Brothers theatres here are getting their books filled with telephone numbers, to say nothing of addresses.

Card on slightly smaller than a name card, was made up with room for a name and address and a telephone number. The card says 'Please send me an announcement of your program for each week.' Another line says 'You may phone me at ——— and tell me about your next picture.'

Although the management was a little skeptical at the first, the phone angle, the response was immediate and heavy, but only about one-fourth the number were those who wished a herald mailed to them.

Hollywood Splash

Birmingham. A mimic of a Hollywood premiere was staged at the Ritz by Tom McConnell, manager, for the opening of 'British Agent'. A mike was placed in the theatre lobby and as people in the lobby were asked to comment on various things, some of the talent was employed to entertain in the lobby also.

Two from Seattle

Seattle. A whittling contest with three-way tieup featured exploitation for 'Treasure Island' return showing at Coliseum. Bon Marche, big department store, Daily Star and Remington Arms in on it. Bon gave dandy display window to idea, which is going some for second run. Also used some adv. in the papers that cost theatre nil. Star carried prices of news. Others gave mds. and \$5 cash prizes for finest specimens of whittling done by contestants.

Trying to get the Norwegians and the Swedes together is what Vic Gauntlett is attempting in exploitation for 'Servants' Entrances' at Fifth this week. Gonee held in Sweden, while author is Norwegian. Newspapers of these nationalities being used for publicity specials, as well as radio.

Real Bike Race

Pittsburgh. In connection with Joe E. Brown's 'Six Day Bike Rider', which opens here Friday, Stanley is staging an endurance bike race at top house's marquee. Regular track, 60 feet long, is being constructed, and two teams of two men each will battle it out for five days.

Boys started morning of 22d at 10 a.m. and ride in shifts until 11 p.m. each night, keeping it up all five days. One of teams composed of professional riders brought on from New York, while other is made up of a couple of locals.

BEHIND the KEYS

Salt Lake City. Ralph McGowan, coming from Worcester, Mass., to take over the management of the F. & M. Orpheum, Albert Stetson of Phoenix, who has been here a year, was transferred to Los Angeles to handle the Criterion.

Norwalk, O. Plans for the erection of \$100,000 theatre building by the Moose lodge here have been announced. Will have a seating capacity of 1,000.

Galveston. J. G. Long of Bay City has enlarged string of small town theatres by buying five houses from Jefferson Amusement Co. here and surrounding Long now operating twelve theatres. Those newly acquired are: Rita and Queen at Victoria; Strand, at York; Liberty, at El Campo; theatre under construction at Columbia, Long previously owned two at Bay City, one at Edna, one at Alvin, one at Cleveland and one at Texas City. Theatres owned by Long are being managed by Long's staff as circuit bookers. L. Guest of Duncan, Okla., has been named manager of the Franklin at Bay City.

Canton, O. Old Grand Opera house here dark three years has been reopened with repertoire, making first time in several years all 10 theatres in the city have been in operation.

H. W. Starrett has reopened the Ottawa theatre in Ottawa, O., with straight picture policy. W. J. Mrs. M. H. Anderson of Niles will open the Kinsman theatre, Kinsman, shortly.

Charlotte, N. C. C. F. Finch is building a new theatre at Thomassville.

A group of Asheville persons motivated by a Harrison plan for the opening there last week of the new State theatre, costing \$90,000. The house will be operated by Valley Enterprises, Inc., which has Sam Roth and Charles Roth, formerly of Asheville, are managing executives.

Low bid for alterations to theatre building on Army reservation at Fort Moultrie, S. C., was \$18,466. Motion Picture Projection Company—H. M. Gibbs, J. W. McCormick and D. K. Chastine took \$36.03 during the course of operation, of which Gibbs got \$9 and Chastine \$2, according to a petition for partition filed by Gibbs. It was alleged that McCormick sold the outfit for \$750. Leslie J. Huntley was named temporary receiver.

Easton, Pa. Boyd theatre at Bethlehem, formerly the Colonial, which was taken over by A. R. Boyd enterprises, had large crowd of 10 theatre-going prominent persons in attendance.

Omaha, Neb. John N. Krier, new assistant manager of the Omaha Paramount, has left his post temporarily to manage the Capital Theatre in Grand Island, operated by the Tri-State Theatre Co. Krier is working in place of Man-

Trailer Supplement

More effective than it sounds is the lighted title banner used by a small timer to supplement his trailer showing. Manager feels that the trailer does not always sink the title in, and he uses a trick effect to give additional emphasis. House electricians may be able to condense the apparatus, but they cannot improve on the idea.

Basis is a battery with 15 regulation light sockets, wired up and with a plug cord to the side, since the house does not boast floor plugs. Each socket has its own key. Secondary equipment is a strip of board, 18 inches high provided with slots to receive letter blocks and backed by light proof metal boxes. Letter blocks are cut from asbestos board instead of compo, and each block has a cut out letter backed by colored medium, letters being about 10 inches high. Each block contains a small lamp with its own plug cord to one of the sockets. Although there are only 15 sockets, there are 20 boxes, to provide for spacing.

Banner sets on the stage, in front of the screen and is hinged to permit it to lie flat when not in use. When the trailer is over the lamps are turned on and off, not by regular order but haphazardly until all of the letters are aglow. Colored letters appearing and disappearing get the audience attention, and when the sign is finally spelled out, the title is pretty well fixed. Sockets not in use are blocked off, and manager makes certain that all are turned on before the sign comes to rest.

Simple to make and operate, but decidedly effective.

Assorted Races

Omaha. Louise Cotter, handling publicity for the Brandels theatre, with the help of John Quilman, assistant manager, developed for 'Six Day Bike Race' the most without the campaign of any picture since the opening of the house to straight pictures a year past.

Main event of the campaign was a bike race promoted by the theatre with the help of the Bee-News. It was run off in heats for all ages, sexes and sizes at Elwood Park Sunday afternoon week of showing the film with prizes ranging from a grand cash award to duclats. Contest netted most of the publicity given to the picture. Cotter began with an entry blank week before opening, which resulted in a daily story. Entries nearly swamped the publicity office and race was heightened with some comedy interests, best one being an initiation of Joe Brown by a youth with a watermelon-sized mouth.

Besides this, Miss Cotter arranged displays in windows of three large downtown stores, this made possible through connections with owners of the theatre building. Window in the city's largest department store featured a display of every conceivable type of bicycles, from those of the gay nineties down. Models were loaned by Ross Flyer Co., dealers. Window in an elite grocery featured a genuine Hollywood blonde local radio actress, and race of Miss Shearer, March and Laughton were featured in the lobby, with announcement that all three had won the picture. Window in a local parlors in the city had tie-ups with Shearer stills. Cards, made like arrows, were tacked on telephone poles, with copy of theatre and picture. The signs gained was large and very gratifying.

Booming Barretts

Oklahoma City. For 'Barretts of Wimpole Street' at the Missouri theatre, St. Joseph, Missouri, Barney Dubinsky, in his agent, sent out over 300 letters four days in advance to clubwomen, Pares-Teacher members, school teachers, clergy and business people of the city.

Three days in advance there were half-hourly announcements over a local radio station, and Miss Shearer, March and Laughton were featured in the lobby, with announcement that all three had won the picture. Window in a local parlors in the city had tie-ups with Shearer stills. Cards, made like arrows, were tacked on telephone poles, with copy of theatre and picture. The signs gained was large and very gratifying.

Played Football

Portland, Ore. Taking advantage of the Oregon and Washington football game held here, the Lincoln theatre, in its event in these parts, Ted Gamble invited both universities to hold a large and noisy rally on the stage of the Lincoln.

For several days in advance numerous stories were given free space in newspapers and of course the article roused a lot of attention to the big 'Six Day Bike Race'. As was expected both student bodies were well represented and hundreds turned away.

Good for 'Gib'

Lincoln. 'Helping boost 'Gift of Gab' over on its current run, three agencies collaborated: the newspapers, the Lincoln theatre and local radio stores.

The newspapers, in order to promote ad space, contacted E. A. Patchen at the Lincoln for the magazine floor to set up a radio exhibit. The radio houses co-operated with the theatre by placing in their ad some allusion to 'Gift of Gab'.

Considering that 'Gib' was criticized about the radio game and plugged a great deal by the most popular of other stars today, it worked out as a swell tie-up.

Different Raffles

Harry Lambert, of the Colonial, Harrisburg, seems to have dug up a new style in raffles for one of his recent stunts. Just as exciting and causes less confusion. In some ways it offers better angles.

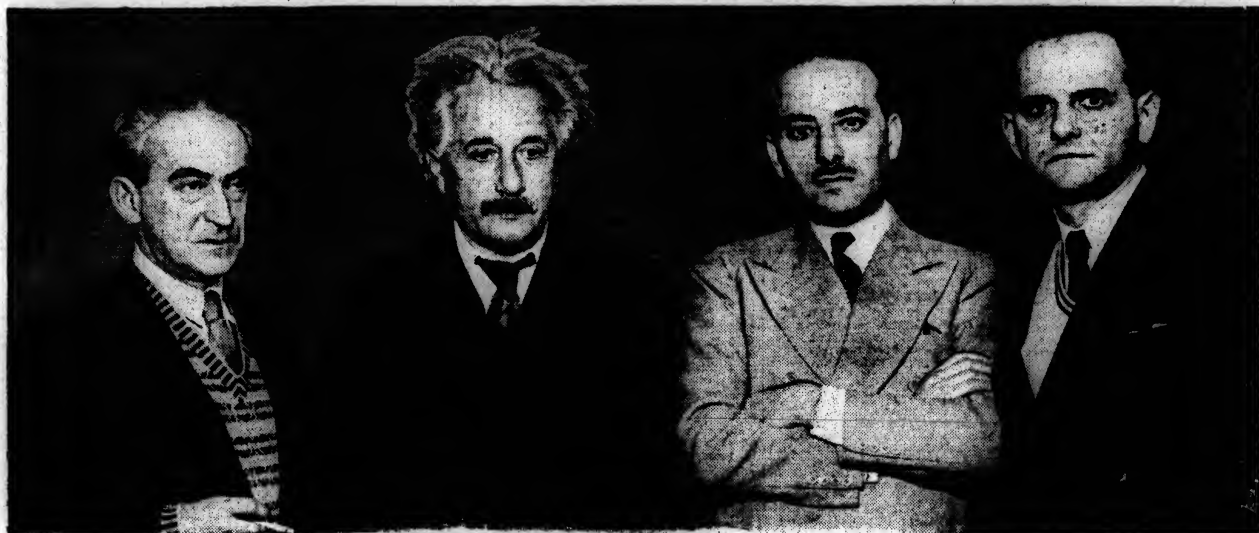
It was worked on 'British Agent' and it was announced that a British Agent was moving around town keeping his ears open. He went through the stores, ate in restaurants, rode on street cars and buses and wherever he went, wherever people were gathered.

He noted fragments of conversation which were repeated in his newspaper column. A dollar and a cent was announced to be given to the theatre and stated the time and place at which the conversation was overheard as proof they were correct. Thus, the raffle was won.

(Continued on page 27)

(Continued on page 27)

LOEW BOOKS "POWER"



Berthold Viertel; Prof. Einstein; Michael Balcon; and A. P. Waxman

**PROFESSOR ALBERT EINSTEIN, PRAISES
"POWER", PREVIEW, PRINCETON UNIVERSITY.**

**DR. STEPHEN S. WISE, CONGRATULATES
GB ON "POWER", FROM PULPIT AND OVER RADIO.**

PHILA., FOX LOCUST HOLDS OVER "POWER"

**ATLANTIC CITY, BOOKS "POWER" FOR 2ND
AND 3RD RUN AFTER BOARDWALK 1ST RUN**



**MEANS GAUMONT BRITISH...AND
GAUMONT BRITISH *Means Business***

Going Places

By Cecelia Ager

Three Gals

"The Case of the Howling Dog" required a gal good at looking innocent, and it got Mary Astor; a gal well at looking guilty, and there was Dorothy Tree; a gal splendid at looking loyal-regular-pal, and along came Helen Trenholme.

"The Case of the Howling Dog" can be proud of its luck, for in the end the innocent-looking girl is the guilty one and the guilty-looking girl innocent, which makes everything very baffling, just what everything yearned to be.

And yet nobody will be mad at the denouement, for when they think it over, there's a fateful ring to Miss Astor's eyes despite her frank, wide-open eyes, and besides she dressed all in black, ominous black. Black carnal coat with silver foil round collar, black hat pulled over forehead, even black gloves. A white handkerchief, yes, but deeply, significantly bordered with lace.

Or take Miss Tree. She couldn't look you straight in the eye; she made up her face like an exotic mask; she coiffed her hair in sleek, raven wings; she moved like a panther; she was so insistently guilty you should have guessed she wouldn't hurt a fly.

Miss Trenholme, of course, remained the same splendid creature throughout, because first of all she plays lawyer Warren Williams' confidential secretary, and audiences know from past pictures exactly that secretaries are always unselfishly in love with their bosses, and, second, Miss Trenholme resembles Irene Dunne too much to forget the nobility and excellent character that resemblance entails. Miss Trenholme, new to pictures, has warmth and spontaneity, an air in her dark secretary dresses, and clear, pleasant diction.

George (Cane) Arliss

George Arliss can call himself "The Last Gentleman" till he's hoarse, but a gentleman who thinks it's cute to point out the heft of the derrieres of his femme-relatives—and with a cane, too—ain't no gentleman.

Mr. Arliss' preoccupation with the spread of the cane in this picture seems, no doubt, from a conviction that the Arliss films could do with a little sex. Mr. Arliss had a good hunch, but the trend his discovery has taken makes one wish he'd never found out. It was easier in the old days, when Mr. Arliss used to shut his eyes to the varieties of femme anatomy, when he used to be more kind of spiritual.

Now that he's taken the initiative and gets so pettishly critical remarking the nether expanses of Edna May Oliver, Rafaela Ottiano and Janet Beecher, he makes the nice, audience-friendly, conciliatory, sets them to wondering how he happened to overlook Charlotte Henry's, sets some of them—those rugged souls even yet insensitive to the Arliss charm—to muttering he's no Johnny Weissmuller himself. That's the trouble with stone-throwing, when flung by such a masterfully bawdy as Mr. Arliss—it isn't the delivery, it's the clencher.

Though "The Last Gentleman's" daring observance of natural phenomena shatters one Arliss picture taboo, it is still possible to spot the heroines looking for the girl who will be the hardest at thinking Mr. Arliss too naughty to be a gentleman.

It's Miss Henry's job in this case, and it's made her awfully pale. It's drained all the color from her lips, washed the mascara off her eyelashes, even the powder from her nose. Seeing the darling behind Mr. Arliss' terrifying exterior seems to have taxed Miss Henry's endurance, to the point where she has no strength for make-up and no time for flame control. Miss Beecher contributes her earnestness, Miss Oliver her droll comedy, Miss Ottiano her hair for villainous caricature, and all contribute their curves.

What Nice Kids Wear

"Little Friend" reveals with heart-break what nice little girls are made of—sensitively, love, emotion, alone with snuff and spice. "Little Friend" reveals, too, for the first time on any screen, what nice little girls dress like—decidedly not like the Dunne Sisters slurring "Mississippi"—nor even like Shirley Temple. Nice little girls, Nova Pilbeam points out in her harrowing clothes by Behrman, wear simple dresses of cotton and wool, simple coats

with pockets, casual berets, neat little suits. They do not dress in silks and chiffons, they do not trim their frocks with ribbons and rosebuds. If they have a party dress, it's of velvet with a cape collar of real fur. They are never conscious of their clothes, because their clothes are so simple, designed for utility, basically, and not to make nice little girls prissy little girls. Miss Pilbeam's clothes go even further in their fine style for ten-year-olds. They prove that little girls need not wear pleated skirts to remain properly in their age group, that gored skirts are just as suitable, allow as much freedom for romping and yet give additional grace.

And Miss Pilbeam's nursery, her doll routine, her play hour, her 7:30 bedtime, her habits of tidiness, the responsibilities, with which she is entrusted commensurate with her age—all these careful details of writing and direction in "Little Friend" form a visual treatise on child training. "Little Friend" knows nothing about cute little girls, almost everything about well bred little girls.

Lydia Sherwood, who plays Miss Pilbeam's mother, has expended, it seems, all her judgment and her clothes sense on her daughter till there's nothing left for herself. She coiffes her hair further to elongate her face, dresses without inspiration; faces the camera coldly, rather than with reserve.

The Winnah—Irene Dunne

Before "The Age of Innocence" the picture fan was confronted with a pretty problem, that is, if she had the stamina to face it—namely, which of nature's noblemen was the more splendid character, Ann Harding or Irene Dunne. "The Age of Innocence" has settled all that. Winner, Irene Dunne.

Miss Dunne wins on the accumulative self-sacrifice she makes in this picture without so much as a kiss from the hero, let alone a baby, to sustain her during the long empty years to come. "The Age of Innocence" is like that, which only makes the flaps that more sure they're simply crazy about our modern social customs as upheld by Norma Shearer in "Riptide." Miss Dunne is even more adroit in "The Age of Innocence" than in the kindest, the most understanding make-up, the most reverential photography. Her speaking voice and accent, however, remain as they were, good, honest and flat American. Miss Dunne's 1880 costumes are flattering, interesting, too, today when the movie has turned over with 1850 tippets.

Helen Westley is a very neat old lady in a shining and curled white wig, very tidy, very emphatic, and enormously likeable. She makes her every second before the camera confident, full of conversation, full with vitality that the other ladies in the cast, earnestly concerned with being old-fashioned, fear to express. Miss Dunne especially feels that virtue is recorded in monotone. Laura Hope Crews flutters in a minor role, but charmingly as always.

Radio City's Hunt Club

Woody-woody, the Music Hall stage show this week. Life with game, nymphs, the ballet corps in strange little red-headed elves, masked with trees Music Hall trees through whose hollowed trunks could steam three locomotives side by side, that is if they wanted to. Alive with horses, bees, and the Glee Club very hearty as hunters slowly working its way to the hunting lodge finale where an old English butler breakfasts prunes from time to time to watch the comedy plays parodies of Lowe, Burnoff and Wendell, the acrobatics of Max and his Gang. "The Game is A Little League."

Miss Phils waltzes through, snazzy away, first as a comparatively little old lady prancing some flowers and a mike on a table, then as a side-saddle business-sitting for her Music Hall hunt breakfast. The Rockettes prance into the breakfast too, spirited poodles entering down the stairs, the Glee Club with necks arched, knees up high and wearing white blouses, pink coats, and headgear with sheared black pommes like clipped mules. The Ballet Corps, assigned elfin capers in "The Enchanted Forest," execute them hiding their faces behind red velvet, a shy, shy quite comprehensible after noting

Valentino Films

Chicago, Oct. 22.

Rudolph Valentino pictures are finally off the screen, Essaness last week having decided not to replay any more of the late screen-fay's flickers. Reason is that the prints are too old and chopped to make a payable attraction, besides the fact that the pictures have been seen so much by the Valentino fans that they know them by heart.

Essaness for years regularly ran one Valentino picture a month, the flicker being publicized by a local Valentino fan club.

C. A. Costs

(Continued from page 7)

already have made substantial advances to provide ample funds for Ade Authority operations and that there is no evidence of any attempt to evade financial responsibility.

The producer-distributor assessment plan follows:—

Group	Gross Income	Annual Assessment
I.... Over \$20,000	\$20,000	\$35,000
II.... 15,000.00 to 20,000.00	20,000	20,000
III.... 10,000.00 to 15,000.00	15,000	17,500
IV.... 5,000.00 to 10,000.00	12,000	12,000
V.... 2,500.00 to 5,000.00	6,250	6,250
VI.... 1,000.00 to 2,500.00	3,250	3,250
VII.... 750.00 to 1,000.00	2,000	2,000
VIII.... 500.00 to 750.00	1,575	1,575
IX.... 250.00 to 500.00	1,000	1,000
X.... 100.00 to 250.00	700	700
XI.... 50.00 to 100.00	350	350
XII.... 25.00 to 50.00	215	215
XIII. 12.00 to 25.00	142.50	142.50
XIV. Below \$12.00	120	120

The effect of the changes in the original exhibitor assessment system is to widen the brackets for A, B, E and G class theatres and provide a more equitable method of imposing code expenses. The A class, covering cities up to 25,000 population, now includes four groupings instead of two; the B class, covering cities of 50,000-700,000 population, now includes three groupings instead of two; the F class, covering cities from 700,000 to 1,000,000 population, now include four groups instead of two; and the G class, covering cities over 1,000,000 population, now includes five groupings instead of three.

The R, C and D groupings remain unchanged with levies of \$9 and \$3, \$18 and \$12, and \$21 and \$15, respectively, as in the first half-year.

The first class, which formerly had levies of \$9 and \$6, now provides for fees of \$8 and \$5 for houses with more or less than 500 seats in towns up to 10,000, and fees of \$9 and \$6 for houses in towns of from 10,000 to 25,000.

The fifth class, which formerly had levies of \$24 and \$18, now has fees of \$24, \$18 and \$16 in towns of 500,000 to 700,000.

The sixth class, which formerly had levies of \$24 and \$20, now has fees of \$18, \$24, \$21 and \$20 for houses in towns of 700,000 to 1,000,000.

The seventh class, which formerly had levies of \$18, \$24 and \$18, now has fees of \$60, \$18, \$24, \$18 and \$16 for houses in cities over 1,000,000. That the NRA will insist on reduction on the matter of further changes in the producer-distributor assessment plan was inspired, it was said, by a feeling that if the Code Authority scheme is agreeable to the industry, the government should have no kick in this connection it is pointed out that both independent and affiliated producers okayed the recommendations.

India's Complaint

W. Ray Johnson, leading independent producer-distributor, attacking the approved code budget of assessments, predicts that a protest on the assessment will be made by every indie distrib in the business. Johnson points out that it is his understanding producer-distrib in the higher brackets doing business of from \$1,750,000 to \$25,000,000 will be assessed on a basic rate of 39 to 12%, while the little fellows doing from \$10,000 to \$475,000 in business are to be assessed on a basic rate of from 23 to 120%.

the costumes the poor things have to wear—green jackets with tubular extensions—arranged in a sitting posture on short looped skirts, below which their own white pantalooned legs carry on. Imaginative imagination—confering up four-legged auto-show freaks.

WB Sells to Great States' Opposish; Another Bust-Up Is U.A.-Essaness

Small Ore. Dorp Brings Up Odd Overbuy Point

Portland, Ore., Oct. 22.

Regional NIRA board has been stumped by a problem arising in Albany, Ore. That bank group previously had two houses, with a third opened recently by Ray Henderson. Henderson complained to the board that A. W. Adamson, operator of the other two houses, had tied up picture contracts so that it was impossible for Henderson to get any pix even in that small dorp.

Adamson said he used about 350 pix in a year and had contracted for 403 pix, which was reasonable, considering non-deliveries. Henderson complained that every time he approached distributors for a contract he was told they were dickering with Adamson and couldn't talk.

Joker in the whole deal was that Adamson runs a No. 1 house and a No. 2 house. Henderson's house is on a par with Adamson's No. 2 spot. Exchanges are chiefly interested in contracts based on Adamson's No. 1 house. The local code board decided to defer decision until further evidence could be obtained.

Opinion ruled among some board members that the case was properly one against the distributors. Some opinion also existed that if there was any attempt to create an exhibitor's monopoly in Albany then the distributors were foolishly working against their own best interests.

Studio Placements

Hollywood, Oct. 22.

John Davidson, "Call to Arms," Col. Edmund Joseph, adapting "Death Lies East," Col. Albert DeMond, Fred Niblo, Jr., preparing original around title "Unknown Woman," Col. Beryl Mercer, "Little Minister," Radio.

Doris Lloyd, Russ Powell, "Man Who Reckoned His Head," U. Shirley Miller, "David's," MG. Franchot Tone, "West Point of the Air," MG.

Sonya Levien, scripting "Beauty's Daughter," Fox. Ferdinand Munier, "Behold My Wife," Par.

Lawrence Grant, Edwin Maxwell, "Cupid's Espionage," Fox. George E. Stone, Dinana Lewis, Matty Fair, "One Hour Late," Par.

Robert Cavanaugh, Dean Jagger, "King in the Mask," Fox. Leo Bulgakov, directs "Crime and Punishment," Col.

Grover Jones, adapting "Target," Par.

Hallwell Hobbs, York Sherwood, "Father Brown, Detective," Par.

George Mann, biz mgr. and production manager, Pioneer Whitney. Samuel H. Hays, "Burnell Pratt," "Wicked Woman," MG.

Dorothy Arzner, produces "Maid of Honor," Col.

Johns MacMahon, Lucien Prival, "Dance Short," U.

Joe Crehan, "Sweet Music," WB. H. Lee Huginin, unit manager, Warners.

Glenn Emery, "Clive of India," 20th Cent.

Hugh O'Connell, "Man Who Reckoned His Head," U.

Willard Robertson, Guy Usher, "Pardner's Vengeance," Mills of the Gods, Col.

Lambert Hillyer, Ford Beebe, scripting crime, Col.

Thompson Harris, scripting "Scorn o' Mankind," RKO.

Frances Drake, "Forsaking All," 20th Cent.

Don Marston, screen play, "Red Wings," WB.

Low Collins directs "Ticket to a Murder," Beacon.

Marion Shilling, "Blazing Guns," RKO.

Gene Lewis, dialoging stuff, Fox. Emory Dolan, Edward M. Ward, "Sweet Music," WB.

Carroll Nangle, "Straight from the Heart," U.

Clude Gillingwater, Valeria Hobson, Ivan Lebedev, Catherine Doucet, Walter Walk, Carrie Douglass, "Wings in the Dark," Par.

Harry Tyler, "Sweet Adeline," WB. Cleo King and Charlie Farrell, "Sweet Music," WB.

J. Carroll Nash, "Bachelor of Arts," Fox.

Pat Flaherty, "East River," Fox.

George E. Stone, Diane Lewis, "One Hour Late," Par.

Dean Jagger, "Wings in the Dark," Par.

Edward Boone, "Gills of the Gods," Phillips Smalley, "Cecilia," Fox.

Edmund Mortimer, "Cyd," RKO.

Chicago, Oct. 22.

By the close of the present selling season the industry expects to see many strange new friendships and new enemies between exhibitors and distributors. Unusual amount of fur has been flying around these parts with exchanges and exhibs get together, and these arguments have led to the breaking up of film friendships of many years standing. Most important bust-up occurred last week when Warner Brothers exchange split with the Great States circuit. Warner salesmen are now in the Illinois and Indiana territory busily selling against Great States houses. They have already sold Warner product to Great States' competition in such important towns as South Bend and Rockford.

Other big split-up separated a long film association between United Artists and Essaness circuit in Chicago. Several mediators tried to settle the differences, but the Stern-Silverman-Spiegel circuit wouldn't see it at the United Artists' price.

New RKO-Consolidated Notes Deal Up Oct. 26

There will be a hearing before Federal Judge William Bondy on Friday (26) in the matter of the new agreements reached between RKO, Chemical Bank and Consolidated Film Industries (Yates). Such agreements have to have an extension of Consolidated's film printing agreements with RKO and also with the reduction and altered form of future payments by RKO on the secured 6% gold notes in amount of \$1,825,283.26 outstanding. Substantially the reductions would have RKO pay only \$25,000 principal amortized notes monthly to clear up the balance until the final two installments, which would run around \$50,000 monthly.

Consolidated in buying the notes purchased some subject to future part payments monthly, so that certain of the notes are retained by Chemical until fully paid up.

'BECKY'S' NOV. START

Hollywood, Oct. 22. Jack Whitney's Pioneer Pictures (Radio) production of "Becky Sharp" starts next month.

Miriam Hopkins is starred. It's the first all-Technicolor dramatic film produced for Pioneer.

Mable Forrest, Frank Dunn, Arnold Korff, Ilea Mitchell, "Behold My Wife," Par.

Herbert Hunston, "Clive of India," 20th Cent.

Edward Gargan, "The Gilded Lady," 20th Cent.

Harvey Clark, John Kelly, "Backfield," MG.

Lynn Starling, scripting "Private World," Warner.

Lumsden Hare, "Clive of India," Par.

Leslie Fenton, "Strange Wives," U.

Wade Boteler, Joseph Crehan, "Blame It on Me," Col.

Robert Adair, "Father Brown, Detective," Par.

Hallene Hall, "One Hour Late," Par.

Lola Wilson, "Ticket to a Murder," Beacon.

Mac Marsh, "Backfield," Fox.

Clayton Kopp, screen play, "Mystery of Edwin Brand," U.

John Howard Lawson, treatment, "Party Wines," Col.

Conrad Ford, screen play, "If You Could Get Your Feet," U.

Hens Sachse, screen play, "Love Without Words," Fox.

Joe Sherman, Frank Wead, screen play, "The Great Gatsby," WB.

Charlotte Grenville, "Doris Lloyd," "Enchanted April," Radio.

Lionel Belmore, "Man Who Reckoned His Head," U.

South Western, "Romance de Noel," Frances Sayles, "Kin Game," short, RKO.

William Slavens McNutt, adapt. "If You Hated Me," WB.

Frank R. Adams, scripting "Mississippi," Par.

Jack Cunningham directing "Rugles of Red Gap," Par.

John Edgar, scripting "End of the World," Par.

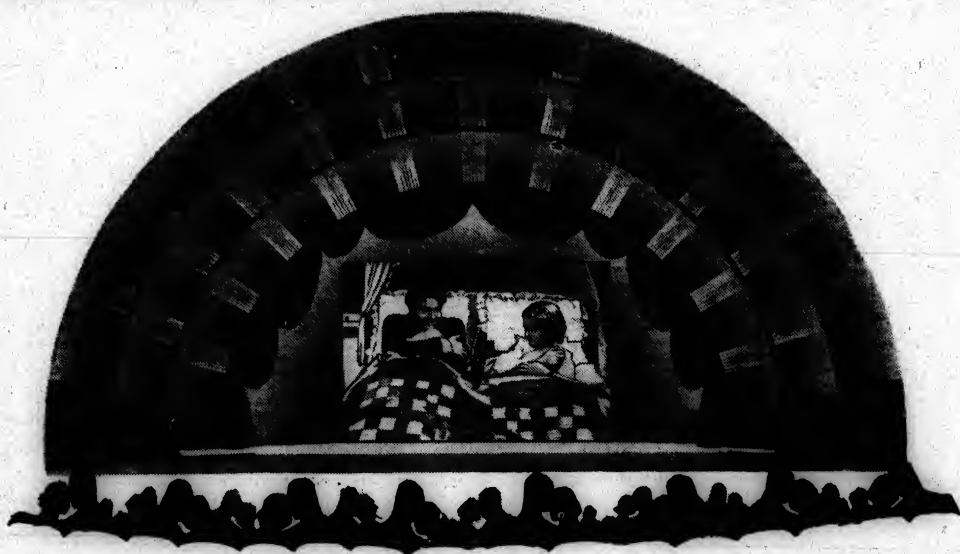
Erle Kenton directs "Depths Below," Col.

Alfred Mifflin, John Darlow, "Gullible," Col.

Nicholas Roblinsky, technical director, "Straw Wives," U.

Barbara Stanwyck, lead in "North Beach," lead of P. to Davis, who goes into "Green Hat," Warners.

William Roberts, untitled picture, U.



THERE'S BUNDLING THIS WEEK AT RADIO CITY MUSIC HALL

•BUNDLING

World premiere Paramount's BUNDLING hit "THE PURSUIT OF HAPPINESS," starring FRANCIS LEDERER, with Joan Bennett, Charlie Ruggles and Mary Boland. Directed by Alexander Hall. Thursday, October 25th, Radio City Music Hall.



Warners has taken 'Cops and Robbers', an orig. by Walter McEwen for Joe E. Brown.

'Tornado', a yarn by Leo Hirnski, has been taken by Fox for full production.

'The Dark Stairway', mystery yarn by Mignon Eberhart, has been purchased by Warners for Aline

from Tallahassee to Tacoma...

HER LOVELINESS WILL WEAVE ITS SPELL!

Audiences can never forget her beauty...nor forgive her enemies...when with appealing eyes she begs to rejoin her people...when her innocence betrays her to the dark schemes of ruthless men. You and your customers will discover for yourselves her amazing personality...in this drama taut with suspense!



Marie Galante

SPENCER TRACY • KETTI GALLIAN

NED SPARKS • HELEN MORGAN

SIEGFRIED RUMANN

LESLIE FENTON • ARTHUR BYRON

JAY C. FLIPPEN & STEPIN FETCHIT



Produced by Winfield Sheehan • Directed by Henry King

Screen play by Reginald Berkeley • Based on a novel by Jacques Deval

**DANGER SPOT
OF THE WORLD**



The Canal Zone... strategic center of international intrigue... seething with spies... land of mysterious disappearances... and unexplained deaths... grim stage for this fascinating drama

Film Reviews

HAVE A HEART

(Continued from page 18)

ers in their more sorrowful moments. Jean Parker, with star billing, and James Dunn do nicely with the leads, particularly Dunn. He manages to hold interest despite the implausible nature of his role, and any faults are due to oversteering the part in the writing rather than in the playing.

Miss Parker plays a kids' dancing school instructor who is crippled by a fall on her wedding eve. The boy friend walks out when learning she'll be a cripple for life, paving the way for Dunn, who overlooks the impediment. Thereafter some melodramatic crook stuff, comedy detective business and the other items from the original formula strut their stuff. They went beyond the kitchen sink in this one.

In the supporting cast are such capable people as Willard Robertson, Samuel Hinds, Paul Page and Muriel Evans. From the heads down the cast is much better than the material allotted. *Bigs.*

The Man Who Changed His Name

(BRITISH MADE)

Twickenham production and DuWorld release. Stars Lyn Harding and Betty Stockfield. Directed by Henry Edwards. From an Edgar Wallace story, adapted by E. Fowler, story, dialogue, Wallace and Henry. Sydney Hythe, camera. Cast: Leslie Perrins, Ben Welden, Aubrey Mather, Richard Dumas, Stanley Vine. At the Westminster, N. Y., Oct. 15. Running time, 72 mins.

This is one of the batch of English pictures, mostly from Twickenham, picked up with the idea of dubbing in locally made dialog in the hope of overcoming the British accent. Dubbing was worse than the accent, so the idea was dropped and this one rattled around on the shelf until the material shortage smoked it out.

It's creaky and old-fashioned and made in the day before the major English studios took a brace. Some idea of the age may be gathered from the fact that the late Edgar Wallace (who died early in 1932) did the dialog with the adaptor, and that Lyn Harding is what might be described as the hero-heavy.

'Man' is one of the most continuously talkative talkers ever made. It's almost entirely closeups of persons speaking, solo, duo, trio or quartet. Only for a few moments near the close is there visual plot action. It is tiring as well as tiresome. Fact it goes to 72 minutes is no help, either.

Story tells of chap who seeks to get a lease on some Canadian land owned by an English squire. Having known the man's wife, he works through her. Woman has an idea that her husband has designs on her life because of a couple of accidents, and confesses her dread to her old playfellow who encourages her belief. They discover the husband has shortened his name by eliminating both ends of a four name title. Full name is that of a

wife murderer of the past, which seems to be the cliché.

Vain effort is made verbally to raise a high tension, but it develops that the husband felt the surest way to discourage his wife was to let her see what a yellow hound her new, or really old, idea could have been told in one-tenth the number of words and it should have had at least some vivid action.

Betty Stockfield has a pretty profile, as good a full face and a swell back. But she doesn't act. Lyn Harding just walks through. Leslie Perrins is fair as the cad. Only other character of any importance is Aubrey Mather, who suggests George Sidney but plays seriously. He's the only one of the entire cast to act naturally. One handsome interior and generally good settings. *Chic.*

STAR PACKER

Lone Star production and First Division release. Story by Robert N. Bradbury, director, also wrote story and dialog. Paul Mallory, producer; Archie Stout, camera. Cast: Verna Hillie, Geo. Hayes, Yakima Canutt, Earl Dwire, Ed. Geo. Cleveland, Tom. Linahan, Arthur Ortega, David Aldrich. At Stanley, N. Y., Oct. 24. 49 on double bill. Running time, 52 mins.

Nothing new to this one except that a little more money has been spent for a doo-doo mob rider. Bradbury must have written the story from memory. U. S. Marshall comes to town incognito, falls in love with the girl and finds her uncle, staid leading citizen, is the head of the gang. But also discovers that he is not her uncle, having popped off the real relative and taken his place. Twisted a little with underground passages and a cement tree trunk through which the heavy pops off his seekers, but not changed enough.

One good fist fight with ground acrobatics, yards and yards of chase, and three or four scenes so well composed and photographed that they look almost out of place in an indie product. In spite of its short length seems drawn out because interest is not strongly built up.

Wayne as usual with a more attractive girl (Verna Hillie) than average. Yakima Canutt doesn't get anywhere with an Indian character. *Chic.*

Springtime for Henry

Fox release of Jesse L. Lasky production. Features Otto Kruger, Nancy Carroll, Heather Angel, Herbert Mundin. Directed by Frank Tuttle. From play by Benn W. Levy, who also aided on picture script. Keene Thompson, Frank Tuttle, screen play; John Selts, camera; Louis DeFrancisco, music. At Loew's New York, N. Y., Oct. 19, on double bill. Running time, 71 mins.

Henry Dwellin Otto Kruger
Julia Jellwell Nancy Carroll
Johnny Jellwell Nigel Bruce
Miss Smith Heather Angel
Trivers Herbert Mundin
Alfred Ordway Arthur Hoyt
A Young Lady Geneva Mitchell

What in its Broadway stage version was a neat little bit of fluff shows up on the screen as dull entertainment. This is evinced by the far-fetched resort to Mack Sennett

antics. A scene showing human derelicts in a soul-saving mission, leaning one another with coffee mugs serves as the payoff on a twisted sense of comedy values. Cast names may help but doubtful if they are enough.

Though Otto Kruger does valiantly with the Henry Dwellin role, his efforts for the most part resolve themselves into so many idle postures and exaggerated mugging. In Nancy Carroll and Heather Angel 'Springtime' has at least two lookers, but neither the dialog nor the situations puts them to any historic advantage.

Responsible for the few humor tickling moments are two Englishmen, Nigel Bruce and Herbert Mundin. The former is the hornswoggled husband and the latter is servant to the reformed playboy, Dwellin. Bruce lifts most of the scenes in which he appears.

Amorous overtones of 'Springtime' may bewilder or antagonize all but the narrow stratum which is inclined to regard this sort of theme as smart and tonic. At the fade-out the husband readily gives his wife up to her lover so that he can have the other girl the lover also had an eye on.

Leading up to the exchange is a none too intriguing narrative of a rich lad who makes women chasing as smart and tonic. At the fade-out the husband readily gives his wife up to her lover so that he can have the other girl the lover also had an eye on.

GRELUCHON DELICAT

(Sensitive Lad)
(FRENCH MADE)

Paris, Oct. 10.
Tobis production, directed by Jean Choux. Story by Jacques Natanson. Featuring Harry Baur and Alice Cocca. Presented at Erlinge-Club des Ursulines, Paris. Running time, 80 mins.

Harry Baur Harry Baur
Alice Cocca Alice Cocca
Midi Paul Bernard
Singer Mlle. Bouffé
Detective Georges Sallard
Fervant Paul Asselin
Pierhanger Larquey
Smile Carotte

This dainty little film is the essence of a Paris that Americans love but never attain: the world of delicate yet profound affairs of the heart, in an atmosphere of unobtrusive, civilized luxury, so civilized that it is forgotten.

In it Alice Cocca is the Parisienne of dreams: the elegant woman living by and for love, always graceful, always gracious, slim and sensitive, her charm never failing.

Before this background is acted a tender little love story of a student of 20 who finds his way into her heart and the honorable old gentleman (Michel) who keeps her in luxury.

Picture has none of the requirements of an American film success. It is nothing but a filmed play, an inexpensive reproduction of an ex-

isting entertainment in a boulevard theatre.

Just this contrast should make it go with the limited public able to appreciate such things in America. It will bring to them a pleasure which otherwise they would have to cross the Atlantic to get.

Miss Cocca is ravishing. She is one of the great boulevard stars of today and Americans should learn about her from this picture. Harry Baur, as always, does a simply masterly job of emotional and character acting. He is certainly the leading male figure of the French screen. *Stern.*

Thunder Over Texas

Beacon production and release. Stars Big Boy Williams. Directed by John Warner. Story by Sherrie Castle; continuity and dialog, Eddie Grammann; film editor, George Merrick; photograph, Harry Forbes. At Ideal, N. Y., on double bill one day, Oct. 17. Running time, 50 mins.

Big Boy Williams Big Boy Williams
Helen Westcott Helen Westcott
Fleeta Mason Marion Shilling
Bruce Laird Claude Tayton
Tom Collier Philo McLaughlin
Judge Blake Robert McKenzie
Tiny Skelton Tiny Skelton

The Shirley Temple influence is now being felt by sagebrush sagas. 'Thunder Over Texas' throws much of its camera attention to a little girl who importantly motivates the plot and action. Otherwise it's routine opera, but in the cute young 'un, who receives major footage, it steps out for wider audience interest.

Youngster is billed as Tiny Skelton. She's the little girl who becomes fatherless when her pa-pa is killed in a fake holdup, engineered by a local banker who seeks important railroad maps in possession of the victim. Big Boy Williams falls heir to care of the child, but has to overcome stealthy moves on the part of the villain and his sheriff cohort in crime.

Kidnaping touch is injected through final abduction of the child by henchmen of the banker-sheeriff heavies. They are followed by a posse and captured for the fade. Love interest with Marion Schilling opposite Williams.

This child speaks more clearly than the average old screen, but often appears too studied and theatrical, probably due to direction. She photographs well. Williams is his same tough-mugged self, softening for women or kids.

A trio of ranch hands sound a somewhat different note in bits of radio impressions. *Char.*

ADMISH ON DOWNBEAT, DUALS GAIN IN PARIS

Paris, Oct. 13.

Move to cut rates is spreading in Paris film theatres. Apollo, showing Warner Brothers dual bills, is first of first-run houses to succumb, announcing a 30% drop.

Movement is widespread in neighborhoods. At same time dual movement is spreading. Galette Rochecourt showing 'Queen Christine' (MG) and 'Morning Glory' (Radio) together, and United Artists' Aubert Palace is combining 'Tompan Scandals' (UA) and 'Gallant Lady' (UA).

JAPANESE PIC WITH U. S. TALENT

Tokio, Sept. 30.

J. O. Talkie Studio of Kyoto has announced plans for production of a talker intended for foreign market. Will be made in English, French and German, as well as Japanese, with the assistance of a Hollywood director and—possibly—Hollywood actors and actresses.

Past efforts along these lines have never been serious. Some Japanese melodramas have been dubbed, but all were originally intended for this market and never got far abroad. J. O. plan is to take a fairly modern story, selecting it by means of a nation-wide scenario contest which is now under way, and produce it in the Hollywood manner.

To make sure that the idea will be intrinsically Japanese and not merely a copy of foreign films, the management has demanded that Japanese ideals and the so-called 'Japanese spirit' be sprinkled plentifully through the opus, but primary aim is that picture should be good box office. J. O. has no intention of turning out a propaganda film.

J. O. studio is the best equipped in Japan. For a couple of years it has been doing no production of its own, merely renting facilities to the many independent companies which have sprung up around Kyoto. Recently, however, its success in 'Song of the Millions,' a production for its own account, set the final stamp of approval on the international picture idea, which had been under consideration for some time.

Following selection of the winning scenario, for which J. O. offers a prize of about \$700, representatives of the studio will visit Hollywood. They have been in touch with several producing companies there and hope to make a distribution deal with one of these which will also give them the services of an ace director. At the same time, and with the assistance of the director, Hollywood players will be selected to play such foreign parts as are called for by the script. Some technicians may also be picked up.

Plan is to select Japanese actors who have pretty fair knowledge of English, such as Sessue (Sesshu) Hayakawa and Miss Yaeiko Mizutani.

French and German versions will simply be dubbed. Present intention of the studio is to have all voices those of players who speak their own languages.

GEORGES AND YVONA

ANNOUNCE THEIR APPEARANCE

ON THE STAGE OF THE
CAPITOL THEATRE, NEW

YORK, THIS WEEK

OCTOBER NINETEENTH

AND DANCING

NIGHTLY AT THE

COCOANUT GROVE

ATOP THE PARK

CENTRAL HOTEL,

NEW YORK.



AND THE CRITICS WALTZED TO THEIR TYPEWRITERS! —singing the praises of M-G-M's new \$2 hit!

★★★★ (Four Stars). A new "MERRY WIDOW" emerges at the Astor. Ernst Lubitsch has devised something delightfully fresh and thoroughly entertaining.
—Kate Cameron, Daily News

Debonair and witty photoplay that reveals the master of cinema high comedy in his brightest mood. The incomparable Lubitsch proves once more his vast skill at genuine cinema wit. A thousand of those superb "Lubitsch touches". You will probably be picking your favorite ones for yourself.
—Richard Watts, Jr., Herald-Tribune

"MERRY WIDOW" opened at super-gala premiere with huge crowds jamming sidewalks. Lubitsch comedy deftly put over.
—Rose Felswick, Eve. Journal

Witty and incandescent in the excellent Lubitsch manner, heady as the foam on champagne, fragile as mist and delicately gay. Ensemble numbers are breathtaking. Mr. Chevalier has never been better in voice nor charm. Miss MacDonald—a captivating personality and a lyric voice. The winter season has been royally crowned.
—Andre Sennwald, Times

Audience applauded each song, each actor. All the lovely Franz Lehar score is there, sung delightfully. Romantic music, liting, gracious waltzes that live on in memory. There are enough laughs to keep an audience giggling most of the time.
—Eileen Creelman, Sun

Gaily abandoned! A grand show. It makes the original seem stodgy. A "MERRY WIDOW" which we are sure is the merriest of them all.
—Martin Dickstein, B'klyn Eagle

The exquisite, haunting melodies stir to thrilling, sparkling life. Lubitsch triumphs in all its glory. A delight alike for eye and ear and heart and soul. Lubitsch's sly, chuckling humor is pointed with impish precision. Film leaves audience bemused by its beauty, thrilling to its songs. Truly Metro's masterpiece.
—Regina Crewe, N. Y. American

Nothing but the touch of Lubitsch could transmute the love pulsations of Count Danilo and the beautiful Sonia into the wickedly irreverent spasms which pour forth. Continuously stimulating. An utterly enchanting picture
—Thornton Delehanty, Post

IMPORTANT ADVANCE INFORMATION!

We urge you to screen your first opportunity
HELEN HAYES in "WHAT EVERY WOMAN KNOWS."
This is truly one of our finest, sincerest, most
human pictures of our time. We suggest that your
advertising should take the form of a personal
recommendation. Tell your patrons that again you
advise them to attend at the new Helen Hayes picture.
Tell them that their faith is justified when you re-
commended "Sin of Madelon Claudet." You can go
on record emphatically in your approval of "WHAT
EVERY WOMAN KNOWS." Remember, it is Sir James
M. Barrie's great play in the cast, Brian Aherne
and Madge Evans. Most heartily proud of it!

HE'S DOING THE

MERRY WIDOW WALTZ

(to your Box-Office!)

EXPLOITATION

(Continued from page 19)

supplied with this date as a check on continuation.

Stunt is capable of development, with the prize winners limited to a desired number, but with plenty of fake conversation to fill out the scene.

It gets people talking, and if it is noted that the tendency to quote the picture, helps to break into print (which can be done by the use of the faked talks) there'll be a lot of press attention done when the supposed agent is nowhere near.

Not limited to actors detective. Can be landed on any outstanding character. Best part is that it does away with the acousting, which in some pieces leads to undue liberty.

Hugging the News

Following along the idea of news pictures, one manager has a board to which he pastes the most lurid pictures and the most glaring headlines from the daily paper, to ride below the caption: 'All the thrills in the newspapers cannot equal the punch of —.' Current title is lettered in. Only used when there's a kick story on the screen. If it's a comedy, the house uses the cartoon strips, with slightly changed lettering. People will always stop to read something from the newspaper, even if they may have read it before. Figures that this stunt is good not only more often than every third week, but a hummer when it fits.

Another manager uses much the same scheme, but he scans the paper for stories which approximate the picture he's showing with: 'The screen is the parallel to real life. Read this news item and then see how closely it approximates this actual item.' Seems to sell a lot of tickets when the story can be matched, and it's generally possible to find one or more points of resemblance.

Third stunt is slightly different. Trade is largely feminine and the manager cuts out all the bargain sales and pastes them neatly with an overprint reading: 'But the biggest bargain sale of all is (program here) for 25c, until 6 p.m. You can't match it—anywhere.'

Appeal to the shopping instinct seems to sell the program no matter what it may be.

Classified Hook

Most of the classified ad hooks are either the names-in-the-ad stunt or some contest run from the classified page. Edgar Lynch, of the 'Camero', Bridgeport, Conn., has lately that got him a three-column box in the local paper both morning and evening editions.

He arranged with the Hollywood agent to pose as Ken Paulson, Howard looking over a copy of the Bridgeport paper's classified ads. This meant that the paper did not show the front page streamer, since the classifieds are inside. Caption: 'big type ran' and they found the apartment they wanted, with a run-on in 12 point telling that the want ads could supply all needs. Note added that the picture was specially placed by the stars of 'British Agent' coming to the Camero in a couple of days. It had a distinct bearing on the ads, and the paper placed it up. Hollywood press departments can't spend all their time fixing up gags for single houses, but they can be coaxed now and then.

Same thing can be done by any competent photographer by composite photography. Heads and busts are cut from other stills, both being the same size. Newspaper is photographed to scale and pasted over the figures. Background is washed in with neutral colors and the whole photographed.

Various departures from the original can be used such as the stars reading answers to a want ad and similar ideas. Always easy to land good space if it helps the paper as much as the theatre.

Pirate Party

Most stunts have been worked out for 'Treasure Island', but the smaller houses which still have to play it can make a stir with a Pirate Party. If there isn't, perhaps some organization can be promoted to throw one on grounds of advertising support from the theatre. It should be started two or three weeks in advance and held the week before the showing.

Idea is that all who desire come in pirate costume and compete for selection as pirate king and queen to attend the opening performance of the picture in state. Most boys and girls like to dress up and girls like the pirate dress if their knees are good, so there should be a good attendance.

Costumes are simple, a shirtwaist, shorts and boots or stockings below the knees, with ribbons cross-woven if desired. It might help to display a sample costume as a suggestion to the unimaginative if there is any community still familiar with the style. It might be a good idea, however, to get a pretty girl to appear at each show in costume to

promote both the dance and the picture.

At the dance a committee picks the best costumed boy and girl for royal honors, and they should be brought to the theatre for the first night show in an open car if the weather permits, received in the lobby and led to the seats of honor. Each may have one or more attendants to help with their dress, and if properly worked enough still can be created to hold the picture for slightly more than the usual run.

Spotting the Lobby

Belief that the lobby should be a place of light is combatted by one manager who uses dim lights, usually tinted, and three spots. One of these is shot against the chief announcement card, placed to one side of the box office. The second is a down-lamp which floods the box office with light. The third is another down-light on the doorkeeper.

He figures that these three are the important points in his lobby and that a lighted box office—with a pretty cashier—will draw people up to the window. From there they can make their way to the doorman. Remainder of the lobby is not dark enough to prevent the posters from being seen, but figured that at night selling times most of those who come are already sold and need direction more than coaxing.

Underdale of the marquee over the sidewalk is brightly lighted, for the figures that the flash is necessary to draw attention to the house, but that once they come, light inside is a change and something of an attractor.

This is a direct departure from the usual theory that the lobby cannot be made too bright, but it's worth trying out, if the lamps are available, and it may be found that the scheme works out. There is no rule that cannot advantageously be broken at times.

For an example, a neighborhood house in a then sparsely built-up section of Brooklyn had one arc lamp in the front, but the lobby blazed light. It served as a sort of welcoming beam. When the show was built in it did not work so well. It's a public market now, but it was that sort of outmoded house.

Lobby Banners

Shadow box lobby banner recently made was against a black ground with white letters. Every other letter was fastened to a rod by two black threads, two being used to assure they would not away too much. The others were lined up by similar rods. Rod to which the first set of letters were fastened was rotated by a small motor, the rod being set into the circumference of a wheel of a small motor. Caption: 'Wheel was slow-gear so that only occasionally were the letters all in a line, but they're always close enough to make a title clear. Gives the necessary effect of motion to liven the banner.'

Another effect achieved in the same shadow box had an endless belt carrying a string of various colored lights running behind a sign cloth strip in which white letters showed on a black ground. Belt was tricked so that the portion back of the sign was supplied with juice similar to the brush effect used on revolving signs. Result was a title which showed continuously changing lighted letters. Each light had its own wired socket, one wire on each side, which ran along charged bare wires. Not much danger of sparking if properly built. Another layout carried lights inside the frame but in front of tinted letters. A buzzer striking against the rod which supported the letters gave just enough vibration to keep the letters in slight motion, to change the angle of reflection.

Fair Test

Baltimore. Larry Schanberger, Keit's worded up a 'radio voice' contest for 'Gift of Gab' (U), current at his house. Utilized studios of WCBM, which are located in his theatre building, for contest, which he added a lot of important. Promoted a radio from a dealer in return for publicity through theatre as top prize and added show of duets as follow-ups.

Contestants chatted into a mike which aired into adjoining room; judges, prominent in local environment, thereby never saw contestants, but judged 'em strictly by numbers, which again made a hit with those trying out their pipes over mike. Couple hundred demonstrated 'Gift of Gab'.

Corner Boards

Sometimes a corner board is just a three-sheet board, usually round, on which three sheets for the coming attraction are pasted. Sometimes they are used to sell tickets. The corner board can be made to do a lot of work, if it is flashed up. One simple way is to use the title letters, with quick drying varnish and sprinkle on glitter. Gold or silver paint does not work as well as

color. The metal may halate and become almost unreadable. The iridescent lettering is more apt to catch the eye than the straight color, and get more of a response.

One theatre used a mild buzzer set into a space slightly above the center of the board. Slight noise catches attention. Another house, willing to go to some trouble, uses its own posters for the corners, with a shadow box large enough to take in an 11x22, which forms the center of the display. Box is deep enough to take in a small miniature in profile with three or four planes. Flicker button is used to get attention. Rest of the board is pasted with plain paper and then lettered, the being done after the audience is gone the night before.

Corner boards originally were for three sheets, but these days the place for three sheets is around the house and a dance hall on the second floor, and a place for more strongly selling stuff than merely pictorial paper. They really are preferred position and should be used as such.

Behind the Keys

(Continued from page 19)

sides the theatre, three street-front store rooms, a private club on the second floor, and a dance hall on the third floor. A 900 seater and the oldest theatre in the country, it has been vacant for many months. Formerly leased by William Blumenberg, who relinquished it and purchased a half interest in the Grand Theatre, East Stroudsburg. In addition to the Stroud, the Schermans own the Sherman and the Plaza in East Stroudsburg.

'What Every Woman Knows About Men' contest conducted by Manager Lester Pollock of Loew's Rochester brought some hot replies from the femmes. Stunt was placed in the Rochester Abendpost in connection with Helen Hayes' flicker with 50 pairs of duets as prizes. Girls opened their hearts in their letters and left nothing unsaid. When they got through many a man just about had voice between the bridge and a quiet Pacific Isle.

PAR DUST'S 'ROSE OF RANCHO'

Hollywood, Oct. 22.

Paramount is dusting off 'Rose of the Rancho', the old Richard Walton Tully-Delaval play.

It will be musicalized with possibility that Mary Ellis, recently added to Paramount's roster, will be topped.

On Munitions

'Dealers in Death', topical feature on the munitions industry, is being rushed for release by Monroe Shaff. Burr Haremy with Fred, Walter B. Pitkin, of Columbia University, as editorial advisor, did the script and Wally Stahl the score.

BOSTON

(Continued from page 10)

week a pretty \$24,500 with 'Servants Entrance' drawing over vaude fare. Keith Memorial lines up for second week of 'Gay Divorcee' for about \$14,000. Expected to be held for third. Opening week below expectations with \$22,000.

Orpheum taking a savor to about \$12,000 on 'Outcast Lady' plus vaude. 'Harrigan' did very well by the house last week to tune of \$16,600.

Scollay, recently reopened after touch-up of lobby, seats, carpets and drapes, will scrape by with 'Kansas City Princess' and stage show this week, inhaling close to \$7,000. Last week drew \$3,000 with marquee reading 'Lemon Drop Kid', plus seven acts.

Paramount slated for poor \$5,000 with 'Our Daily Bread' and 'Kansas City Princess'. 'A Lost Lady' and 'Lemon Drop Kid' in about \$14,000, no stronger as a combination, but holiday raised take to fair enough \$7,500.

Estimates for This Week

Keith Memorial (RKO) (2,900; 25-10-55)—'Gay Divorcee' (Radio) (21 weeks). Will draw in about \$14,000; maybe strong enough for third. Opening week \$23,000, better than oke. Pic also took in about \$3,100 on holiday eve premiere and opening day, but counted in previous week's take.

'Boston' (RKO) (3,200; 25-30-40)—'Million Dollar Ransom' (U) and vaude. Looks like nifty \$20,500. Gaylor packed 'em in last week with 'Servants Entrance' (Fox), \$23,500, best in town. Vaude film a winner at this spot.

Orpheum (Loew) (3,000; 30-40-35)—'Outcast Lady' (MG) second run, plus vaude. Promises \$12,000, scant clearance over net. Bennett no wow in Huh. Last week 'Barretts' (MG) boomed in a beautiful \$16,600 after breaking records at sister house (State) two weeks before.

State (Loew) (3,600; 30-40-55)—'What Every Woman Knows' (MG). Helen Hayes pic running single to about \$16,000. Last week dual 'Last Gentleman' (UA) and 'Gratitude' (Col), satisfactory \$13,300. Juggling of policy from double to single feature vindicated.

Met (M & P) (4,500; 35-40-65)—'Judge Priest' (Fox) with tab colored 'Shuffle Along' on stage. Possibly \$23,000. Last week's 'Wages Cabbage Patch' harvested \$25,000, okay.

Paramount (M & P) (3,800; 25-35-50)—'Daily Bread' (WB) and 'Kansas City Princess' (WB). Not too bad at \$5,000 with Fenway playing same dual bill day and date, and Scollay showing 'Princess' day and date. Previous week socked away oke \$7,500 with 'Lemon Drop Kid' (Fox) and 'Lost Lady' (FN).

Scollay (M & P) 2,700; 25-35-50)—'Kansas City Princess' (WB) and vaude; fair \$7,000. Last week's 'Lemon Drop Kid' (Fox) and seven acts netted nifty \$7,600.

FRENCH AUTO AD PICS FOR AUTOMOBILE SHOW

Paris, Oct. 13.

Rival French automobile manufacturers, Louis Renault and Andre Citroen, have both put out educational films showing their factories, the Renault film released by Pathe-Natan and the Citroen pic by Gaumont. Both were put out with splashers for the opening of the auto show.

Renault got the edge by having his film shown at the Opera under the patronage of President Lebrun. Also has an overwhelming title, 'The Automobile of France', implication being that Renault is it. Picture was made by Jean Louibguac, and shows the Renault works at Billancourt as well as steel mills in Alsace and the Alps.

Citroen picture is more modestly shown at the Olympia under title, 'Autopolis'. Was made by Leon Polier and shows all production activities of the company. Citroen goes in for pictures in a big way, two of the finest educational France has ever seen, the 'Croisiere Noire' and 'Croisiere Jaune' being film records of Citroen tractor expeditions over Africa and Asia, respectively.

These two new ones expected to give a big boost in France to use of pictures for industrial advertising.

Tokio's Biggest Reopens

Tokio, Sept. 30.

Nippon Gekijo, Tokio's biggest theatre, reopened Sept. 1 under management of Nikkatsu (Japan Motion Picture Company) interests. Has been playing practically all Japanese features, some of them silent. First break in policy came this week with 'Black Cat' (U).

Business is poor and trade doubts that Nikkatsu can stand it much longer.

Landers Heads MPTO

Pine Bluff, Ark., Oct. 23.

W. L. Landers, of Batesville, elected president of the MPTO of Arkansas, Mississippi and Tennessee at the annual meeting held in Memphis, succeeding M. A. Lightman of Memphis.

Other officers of the exhibitors are H. D. Wharton, Warren, Ark.; W. E. Ekins, Aberdeen, Miss.; and W. F. Riffin, Covington, Tenn. Vice-presidents and R. X. Williams, secretary-treasurer.

TWO NEW RECORDS ESTABLISHED

• HELD OVER 4 WEEKS

CAPITOL, New York

• Booked for Second Return Engagement Within Two Months at the Buffalo Theatre, Buffalo, by Popular Demand



JANE MOORE

AND

BILLY REVEL

Proudly Presented by

WALTER BATCHELOR

Box-Office News for October-November

CAROLE LOMBARD MAY ROBSON ROGER PRYOR WALTER CONNOLLY LADY BY CHOICE

Story by Dwight Taylor
Screen play by Jo Swerling
Directed by David Burton

"Ring up another one for the miraculous May Robson. Similar to 'Lady For A Day' but not a copy by any means.

Better see this film soon and spare yourself the ordeal of having all your friends tell you the story."

Photoplay

"A great picture! May Robson at her best. Lombard, Pryor, Connolly splendid!"

Screen Play

"May Robson repeats the success of her famous hit in 'Lady For A Day'."

Screen Book

The CAPTAIN HATES THE SEA

A Lewis Milestone Production
with

VICTOR McLAGLEN • JOHN GILBERT
ALISON SKIPWORTH • WYNNE GIBSON
HELEN VINSON

Walter Connolly • Fred Keating • Leon Errol
Walter Catlett • Tala Birell

Story and screen play by Wallace Smith
Directed by Lewis Milestone

"A terrific best seller... every actor in it is either a star or a featured player."

"Toughs trip each other up... exploration possibilities galore... a picture that's not only a physical thrill but a sure thing box office for audience."

Hollywood Reporter

"It hits the bull's-eye!"
Motion Picture Daily

"Excellent situations!"
Variety

*The comedy successor to
'It Happened One Night'*

WARNER MYRNA
BAXTER • LOY

Broadway Bill

A FRANK CAPRA PRODUCTION

By Robert Riskin Based on the story by Mark Hellinger

with Walter Connolly • • Helen Vinson

C O L U M B I A P I C T U R E S

Picture Possibilities

'Lost Horizons'—Favorable
'LOST HORIZONS' (Melodrama, Laurence Rivers, St. James). Metro has had script for some time and should get it again for probable film success.
Ibec.

'Personal Appearance'—Favorable
'PERSONAL APPEARANCE' (Comedy, Brock Pemberton, Miller). Play with film actress contrasted to small town types good fun, stage and screen.
Ibec.

'Hipper's Holiday'—Unfavorable
'HIPPER'S HOLIDAY' (Comedy-drama, Marian Carter, Elliott). Phoney story of a hold-up and kidnapping. Not for stage nor screen.
Ibec.

Indict 6 Houses In Memphis for Sunday Shows

Memphis, Oct. 22.

Indictments against six Memphis theatres and their managers for violating the Sunday closing law were returned by the grand jury here. Presentation of the cases to the grand jury by Attorney General McLain and the indictments came as a complete surprise. A former grand jury twice refused to indict. Possibility that the indictments will put at least a temporary end to Sunday shows loomed strong.

Charles Mensing, manager of the Orpheum, who started the Sunday film controversy by opening a 'sandwich show' five months ago, was the first to announce that his show would not be open Sunday.

Other theatre managers and owners said that they could not definitely decide until conferences with their attorneys today.

The indictments were against Cecil Vogel and Loew's Metropolitan Theatre Corp., operating Loew's State; Cecil Vogel and Consolidated Enterprises, Inc., operating Loew's Palace; Orpheum Theatre Corp. and Charles Mensing; Strand and J. Johnson; Michael Clancio, owner, and Charles Kline, manager, of Rosemary theatre; T. A. Ballas, Madison Ave. theatre.

The only uptown house not indicted was Warner's. Attorney General McLain said that this was an oversight and that the grand jury will be asked to indict this theatre. Bonds of \$500 were required of all managers.

The fact that the second conviction in a state court means the automatic revocation of license to operate caused the owners to hesitate to continue to show on Sunday.

SPOT VINCE BARNETT

Hollywood, Oct. 22.
 Vince Barnett, who played with Paul Muni in 'Scarface', has again been cast with the Warners star for a comic spot in 'Black Hell', coal mine story which goes into production today (Monday).
 Leo Morrison negotiated the Barnett deal.



Swiss Tri-Ergon

(Continued from page 5)
 thereupon formed what is now known as the American Tri-Ergon Corp. The purpose of the creation of this company was to exploit, develop and establish the Tri-Ergon talker system in the U. S. film industry.

William Fox took 90% of the common stock of American Tri-Ergon as his share of the newly formed American Tri-Ergon. Swiss Tri-Ergon, parent firm, took 10% of the common stock plus certain preferred stock, according to accounts.

The stock as held by Swiss Tri-Ergon was in lieu of express royalties or cash consideration for the patent rights.

It was expected that Fox Films itself, which William Fox headed at the time, would be among the first and foremost users of the Tri-Ergon system. This never came to pass. It is now claimed that such a use of Tri-Ergon by Fox Films was prohibited under the terms of Fox Films' exclusive license with Western Electric and Erpl.

The parent Tri-Ergon company is stated to claim that William Fox was aware of this impasse when he negotiated for the American rights to the Tri-Ergon patents.

Contrary to belief, American Tri-Ergon did not acquire any ownership in the Tri-Ergon patents, but merely stock rights made an exclusive license to develop same. This holds the same for William Fox.

This is an important point. It affects adversely the Erpl and Western Electric claim that under their exclusive license with Fox Films, Erpl could claim ownership of Tri-Ergon patents, were Fox Films to successfully prosecute its claim to develop same. This claim to ownership of the stock against William Fox in American Tri-Ergon Corp.

However, since William Fox acquired only stock rights, such a claim by Erpl in case Fox Films were eventually to become owners of the Tri-Ergon stock would fail. Erpl, couldn't claim ownership of stock.

Fox Must Be Reimbursed

Any disposition of any of the disputes which are raging as to American Tri-Ergon stock ownership, however, must face the fact that regardless of how the ownership finally turns out, William Fox, would still be entitled to recompense for whatever sums he has expended in litigating the validity of the patents involved.

Presently William Fox controls two of the three positions on the American Tri-Ergon Corp. directorate. For the present also and unless Swiss Tri-Ergon or Fox Films successfully prosecute their own stock ownership claims, William Fox and American Tri-Ergon will stay as is.

Swiss Tri-Ergon has been represented in the U. S. continuously by counsel, even if not on actual operation of American Tri-Ergon. He is Milton Diamond, who is familiar in the talker patent situation, here and abroad. He is of the firm of (Gilbert, Diamond & Brandeis, of which firm U. S. Supreme Court Justice Louis D. Brandeis' daughter, Susan, is a member. The Gilbert of the law firm is her husband.

20 YEARS IN 1 HOUSE

Rochester, Oct. 22.
 Record for continuous service in one theatre in Rochester is held by Orville and Lloyd Wolover, projection operators for 20 years at the Regent. They were in the booth when the house opened and remained through all subsequent changes, including at least a dozen upheavals in operating management.

They will help the theatre celebrate its 29 anniversary early next month.

CASHIER'S STALLING SAVES B. O. RECEIPTS

Boston, Oct. 22.

Stalling for time saved the weekend receipts of the Colonial, Natick, Mass., when Mrs. Nancy G. Harris was stuck up by amateur thugs late last Sunday. Driving home with a male companion after she locked up the house, femme manager was forced to the side of the road about five miles from the theatre by another car driven by armed bandits.

Told to 'shove over,' Mrs. Harris gave up the wheel of her car to one of the thugs, and her companion was forced into the back seat by the other gunman. After driving back to the theatre by a back road the woman was told to open up the house, while her friend was kept covered in her car.

When she attempted to switch on marquee lights to attract attention the thug accompanying her threw her away from the light panel in the lobby and ordered her to 'make it snappy and open that office door.' Because she fumbled with the keys the thug unlocked the door himself. Still stalling, Mrs. Harris pretended to feel faint and told the man to get smelling salts from the cabinet in the office. The man complied and turned on the office lights to find the cabinet. These lights attracted Patrolman Ray Turner of the Natick police, who happened along soon after Mrs. Harris had finally opened the safe after some more fumbling and had handed the stick-up man one of the two bags of money taken in over the weekend. Copper not only nabbed the inside man, but also took the look-out and walked them to the station nearby.

Colonial is a deluxe nabe house (M & P). Receipts at the time of holdup about \$500.

Ban Hanging Girders On State St. Houses

Chicago, Oct. 22.

All State street theatres have been forced to remove their hanging banners and girders underneath the marquees. This is the enforcement of an old ordinance which has been on the books for years, but never taken seriously. But the State street council said it was got behind the movement and the coppers were sent around to kill all hanging signs.

Theatres are now using flash banners erected flush against the front of the house and running across the top of the box office. Randolph street spots have not yet been affected, though some houses, such as the United Artists, have cut out the girders on their own.

Mich.'s 1933 Grosses

Washington, Oct. 22.

A total of \$14,124,000 flowed through the wickets of 406 Michigan film, vaudeville and legitimate theatres in 1933, the Census Bureau announced today. Report is 38th published and shows 5,169 houses had gross receipts of \$137,503,000 last year.

Michigan has the largest number of houses of any state for which figures have been compiled so far but falls \$5,000,000 short of equalling New Jersey's gross figure.

Data on leading cities showed Flint had 17 houses which took \$656,000; Lansing, 7, \$377,000; Jackson, 8, \$274,000; Kalamazoo, 7, \$344,000; Grand Rapids, 21, \$606,000; Pontiac, 4, \$234,000; Saginaw, 13, \$316,000; Dearborn, 3, \$53,000; Detroit, 100, \$7,143,000.

Early Textile Strike Settlement to Aid Pix

Reading, Pa., Oct. 22.

Theatre managers here are looking forward to settlement of textile strikes.

An experiment in 10c films is being tried by a Spartansburg, S. C., firm that leased the 2,300-seat Rajah theatre here, owned by the Mystic Shriners. A losing proposition for several years, the house is reported to be doing well, although located two blocks off the city's main stem.

GB WANTS KUSSEL

Gaumont-British is negotiating with Maurice Kussel to do a musical picture in England.

Mgrs. Rebel at \$79.80 Tap

Los Angeles, Oct. 22.

Group insurance for managers of Fox West Coast houses has been made virtually mandatory as the result of a blanket order coming through from Charles P. Skouras, informing the house operators that each would be expected to subscribe to a \$5,000 policy, costing them \$79.80 a year.

While it was made plain the insurance is not compulsory, word went out that Skouras expected every manager to participate. Quite a few squawks followed, particularly among those already loaded with insurance, and not wanting to take on additional protection.

GTP Moves In

(Continued from page 5)

between Tri-Ergon and GTP would make almost an unassailable position against the industry on the double patent matter, anyway, so far as present indications go.

The patent owned by General Talking Pictures (DeForest) is numbered 1,388,911. It was filed June 7, 1924, and allowed Nov. 22, 1932.

In the language of the official records, the invention relates to the phonofilm or talking motion picture art, and has for its principal object the provision of means for insuring synchronization, especially in reproduction, between the sound record and the picture record.

A further object of the DeForest invention is to provide an apparatus for securing this result.

The inventions referred to are:
 (1) A printing machine for printing positives from negatives having sound and motion picture records displaced thereon, comprising means for printing the sound record from the negative onto the positive, mechanism displaced from the said means for printing the picture record from the negative onto the positive, and instrumentalities arranged between the said means and mechanism for predetermining the displacement between the sound and picture record on the positive.

(2) A printing machine for printing a combined positive picture and sound record film having said records spaced any desired distance thereon from a single negative having picture and sound records thereon comprising means for printing the picture record from the negative onto the positive, means for printing the sound record from the negative onto the positive, and means for causing one of said films to travel through a longer path than the other in passing from the picture printing means to the sound printing means to effect a desired separation between the two records on the positive film.

It is handed that all parties concerned have talked the situation over one way or another so far as this latter patent goes.

In the meantime Tri-Ergon, as controlled by Bill Fox, presently has instituted about a dozen injunction suits against as many producing and distributing firms in the industry. These injunction suits are based on the fact that Tri-Ergon claims on the flywheel and the double print process have been upheld. The injunction suits are preliminary to accounting actions.

Undoubtedly it is William Fox's

Tacoma Changes May Affect N.W. Theatre Setups

Tacoma, Oct. 22.

Many local theatre changes are expected in this burg which will tend to change the complexion of the northwest map. One of the most revolutionary changes contemplated is the reported making Hamrick's Blue Mouse, now 15-25c house, the first run, class product theatre at 25c and 35c. Hamrick's Music Box, now playing class product at 25c would be niched down on film and vaudeville added at 25-35-50. By this change Hamrick would then have three vaude houses. Orpheum in Portland and Seattle, just taken over, and his local deluxer. It is understood Fanchon & Marco will tie into the Hamrick vaude set up.

Announcement is expected almost any time now from Jensen & Von Herberg, Roxy operators, of an affiliation with Moore's Rialto, dual second run at 10c and 15c with H. T. Moore still continuing as director. New Beverly 25c-heater on main stem also may change hands. Hamrick's Blue Mouse will spend \$20,000 in renovating, which will include new seats, equipment and general overhauling.

In connection with proposed Hamrick vaude, town is ripe for flesh. But it is thought a three-day stand would take care of stage-hungry, one-nighters being booked between the Portland and Tacoma date. In the proposed Rialto policy change it is understood that some of the J&V product would be put in this house as first run if Moore and the Roxy operators get together.

'Sticker-Upper Nailed

Houston, Oct. 22.

Attracted by the screams of Alice Davis, box office girl at the Metropolitan, newboys gave chase and captured an unemployed sailor who robbed the till.

The man approached the window near the closing hour, made as if to purchase a ticket, seized \$28, and fled.

aim to file such injunction suits against all distrib and producing firms in the industry for an all-inclusive showdown on the matter.

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Ned Sparks, Henry Armetta, Baby Jane, Alan Hale

**FANNIE HURST'S
GREAT NOVEL MADE
INTO THE BIGGEST
ATTRACTION IN YEARS!**

A
**JOHN M. STAHL
Production**



A UNIVERSAL PICTURE presented by CARL LAEMMLE

Par Reorg in 3 Weeks

(Continued from page 5)

obstructionist stockholder groups may hold around 200,000 shares out of a total of 3,500,000 outstanding.

The plan will call for an independent directorate in the company. This directorate will have full charge of management setups that can come with or after reorganization. Conjecture on this management phase of the matter is futile presently. Naturally, all the various creditor groups and stockholder interests who rate will have representation on the company directorate. That's as the matter stands to date with the new directorate neither selected nor fully considered presently.

The plan also will necessarily carry the condition of settlement with the banks in the \$13,000,000 negative hocking case. Under this settlement the banks agreed to accept \$5,000,000 in cash. The balance of their claims the banks agreed to accept on an equal footing with general creditors.

Undoubtedly there will be a new debenture issue and a new preferred stock issue, and maybe also a second preferred stock issue besides, all bearing 6% interest.

The second preferred issue will go to cover certain non-provable claims and stockholder interests.

Through Attorney Thomas Chadbourne, Hayden Stone is accounted as having offered the various creditor committees its services in underwriting a different plan for the Par reorganization for a small commission.

Hayden-Stone Plan

The Chadbourne-Hayden Stone offer differs in one important respect only, according to accounts, from the plan which is being considered by Par creditor groups.

This distinction lies in the manner of dealing with stockholders of Par. The plan under consideration by the creditors of Par calls for a \$2 assessment on stockholders. This assessment amounts to a right to stockholders to subscribe to second preferred stock which will be issued plus one share of common.

Such a right is deemed to have a market value. Hayden Stone objects to a \$2 tax on stockholders on ground this would be a hardship to such as could not afford to subscribe. Then, paring the Chadbourne asks that new and additional stock be issued at \$2 per share anyway. The Hayden Stone offer thus amounts to an assessment without any rights. Study of Chadbourne offer indicates this conclusion.

The Chadbourne offer is stated to have been made with the express knowledge of Duncan Holmes, chairman of the Par stockholders committee. It amounts to a request to be permitted to purchase a 50% common stock equity for \$6,440,000, in Paramount, a company Chadbourne himself claims to have \$20,000,000 in cash. Besides, Par's assets today may run at \$100,000,000.

The Chadbourne-Hayden Stone offer would increase the outstanding Par stock by an additional 2,250,000 shares. This in itself would amount as an assessment conversely on stockholders who would be unable to subscribe to the extra shares.

Stockholders would retain their old stock but they still would have to pay \$2 per share for the new stock, under the Chadbourne plan. In effect this would result in reducing the value of the shares presently held by stockholders. Besides, the Chadbourne plan would also cut the income possibilities of the present stock by 50% through the increase in shares outstanding.

Curious part is that the Duncan Holmes committee is stated to have favored the Chadbourne plan even under such circumstances. The Chadbourne plan could permit the larger stockholders to take up possible control of the Par common stock.

Par creditors undoubtedly will turn down the Chadbourne thing if they haven't already.

Sweeping Inside on Par

Meantime the sweeping examination of officials of Paramount who were with the company prior to bankruptcy is going on by the trustees with a view to digging into the sub-soil of acts and conduct generally. Because of the wide scope of the examination and the mass of records and papers to be scanned, with testimony thereon, it may take a long time to complete

the task and threatens further delay in reorganization.

Order for the extensive examination program came suddenly last week when the trustees obtained court permission to force appearance for questioning as desired of no less than 17 men identified or involved with Paramount in 1931 and 1932, together with order for production of all necessary records. Three hearings have been held already at which Norman Collier, assistant secretary of Par, has been subjected to a withering examination in connection with stock repurchase deals. He will be continued in the witness chair before Referee John E. Joyce on Friday afternoon (26). Meanwhile on Thursday (25) the trustees propose dragging someone else down for questioning. Root, Clark, Buckner & Hall, attorneys, do not suggest who may be called for Thursday morning (25).

In addition to Collier, those wanted for questioning include Ralph A. Kohn, Jesse L. Lasky, Elieq John Ludwig, A. John Michel, Marion Coles, Edward A. Brown, Fred L. Metzler, Fred Mohrhardt, Neil Agnew, Henry Anderson, Charles E. Hawthorne and Sam Denbow, Jr., all of whom were Par officials at the time on which the inquiry is based. Several of these are no longer with Par, including Kohn, Lasky, Michel, Metzler and Denbow. In addition to these present and past Par officials, the trustees want to examine William H. Kunksky and George W. Trendle of Detroit, latter now Par's theatre management partner there, and William S. Paley, president of Columbia Broadcasting System. Kunksky, Trendle and Paley are desired for the witness chair in efforts of the trustees to prove that stock repurchase deals were illegally made.

One Purpose

While one purpose of the detailed inquiry admittedly is to prepare the case of the trustees against Par directors for recovery of \$12,237,000 on various repurchases, its scope is very general. Trustees asked and were granted examination under section 21A of the bankruptcy act concerning acts and conduct and property of debtor and examination under section 21B of the act concerning the conducting of the business of the debtor (Par); cause of debtor's financial difficulties; dealings of debtor with its creditors and other persons; the amount, kind and whereabouts of debtor's property, and matters which may affect the administration and settlement of the estate. At the same time, the order demands the production of all books, accounts, papers and records in possession or under control of 17 people to be examined pertaining to the acquisition by debtor of shares of its own stock in 1930, 1931 and 1932. Appearances are to be specified by subpoena and Referee Joyce is to sit as a Special Commissioner.

Attorneys outside of the Root, Clark firm which represents the Par trustees point out that the step toward a comprehensive examination into Par stock repurchase deals and other varied matters is something that has been sought on the outside for some time. Decision is being awaited on one motion before the N. Y. Supreme Court asking for the right of independent bondholders to conduct an even wider examination, including questioning of bankers. Whether or not the Par trustees were impelled to the present examination program by that fact or not, duplication might result if such a subsequent examination granted bondholders.

Par trustees questioned Adolph Zukor, Ralph A. Kohn and John D. Hertz on stock repurchases, the film-hocking deal, theatre acquisitions, executive firings, etc., right after bankruptcy in the spring of last year (1933), and since then have had no one in the witness chair on these matters until now, when a reorganization plan and trial of the directors and bank suits are imminent.

Lots of Records

With armfuls of papers and records before them, attorneys started delving deeper into what happened prior to bankruptcy with Collier in the chair three days during the past week answering questions and concerns of the trustees such as Kunksky, Trendle and Paley. He identified scores of letters, memos

and the like, scanning most of them in refreshing his memory before answering serious questions put to him. Collier proved a cautious and able witness, though frequently in the embarrassing position of facing a line of interrogation that dealt with 'trickery' and 'falsification'.

Herman T. Stichman, of Root, Clark, Buckner & Ballantine, with Gregory T. Washington of that firm at his side, fired a volley of questions at Collier in an attempt to gain an admission that stock repurchase deals, notably CBS, were put through when Par did not have sufficient surplus. Also sought for the record and obtained in part was action on the part of Par in having subsidiaries declare dividends in favor of the parent company, ostensibly so that Par's cash reserve could be built to the point where it would be possible to put through the CBS repurchase.

Collier admitted that this was true, and in some cases, to his knowledge, as late as February, 1932, directors of subs had decided on dividends as of Dec. 31, 1931, with entry of action and dividend declaration on books as of the Dec. 31 date. Stichman frequently referred to this as ante-dating and 'falsifying'.

The CBS Deal

It was revealed that about this time, February, 1932, Paramount was trying to decide what to do about the CBS stock repurchase option falling due the following month and whether or not Par had sufficient surplus to meet the commitment.

Figures produced by Root, Clark as of Feb. 20, 1932, purported to show that if the CBS deal was put through Par would be in the red \$5,176,000. Because of legal charges of \$2,000,000 in figures supplied by A. John Michel, former Par's assistant manager, there was much quibbling between Collier and Stichman as to whether or not on Feb. 20 Par was in the red \$1,140,000, regardless of the CBS deal, involving in round figures around \$4,000,000 on the repurchase for some 48,000 shares guaranteed in the 80's.

In the stock buy-back, entailing 65,000 shares, Par had \$200,000 for repurchase at \$75, and in the Great States deal where the situation was different, because of interest of Balaban & Katz, attorneys sought to learn whether or not assets were written up to get around a debit surplus. Nothing very concrete in this connection was adduced.

In obtaining sufficient surplus in Par to meet stock repurchase deal on CBS, Collier said there had been discussions as to any means legally by which accumulated surplus of Par subs could be transferred to the parent company's surplus and entered on the books as of Dec. 31, 1931. These discussions were around the middle of February, 1932. Stichman frequently inferred before the witness that this thought came up in February, but that so far as the books were concerned they would show it all happened the preceding December, before the end of 1931.

Collier believed that Par counsel passed up the opportunity of the first dividend declaration that came in mind, that of Paramount Broadway Corp. Plan revealed as born in February, 1932, was to ask directors of Par-Irway to declare a dividend as of some date before the end of the year 1931 in favor of Par-Publix and at same time, through a complicated procedure, have Par-Irway enter on Par-Irway books as debtor for the amount in open account. A letter to the Cravath, de Gersdorf, Swaine & Wood law firm, acting as special counsel for Par at the time, quoted Michel as suggesting that Par would have to reverse surplus in order to enter the dividend surplus for the parent company by declaring inter-company dividends. One of the fears raised by correspondence of Michel was that complications might result if Par-Irway in February, 1932, declared a dividend as of 1931, because the company has to publish statements for its bondholders.

While it seemed odd to Par trustees counsel that on the eve of a CBS deal dividends were declared as of nearly two months prior, it was brought out by a memo of Feb. 21, 1932, from Michel to Ralph A. Kohn, Austin C. Keough and Collier that he (Michel) and Collier felt the minutes of Par-Irway should be written to show a cash dividend of \$2,000,000 was declared in favor of Par-Pub on Dec. 31, 1931, and that the usual letter agreement should be written showing P-P had lent Par-Irway \$2,000,000. Attorneys contended these minutes were 'false' and Collier admitted that they were as to the date. Collier insisted there was no falsification of the Par-Irway books because the dividend was entered on the December account of Par-Irway before these books were closed.

Inter-Company Dividends

In a letter from Michel to the Cravath law firm it was shown that inter-company dividends declared amounted to \$3,584,000. Stichman questioned Collier at length on various dividends and whether or not they were actually declared in 1931 or during the following February, as of 1931. Also as to whether the various Par subsidiaries were in a position to declare dividends. These included Paramount Pictures Corporation's two dividends, one of \$288,000, the other for \$289,000; Famous Players Canadian, \$182,000; B. & K., \$191,000; Saenger Theatres, \$331,000; Publick Great States, \$338,000; Czechoslovakia Corp., \$77,000; Brooklyn Paramount Corp., \$100,000; Grandea Realty Co., \$150,000; Strand Realty Co., \$150,000; Paramount Films S. A., Panama, \$150,000; Olympia Theatres, Inc., \$1,100,000; N. V. Paramount Films, Holland, \$450,000; New England Theatres, Inc., \$150,000; Penn York Supply Co., \$25,000; Paramount Public Corp. of New Jersey, \$65,000 and Seven Seas Investment Corp., \$100,000, among others.

In some cases, it was indicated by Collier, dividends were paid to Par in return for cash advances to subsidiaries by Par. Questioning the assistant Par sec as to whether the Brooklyn Real Corp. position to pay a dividend of \$100,000, Collier was shown a memo of his own to Michel in which it was indicated book entries had been made showing Par had advanced \$100,000 to the Brooklyn Par Corp. In connection with Grandea Realty's dividend of \$150,000, question was raised as to whether Grandea also was in a position to pay this out of surplus, with a note of Michel's produced which indicated this would have to be paid by canceling inter-company indebtedness.

The Par Films S. A., Panama, dividend of \$150,000 raised another point. Records purported to show that of this amount, \$65,000 was in cancellation of a debt to Par in New York, while balance of \$85,000 was to be paid when and if able to do so within 12 months. Different correspondence to the Cravath law firm listing dividends included the \$85,000 from the Panama dividend as payable on or before March 4, 1932. It was admitted by Collier that the Cravath firm in this respect had been misinformed.

In connection with the New England Theatres dividend of \$150,000, efforts were made to bring out that six subsidiaries of this company had to declare dividends before New England Theatres; that this main sub-division of P-P could, in turn, declare its 1500 dividend to the parent company.

Hoblitzelle-Horwitz To Build More in Tex.

Houston, Oct. 22. Construction will begin in 30 days on the first unit of a theatre group planned by the Karl Hoblitzelle-Will Horwitz interests. This will be a downtown theatre for stage attractions and motion pictures. The showmen will operate the house on a 20-year lease at an aggregate rental of \$1,230,000. The H. C. House properties are building the theatre, investing \$255,000 in ground value. New show house will be of the amphitheatre type, seating 1,800. Location is opposite Horwitz's Texan theatre. Improvements of the Iris, owned by Horwitz, also included in the deal. Neighborhood theatre will be built by the Hoblitzelle-Horwitz groups as soon as leases are arranged. Hoblitzelle has former major houses here, former Interstate and Public Theatres, and Horwitz operates three second run houses.

GRIMM GOES RKO

Ben Grimm joins RKO Radio Pictures Nov. 1 as advertising manager on appointment from S. Barrett McCormick, elevated to the post of director of advertising and publicity vacated by Bob Sisk. McCormick was Sisk's ad manager and Grimm assumes the berth previously held by McCormick.

Grimm is winding up his duties at Universal as ad manager.

Pierre Boucheron last week joined RKO's advertising department under McCormick, coming over from Warner Bros., where he was advertising manager with headquarters in Camden.

DENT TO OP. 13 MARCUS-PAR THEATRES

With Famous Theatres Corp. main Par theatre subsidiary, now in 100% control of the Louis Marcus chain in Utah and Idaho, the Par trustees have entered into a management contract with Louis L. Dent, a former partner, under which Dent will operate the 13 houses in the Marcus string.

Agreement worked out with Dent, who came to New York for the purpose, runs to June 30, 1935, and is similar to the management deal in effect with George W. Trendle over the Par Detroit group. Dent is now in Salt Lake City, where he will make headquarters with Harry David, who for the past five years has acted as general manager for Par-Marcus, serving in that same capacity for Dent.

Under the deal with Famous, Dent becomes the operator of the Capitol, Paramount and Victory, Salt Lake City; Paramount, Orpheum, Colonial and Lyceum, at Ogden; Paramount, Provo, Utah; the Idaho, at Boise, Idaho; Fox and Granada, at Tinney, Idaho; and Orpheum and Idaho at Twin Falls, Idaho. Additionally he has 10 houses of his own in Pueblo, Colorado Springs, Greeley and Grand Junction, Colo., which were not included with his Texas chain when that was shifted into the Par-Hoblitzelle partnership. Dent originally entered the picture business at Atlanta in 1918 in association with S. A. Lynch, later going into the Texas field on his own.

The Utah-Idaho houses involved in the management arrangement with Dent were wholly controlled by Par at the time of its bankruptcy, after which a partnership was worked out with Louis Marcus, former owner, who acquired 50% of the stock. This 50% recently was reacquired from Marcus by Famous which under the partnership held the other 50%. Chain originally was a part of the Public Enterprises setup.

TOBACCO CROP COIN HELPING N. C. CINEMAS

Winston-Salem, N. C., Oct. 22. With local tobacco market passing out between \$250,000 and \$500,000 daily to farmers for tobacco, Colonial and Hollywood theatres are racing with each other for the shares in the farmer's pockets. Both theatres are pulling midnight shows Monday and Tuesday nights of each week, the nights when the largest number of farmers are in town. Both are doing good business, with western pictures predominating on the programs.

Both are second run with Colonial, one of the North Carolina Theatres, Inc., main Hollywood is independently operated.

H. Balaban Adds Another

Chicago, Oct. 22. Harry Balaban took over the Desplains theatre in Desplains under a lease. Now has a total of 13 theatres.

Theatre to be opened Nov. 1 with a straight flicker policy.

ERPI'S UPS IN SALES DEPT.

Several sales promotions became effective in Erpi yesterday (Monday).

W. E. Woodward becomes acting sales manager of the southeastern division. It O. Dulce acting assistant sales manager of that division, in addition to remaining credit and collection manager, and R. W. Horn assistant sales chief of the north-eastern division.

THEATRE BLAZE FAILS

Tacoma, Oct. 22. Unsuccessful attempt to burn down Honolulu's 16th Mouse theatre when a large pile of oil soaked rugs were started in rear, was quickly extinguished without loss.

All aboard for

TRANSATLANTIC MERRY-GO-ROUND



SIDNEY BLACKMER



FRANK PARKER



SID SILVERS



MITZI GREEN



SYDNEY HOWARD



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"Colorful, vivid and juicy entertainment!"
— Motion Picture Daily

"Studded with stars! Should do business to bring the smiles!"
— Hollywood Reporter

"Excellent!"
— Box-Office

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GENE RAYMOND

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JACK BENNY

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RALPH MORGAN

THE BOSWELL SISTERS

X HARDY

Released thru
UNITED ARTISTS

RE - - - Directed by Benjamin Stoloff

FCC Hears NBC, CBS and N.A.B. Pile Up Anti-Pedagog Evidence

Washington, Oct. 20. Urged by the nation's two broadcasting chains to make no radical changes in the existing radio set-up, the Federal Communications Commission today wound up three weeks of hearings on proposals to reserve 25 percent of the country's broadcast facilities for educational, religious, and cultural uses.

Agreeing that the groundwork of broadcasting of all varieties is interesting and entertaining programs, William S. Paley, of Columbia, and Merilyn H. Aylesworth, of NBC, supported by technical men, program directors, and other well-executives, contended before the Commission that commercial outlets already are performing a satisfactory job of presenting the listening public with educational, informative, cultural, and religious matter. They were backed up by teachers, preachers, noted musicians and famous writers. Noting that the ability to entertain is the basis on which the American system has developed, Aylesworth and Paley both informed the Commission that widespread misunderstanding has confused the issue and that many commercial and sustaining programs have definite information-giving, educational value. A sponsored program which "consistently informs people to brush their teeth twice a day and to go to the dentist twice a year" provides the public with "very important education," Aylesworth asserted. Paley noted the readiness of advertisers to sponsor cultural and educational features which had demonstrated an ability to attract listener interest. Demands of certain educational groups seeking exclusive facilities are based on "misunderstanding and confusion," Aylesworth remarked, urging formulation of a definite plan for co-operative management of educational broadcasting. Co-operation has made possible steady progress in the field of religious broadcasting, NBC head said, but in the educational field the necessary sort of co-ordination never has been developed.

Supporting his view, Aylesworth presented letters from President (Continued on page 33)

NEV. BUYS CAL. AIR FOR POL. SPEECHES

Hollywood, Oct. 22. Manner in which radio has changed the old time political stump campaigning in the west is seen in the methods being used by Nevada politicians to reach every corner of that sparsely populated state by utilizing out-of-state air facilities.

Nevada, with no station above 100 watts, doesn't lend itself to the modern political methods of going radio as substitute for the old-fashioned ranch-to-ranch children-kissing campaign, and so the politicians are being forced to go out of the state to talk over stations that will reach into every hamlet and far-flung ranch house.

With distances in the west a trek of 1,200 to 1,500 miles to tell the constituents why they should vote for him, one candidate in the primaries in September hopped the 600-miles from Reno to here, to deliver his talks over the 50,000 watt KXX. His being nominated then got the other candidates all hot up for the coming November election. A small regiment of them is expected here the week before election to talk over local mikes.

Biggest contingent is due over KNX, Nov. 2, when members of the Republican State Committee and the several candidates on its party's ticket come here for an hour's broadcast.

WGN Ties Chi Symp

Chicago, Oct. 22. WGN, Chicago's largest station, has entered into another season's contract with the Chicago Symphony for exclusive broadcasts.

Will ride for a two-hour program each fortnight.

NEW NBC SURVEY

Druggists Endorse Radio with Most Enthusiasm

NBC had an outside organization take a survey among some 2,000 druggists, grocers and gasoline retailers and the results, sifted last week, showed that 60% of these dealers favored the use of radio over any other medium. Quizzing took place in various parts of the country.

Druggists as a class proved the most ardent backers of radio. Grocers in this regard rated second and gas station men third.

Probers for NBC also took a dip into two other retail markets, automobile and hardware, and found that the preference percentage did not differ materially. Car and hardware dealers queried about their preferences for radio had media amounted to around 200. With NBC this phase of the poll served as a mere experiment. It figures on going more extensively into these two fields later on.

Details of the survey will be released in booklet form to the advertising trade within the next week.

DAILIES SHOWER PUBLICITY ON RADIO

Pittsburgh, Oct. 22. Hot and open competition has replaced the agreement among Pittsburgh dailies which circumscribed the amount of space each would devote to radio. Pact, which blew up last week, had stipulated that the stuff about broadcasting, including pictures, would not in any issue run over a page.

What started the scramble was the inclusion by the Sun-Tele, in its Sunday edition of a matrixed page sent out to all Hearst papers. Latter is a replica of the layout prepared for the New York American by its radio editor, Louis Reid. Pittsburgh Press followed up the appearance of the boiler affair in the opposition sheet with an elaborate idea of its own. In addition to its regular three columns of chatter and program listing matter the Press started a daily page of pictures of mike personalities, with the same amount of space applying to the Sunday rotogravure.

Sun-Tele's next move was to insert a daily page of pictures also, but with the layout split between radio and screen celebs.

WKRC SQUEEZE-OUT ON QUICKIE SPIELS

Cincinnati, Oct. 22. Local CBS link, WKRC, doing an about face on spot announcements after dark. Cluttering of straight-out sales spiels between chain programs is being diminished with refusal of further contracts for 'em and weeding out of existing orders upon expiration.

Of the five stations here, WKRC held the record for spots on whole-sale scale. Nix ruling came on last week from home office.

E. S. Mitterford, resigned manager of the CBS link, is confining at his post awaiting arrival of successor okay by headquarters. When the new boy shows up, 'Mitty' will transfer to California for retirement. He acquired a sizeable stack of doughnuts from sale of stock in station when it was taken over by Columbia.

WKBB's Application

Dubuque, Ia., Oct. 22. Federal communications commission is expected to hear the application of WKBB for increased power in the future. Outlet is now operating on 100 watts, unlimited time, having been granted recently. Station asks 250 watts for day-time operation and 100 watts night on a frequency of 1,500 kilocycles.

Ribbing Cantor

New York daily radio eds, with the exception of Louis Reid (American), have resorted to the rib method as regards Eddie Cantor.

In the program listings one refers to the Chase and Sanborn stanza as the 'Rubinoff Revue'. Another pairs Rubinoff name with that of Ted Bergman, one of Cantor's stooges. A third highlights the Bergman moniker and gives second billing to Cantor.

Suit brought against Cantor and the Radio Guide by Ben Gross, radio ed of the Daily News, is still in the hands of the Appellate Division. Gross appealed a decision of the New York Supreme Court which in September upheld Cantor's contention that Gross' libel allegations failed to constitute a cause for action. Gross asked for damages of \$50,000 each from Cantor and the fan mag, as the result of an article in which Cantor panned the New York radio eds for alleged logrolling, etc.

Bridgeport Radio Ed Mentions Cantor Only As 'Banjo-Eyed Comic'

Bridgeport, Oct. 22. Rocky Clark, radio editor of the Bridgeport Post, took partisan sides with the New York radio columnists on the Eddie Cantor feud. In announcing a stage date of Cantor at Poli's theatre, Clark did not mention Cantor by name but referred to 'a banjo-eyed comedian'. Rubinoff and Cliff Hall got mention by name.

Loew press department reported in a huff but Clark held his position. Cantor called Manhattan radio editors logrollers some months ago and the boys are still resentful.

Survey Gene and Glenn

St. Paul, Oct. 22. Radio Service Bureau working in conjunction with the state employment service last week did a quickie survey on Gene and Glenn. Duo went off the local NBC outlet, KSTP, Oct. 1, and the check-up was to determine their popularity here, with view to renewal.

Thirty gals were hired, given 15 telephone numbers each and paid 75c for the 15 calls. Names were picked at random and some of the females worked at home on the 'honor system'. If 'too many' busy signals or out-of-order reports came back, they were to sub calls of their own choosing.

First query, 'Have you a radio?' caused most of those queried to bang the receiver after barking, 'Yeah, and we don't wanna buy a new one.'

Total of 450 calls were made in St. Paul.

Merrill Hits Air

Blanche Merrill, for years one of vaudeville's most prolific material writers and lyricists, is turning to radio, with Charlie Morrison plotting.

Miss Merrill's first air scripts will be for Lulu McConnel, Nana Bryant and the Duncan Sisters.

Transradio Claims 149 Stations; Seeks Washington Credentials

McDermott Heads NBC Local Sales in Chi

Chicago, Oct. 22. George McDermott was put in charge of the local sales department at NBC.

Position was filed by Bill Hay till a few months ago. With the Amos 'n' Andy programs back on the air, and doing road work besides, Hay has been too busy for both jobs.

Hearst Papers, Mags Build-up Through Radio

Report in broadcasting circles is that William R. Hearst is mulling over the idea of taking an extensive flyer in network-advertising. Plug intentions would embrace his various newspaper and magazine enterprises, and involve a weekly hour on an NBC coast-to-coast link.

For material Hearst would resort mainly to his own sport, humor and other types of columnists, while Metro-Goldwyn-Mayer would serve as a source of picture names, if these were decided upon as part of the program's policy. Hearst's affiliation with Metro is through his own company, Cosmopolitan Productions.

Hearst last week prevailed upon Damon Runyon not to go through with an audition which had been slated for Kentucky Winners cigarettes.

CRAZY CRYSTAL IN MPPA FEE DISPUTE

Transcription makers have been advised by the Music Publishers Protective Association that no licenses will be granted for the Crazy Water Co. until the laxative distrib has straightened out its royalty differences with the MPPA. Publishers association claims that the Texas mineral bottler has failed to pay for the recorded use of scores of compositions controlled by MPPA members.

Particularly cautioned against including MPPA music in Crazy Water stencils is the Freeman-Lang Co. MPPA wired the latter last week when it learned that the Los Angeles transcription concern had contracted to do a series for Crazy Water.

Hear 'Dick Tracy'

Dramatized version of 'Dick Tracy' newspaper juve strip, was piped by NBC last week to the home offices of the American Oil Co. in Baltimore.

Account has also under consideration an elaborate spot broadcasting campaign.

Clinton Buehlman, WGR Buffalo Musical Clock, starts 6:30 a.m. half hour earlier this winter due to increased commercial business.

Admission of its representatives to the Senate and House press galleries will be sought by the Transradio Press Service at the next session of Congress. With the paths cleared at these two points the TPS figures that its reporters will also become eligible to attend the press conference held by the White House cabinet officers.

Transradio expects to have by the end of October a total of 149 stations in 123 towns taking its services. Latest major outlet to join the list is WOR, Newark. Beginning tonight (Tuesday) WOR becomes part of the TPS' main trunk system, with the station receiving a 24-hour printer service and so arranging its schedule as to broadcast five periods of news flashes every day but Sunday. Sabbath news stints will be limited to a quarter hour in the afternoon and another 15 minutes at night.

Transradio proposes within the next two weeks to establish an Pacific Coast branch of its own with San Francisco the point of news distribution. Under the present arrangement KNX, Los Angeles, serves as a clearing house of the clients in that area. Setting up of a San Francisco office will result in a saving of transmission fees for all concerned, since the subscribing stations will be in a position to receive their news by shortwave, instead of the telegraph service now in vogue.

KEMPER WINS AGAIN IN CONTRACT-BREACH SUIT

Jimmy Kemper won another round in his contract litigation with Donna Parker, Chicago booking agent, when Justice Rosenman, in the N. Y. Supreme Court, last week tossed out her amended complaint. Judge ruled that the arguments upon which she based her claim for back commissions were insufficient. Miss Parker, however, was granted leave to serve a third amended complaint upon payment of \$10 additional costs. Her original complaint was rejected by the same court about four weeks ago.

Miss Parker is suing to collect commissions on the salary Kemper got while doing a 26-week run for Tidewater Oil on CBS in 1933. She predicates her right to a share of these proceeds on a management agreement which she alleges Kemper signed in December, 1931.

In his decision, Justice Rosenman declared that the facts she submitted to show that the original contract or a renewal of the same was in force while Kemper was doing his stint for the refining company. If the contract, stated the court, was a bilateral one, there was certainly no cause of action, since the agent had failed to show that she had promised to perform specific services in return for his assurance that he would pay her a commission. Could also pointed out that her complaint did not disclose whether she had made this consideration of definite services a part of the alleged contract renewals.

Attorney Reuben Caidin represented Kemper in the court argument on both complaints.

8,000 Letters Return Male Team to WLW

Cincinnati, Oct. 22. Negro dialect team, off of WLW for a week after a year of steady work on sustainers, pulled 8,000 letters from fans anxious about their return. Duo is Bob Drake and Jimmie Scribner, who appeared 469 times as Sputter and Whine and on brief Monkey Hollow series. They're back as the Jacksons.

When going radio, they were together, and when on circuit, and as comics in minstrelsy and burlesque. They write their material and memorize it before facing the mike; only such act to do that at WLW.

Harold Davis, WDAB, Philadelphia program director, switched out into show business during off-hours. Has gathered an orchestra and is batoning at local functions as leader-crooner.

Who Pays the Dues?

NBC Urges Employees to Become Joiners— Likes Speech-Making if Properly Edited

NBC wants its employees to have as many outside political and fraternal connections as possible. Personnel was so advised in a memo issued last week by Mark Wood, assistant to the executive v.p.

Communications assured the employees that the web was strongly in favor of every and any sort of outside political and lodge activity as long as these contacts did not impair office hour efficiency. Employees were, however, cautioned

against conveying the impression that any of their political activities had the official sanction of NBC.

Wood's memo, which is to become a part of the company's manual of rules and regulations, also urged the employees to accept invitations to speak on the subject of broadcasting. But before okaying these invitations the employees were expected first to talk the prospective speaking engagement over with their department heads.

SHORT WAVE BOOM OVER

ABS Network Rate Card

(Cross rates: 6 P. M. to 11 P. M. Local Time)

BASIC NETWORK

	1 Hour	1/2 Hour	1/4 Hour
NEW YORK	\$500	\$315	\$200
BOSTON	200	125	75
PROVIDENCE	120	75	45
PHILADELPHIA	240	150	95
BALTIMORE	120	75	45
WASHINGTON	120	75	45
PITTSBURGH	200	125	75
BUFFALO	120	75	45
CLEVELAND	160	100	65
DETROIT	150	95	60
CINCINNATI	100	65	40
CHICAGO	250	160	100
ROCK ISLAND-DAVENPORT	80	50	30
ST. LOUIS	120	75	45

Total basic network \$2,480 \$1,550 \$965

OPTIONAL SUPPLEMENTARY SERVICE

WATERBURY, CONN.	\$100	\$65	\$40
TRENTON, N. J.	80	50	30
WILMINGTON, DEL.	100	65	40

Total complete network \$2,760 \$1,740 \$1,075

Rates for time from 11 p. m. local time to signing off at night and from time of signing on in the morning to 6 p. m. local time are 50% of the rates quoted above. Rates from 6 p. m. to 6:30 p. m. local time are two-thirds of the night time rate.

Senator Dill May Quit Politics For WCFL Tri-State Regional Web

Milwaukee, Oct. 22.

Reported here that Senator Clarence Dill is considering going into the radio business. Has been in contact with Ota Gygi, who is now forming the Affiliated network of state webs, taking in Wisconsin, Illinois and Indiana, with WCFL, Chicago, as key.

Understood that the Senator is considering dropping out of politics entirely and devoting his time to broadcasting.

Affiliated network is practically ready to start operation and web officials feel that the association of Senator Dill with their organization would place them in a position of national strength despite the fact that they are only a regional at present.

WMAQ Buys KYW Plant For \$60,000

Chicago, Oct. 22.

NBC has purchased the KYW transmitter for a price reported at \$60,000. NBC will use the mast for the new WMAQ outlet when that station goes to 50,000 watts. Present WMAQ transmitter is designed to carry only 20 kilowatt while the KYW mast can pump 50 kilowatt. NBC figured it was cheaper to buy the KYW outfit at the price rather than spend more coin remodeling the WMAQ transmitter.

KYW transmitter was offered to several other stations in town with NBC the only outfit interested in the deal.

Climalene Switch

Chicago, Oct. 22.

Climalene Carnival is going over the NBC red net, starting Oct. 25, with a changed cast.

Gale Page and the King's Jesters had their contracts renewed. Roy Shields, of the net's staff, goes in to take the place of Hal Stokes, who went over to WGN. No replacement has been named for Jackie Heller, who is going into personal appearances.

LABOR BOARD PROTESTS WHDF LABOR EXCUSE

Washington, Oct. 22.

Sharp protests from the NRA labor advisory board last week delayed action on the request of station WHDF, Calumet, Mich., for exemption from the labor provisions of the radio broadcasting code. There was no indication of the stand which will be finally taken on the waiver plea.

Refusing to discuss his personal attitude, Deputy Administrator William P. Farnsworth said today that no klicks had been registered by any of the unions or employee groups which might be effected if the wage and hour limitations were lifted from the Michigan broadcaster. The L. A. B. squawk was the sole complaint, being based on a general opposition to code changes which will penalize workers.

Under the current NRA setup, Farnsworth and Divisional Administrator Sol A. Rosenblatt have complete authority to act over the advisory board protest if they feel the station is in need of such relief. Should the code houses decline to grant an exemption, the station still would have the right to petition the NRA Industrial Appeals Board for a revision of the divisional administrator's decision.

Chi Ether Lads Gather For Weekly Nose-Bag

Chicago, Oct. 22.

Weekly get-together for men engaged in the radio business in Chicago will be held at the Hotel Sherman. Hostelry has set aside one of its tap-rooms for the Thursday gabfest. Behind the get-together move Leo Ray Linton of Greig-Blair and Spigitt and Pete Peterson of Blackett-Sample-Hummert agency.

Anyone in Chicago radio field, whether it be agencies, stations or sponsors, is on the invite and open door list.

Walter Sickles, for three years sports announcer at WWSW, Pittsburgh, has been named program manager, succeeding Joe Sartory. Sports announcing job will go to Al Heiter, former football star at Washington and Jefferson college.

POOR PROGRAMS KILL NOVELTY

Newspapers Opened Publicity to Set-Makers, but Now Easing Off—Public Not Excited Despite 90% of Big Sets Have Short-wave Attachment

FALSE CLAIMS

Short wave situation in the United States which began with such a boom early this year, has suddenly found the dailies of the country clamping down or eliminating the large amount of space previously allotted for its promotion.

Situation has been caused by two major things: (1) the flagrant advertising which some manufacturers used to sell sets; (2) the increasing possibility that foreign short wave may soon be commercialized by American air sponsors.

Newspapers claim that interest by the public in short wave is dying and cite in proof the lack of genuine editor by readers for short wave information. Further claims are that advertisers have failed to live up to promises made in their copy as to reception powers of various sets.

With the introduction by manufacturers of pressure on the dailies to support the new product in return for added revenue, last Spring, advertisers caught the journalists in a position of not knowing what the new radio was all about. Many papers fell for the attractive bait offered and provided for special short wave departments and editors. Then, after seven or eight months, it was discovered that the public actually had little use for the material being written, since most expert short wave waves were getting up-to-date data from technical trade magazines and club papers.

For a while the broadcasting industry (long wave) had some uncomfortable fears that a short-wave bud might hurt sponsored programs, but this threat never became reality.

Philco and RCA-Victor report 90 percent of all home radios now sold have the short wave attachment. This is perplexing in view of the persistent idea that listeners and new set purchasers rarely use the short wave facilities available to them. In this connection, much of the cause can be attributed to the fact that good short wave reception is dependent entirely upon proper antenna and location of the radio. Atmospheric disturbances, proximity to trolley lines and doctor's x-ray machines together with other forms of man-made static will make enjoyable reception of foreign programs impossible.

So What Attitude

Newspapers carrying full short wave data and schedules, before eliminating the service, made extensive tests to evaluate short wave popularity. In some cases, where dailies carried news columns regularly, these were dropped for several issues to determine public reaction. Response was generally negligible. Many editors made independent surveys to learn for themselves the type of programs available to the average listener. Results showed that only England, Germany, Spain, Italy and on or two South American stations could be received with any degree of regularity, volume and clarity, and not the rest of the world as claimed in client advertising. Further, of these countries, only England was producing programs which might lure the listener to the short wave loud speaker. The other were producing mostly talk, and not understandable because of the foreign tongue.

The general consensus of opinion among the press is that the coming

NBC Opens 680 Channel to WTCN; Trade Sees Press Alliance and Move to Hedge in Perky KSTP

Faux Pas

Lincoln, Oct. 22.

Newspapers here are enjoying a good laugh on the radio stations after a backfiring interview. Foster May, newscaster, in interviewing Walker Hayes, sociologist of Rockford, Ill., asked what Hayes thought of the radio as an educational medium.

"I think it's grossly exaggerated," stated Hayes, "and I doubt if the big-time buyers get their money's worth."

Move made by WTCN, Minneapolis-St. Paul, to shift its tenancy to the 680 k.c. channel is interpreted in the trade as presaging the establishment by NBC of releases in the Twin Cities for both the red and blue networks. NBC, which holds a major proprietorship in the wavelength through its 50,000-watt KPO, San Francisco, is amenable to WTCN's transfer from 1,250 k.c., the frequency that the Minneapolis-St. Paul outlet now occupies. Web's present affiliate in that area is KSTP.

Association of WTCN with NBC would also be in line with the network's policy of building up friendly relations with local newspaper interests. WTCN is controlled in equal shares by the St. Paul Pioneer-Press and the Minneapolis Tribune.

WTCN's bid for a change of channel has been filed with the Federal Communications Commission. Besides KPO, the frequency is tenanted by WPTF, Raleigh, N. C., and KFED, St. Joseph, Mo., the latter operating only during the day.

From the broadcast circles also comes the suggestion that NBC's gesture of open arms toward WTCN may be motivated by the ticklish relations existing between the web and KSTP. Latter outlet, rated among the more stormy petrels on the NBC affiliate list, has this season rejected one commercial after another and also insisted upon an increase of compensation for those sponsored programs it did accept from NBC.

NEW CALL FOR CONTINUITIES BY ZONE

Washington, Oct. 22.

Government censorship of broadcast advertising scripts was renewed Thursday (18) when Federal Trade Commission ordered all stations in the first zone to submit continuities for period Nov. 15 to 30.

Survey of commercial patter will be conducted on zone basis in the future, the Commission said, because of the immense amount of work involved in reading and checking advertising programs. Demands for continuities from stations in other four zones will be made later.

Procedure affecting makers of transcriptions has been modified so that in the future the Commission must receive copies of all commercial announcements appended or given in connection with transcriptions where such programs are delivered or read by an announcer in various local stations.

In making the new call, the Commission pointed out that the first move brought 100 percent cooperation from the industry and noted its gratification over progress made in eliminating false and misleading blurbs. July survey produced 180,877 continuities of which 161,466 were passed immediately as beyond criticism and remaining 22,411 are getting further study. All networks and commercial stations filed while transcript makers submitted continuities representing 95 percent of disc advertising.

Joe Cook Off Air

Joe Cook winds up a run of 30 weeks for Colgate's toothpaste with the Nov. 12 broadcast.

Account will replace the present Monday night combination on NBC with another program.

winter will determine what stand the papers will definitely take on short wave. In the event that foreign broadcasting is changed to the extent that native listeners can enjoy it (by special English-speaking programs and greater power transmitters abroad), it is expected that short wave may regain this former space. However, if future months show that the commercial aspect of foreign broadcasts become competitive along with radio here in the States, newspapers will likely ignore it.

The point which is being stressed by most managing editors of conservative sheets is that radio will not be given another opportunity to catch the printing press with its literal pants down.

A.F.M. RAPS DISC CREDIT CHANGE

Washington, Oct. 22.

Any change in government regulations requiring broadcasters to identify advertising transcriptions was protested last week by the American Federation of Musicians which requested a hearing before any action is taken on the National Association of Broadcasters proposal to drop the announcement rule.

Protest, submitted by Gen. Samuel Ansell, Musicians' counsel, was filed in anticipation of general revision of Federal Communications Commission rules of fair practice for radio licensees. All existing regulations are under consideration, but no actual decisions about altering the current practices have been reached.

Derailing arguments used by broadcasters in support of their proposal. Ansell charged that the N.A.B. stand is motivated by broadcasters' avid desire for profits with no regard for the public interest.

With reference to the claim that announcements affect broadcasters' income and that transcription programs are satisfactory to listeners, Ansell asked the Commission "if transcription are so good and so acceptable, why the objection to letting people know that they are transcriptions?" and "if transcriptions are profitable when they are not announced and not profitable when they are announced, to request you to eliminate the announcement is to request you to cooperate in deceiving the public for the benefit of tricky broadcasters."

MARIN WITH CHI G-B-S

Chicago, Oct. 22.

Allan Marin joins the Greig-Blair-Spight exclusive station rep outfit here.

Marin will serve on regular sales staff contacting agencies.

Getting Nowhere Fast

One of 61 commercial programs on the networks originating out of New York, NBC's artist bureau has supplied the talent for only eight. CBS average is six out of 55. The figures speak for themselves.

It is inconceivable, this situation in which the two principal purveyors of radio entertainment, both supposedly conducted by showmen, should have so little authority over the composition of their own programs. Yet it is so, has been so a long time. Why?

Eighty-out of 61 for NBC; six out of 55 for CBS—there must be a reason. A break-down of the many causes traces most of them to shortsightedness. In other words, to a commish-grabbing mania that motivates both networks alike; a penny-wise-pound-foolish policy.

In their seeking of commish and nothing but commish, the nets have attempted to establish themselves as combination buyers and sellers of talent. They want it both ways, coming and going. So far they've missed both ways. Just as all other (and equally powerful) entertainment enterprises have missed in the same attempt in the past. You can't buy and sell in the talent business. Considering their huge facilities and their status as broadcasters of all the important radio shows in the United States, the network artist bureaus as talent-sellers have been flops. Their achievements as buyers are mirrored in the figures given above.

Networks' only aim is immediate cash return from actors in the way of commish. And practically the only commish they're getting comes from theatres which play actors the networks happen to have under contract. The radio networks' artist bureaus are in the theatre business, not in the radio business. That may sound paradoxical, but it is a fact. First thought is for the commish, and they admit it. The discovery of talent, the creation of stars, the improvement of programs for the general advancement of radio seems but slightly considered by the commish-grabbing networks, whose first consideration should be radio, but isn't.

To understand the networks' psychology it is necessary to study their reasons for conducting their business as they now conduct it, and their explanations for failure to succeed as bookers of talent on their own programs. The reasons in the order given are: (1) Service. Booking, promotional and publicity service rendered contracted artists necessitates a commission charge up to 20% on all salaries. (2) Sustaining buildups. For taking radio novices and giving them radio reputations through sustaining broadcasts, therefore increasing their earning power in and out of radio, the networks are entitled to share in the profits.

These are the sole reasons given as justification for the system. Both are pushovers for refutation, both answerable by most anyone in the radio business. Firstly, the networks must have sustaining talent to fill up unold time. The nets' attitude in that they are doing the talent a mighty fine favor by dishing out sustaining spots. But how far would the networks get without sustaining talent that works for little, or nothing, in the form of promises. It is only necessary to ask how many stars have been created, how many artists have been advanced by these so-called sustaining buildups? Out of hundreds of artists that have received the 'benefit' of the networks' sustaining 'buildups', how many have been sold commercially?

NBC and CBS with their far flung networks have a monopoly on sustaining build-up opportunities, and by surface reasoning should have the power to create more stars than they can use. Stars for radio, that is. They should be able to locate and create more talent than the combined forces of all advertising agencies, which have no means of 'building up' artists. But how many have the networks succeeded in 'building up' to commercial program status? How few! The record screams its reply—eight out of 61, six out of 55.

As an alibi for the figures, NBC resorts to self-accusation. Its artist bureau explains that in the dim past it somehow became infested with chiselers. The advertising agencies and advertisers have not forgotten the past. It is necessary to make them forget, and understand that the chiseling days are over, says NBC. Until then the advertising agencies might prefer to buy their talent direct, adds NBC. Coming from NBC, that's an eyebrow-raising statement.

True, the chiselers of the past had much to do with the ad agencies' loss of confidence in the network artist bureaus. But the chiselers have been disposed of and the industry knows there is no more personal chiseling. Yet the ad agencies continue to remain aloof, and chiseling has nothing to do with it. They don't buy talent for commercial programs from the networks, because they can't get it from the networks. The networks cannot deliver.

Nets do not enjoy the open field as a source of talent for their rosters, although they should. They prefer to confine themselves to 'select' lists of actors, whom they submit to advertisers over and over again; if the advertisers don't care for anything on the network lists, the networks for some reason do not go out and get something they might want. Advertising agencies don't even have to ask for the network artist bureau lists any more. They know what's going to be submitted. They know they can't expect anything new. So they prefer the open market.

That brings the discussion to an element of showman whose importance still isn't fully realized by radio—the agents. The networks have no regard for agents. They look upon agents as opposition, not aids, and the agents feel likewise about the networks. But the advertising agencies recognize the value of agents, proving it by buying 80% of their talent from them.

Considering their many years' experience in the amusement business, it is hard to understand the network artist bureau members' neglect of the agent angle. In vaudeville booking offices and pictures and legit casting bureaus the agent has always been relied upon to deliver the talent. The producers and managers have other matters on their minds and other duties to perform. The agent to them is not only a great convenience but an asset. The agent has the time to scout the field for talent, to bring it in to the producers and managers; that is the agent's only business. He is a specialist in talent and he knows more about talent than the producer. In radio the agent occupies the same key position between talent and producer, with producer in radio means in radio the advertiser, advertising agency, station or group of stations known as a network.

It is no trick for a manager or producer or station or network or advertiser or ad agency to say, 'I want Al Johnson for my show,' and no agent may be needed to find him. But neither radio nor any other branch of the amusement business can depend entirely on the Johnsons and others of that ilk, for the names are few and the backbone of entertainment is formed by lesser talent. The stars of today won't last for-

Sponsor-Agencies

Kentucky Winners Cigaretts is bankrolling football broadcasts on the New England Network and WFBM, Indianapolis, in addition to WBBM and WENR, Chicago. Arrangement with the N.E. Ink is on a basis of every other Saturday afternoon.

Pinex sponsors Little Jack Little in initial air fling over CBS. Heretofore only the farm trade journals have carried this cough tonic.

Blackett - Sample - Hummert, setting a test campaign on WENR, Chicago, for Phillips' facial cream. Will ride three times weekly. If things go okay, show will spread to an NBC web.

Show will be chats on charm by Beatrice Madie, who was formerly on the other with beauty hints for the Edna Wallace Hopper product.

Chester LaRoche becomes president at Young and Rubicam, New York, as Raymond Rubicam assumes the board chairmanship. Another board chairmanship take-over is by H. S. Gardner in the agency of that name at St. Louis.

Wax Works

White Sewing Machine using World library for 13 weeks in Cleveland. Placed through H. W. Caster agency, Chicago.

Vick Chemical is supplementing its three weekly 'Plantation Echoes' affair on NBC with spot placements. Recording job, done by Jean V. Grombach, Inc., use the same talent combination, Willard Robison and Mildred Bailey, and account for 78 quarter-hour programs. Series will be hooked on nine stations.

Arthur Boran, ether mimic, does Pure Oil series of discs for International release (United States excepted), with Boran to mimic well known American entertainment stars. Idea behind the show is to tie up Boran's imitation with the fact that the oil product is so good it can't be aped.

World Broadcasting is waxing, and release goes to India, Australia and principle European cities. Commercial credits will be dubbed in where foreign tongues necessitate.

When Radio Failed

Milwaukee, Oct. 22. Radio broadcasting, as a means for finding a missing wife, is a dud, according to Bill Miller, who appeared in divorce court here and told the judge nine broadcasts over Milwaukee stations, plus the police radio system failed to bring his wife back to him. Newspaper advertising likewise is of no avail.

He asks a divorce on grounds of desertion.

Others must replace them. And the agents, not the producer or managers or networks, will bring in the others.

The advertising agencies depend on the agents. The network artist bureaus fight them. To the point where agents now refuse to deal with the networks. The eight out of 61 and six out of 55 figures are regarded by the agents as evidence that the best the networks have to offer is a sustaining spot. And in order to get on a sustaining spot an actor must sign a body-and-soul contract with the network-artist bureau. So the agent loses his prosperity to the network.

Knowing his chances of losing his property are less, and the opportunities to sell his property for a commercial program, which, after all, is the real objective—much greater, the agent takes his talent to the advertising agencies first. The networks to the agents are a last, and plenty last, resort. They are turned to only after all prospects of a direct sale to an advertising agency are cold. The network artist bureaus, unable to go out and dig for talent on their own, and incapable of selling it even if they did get some, obtain only the backwash of available talent, after the advertisers have already turned it down.

But it need not always be so. The networks, as the broadcasters of the programs, are entitled to a voice in the construction of the programs. The networks employ experienced showmen with showmanly ideas. The advertising agencies' radio program heads are comparatively novices. By all logical reasoning, the authority over talent on the shows on their networks should be vested with the networks. They should be the clearing house for all radio talent. Not picture house or vaudeville or one-night-stand talent—but radio talent.

It can be done. It can be done if the networks will drop their foolhardy methods. If they will re-establish themselves as booking offices for and of radio. Then the figures will not be eight out of 61 nor six out of 55. It would be better for the networks, better for the advertisers, better for the agencies, better for the talent—and, more important, better for radio.

But it can never happen as long as the network artist bureaus concern themselves strictly with 20% commish from the salary Joe Doakes will receive for playing Elizabeth, N. J., the first half of next week to the complete disregard of how Joe Doakes may be advanced as a valuable artist for radio.

Class Drama on Radio Must Come From Webs, Sez Adv. Agency Exec

If there's to be any development of the strictly radio drama, the initiative in that direction will have to come from the networks. Lawrence Holcomb, program director for the Fletcher & Ellis agency, supplements this opinion with the assertion that the few stabs that the webs have taken at the original mike drama have been without thought of the future or intent to encourage the creative writer.

Holcomb, who started in radio as a writer, declares that the medium has done nothing to build a class audience for the drama. This quality stratum of listeners has only been reached through music. Holcomb doubts whether this class audience is being enticed to the loudspeaker by warmed-over stage hits. By resorting to the tempo and mechanics of the theatre, such as slicing the play into acts, the adapters defeat their own ends and overlook most of the fundamental principles entailed in the psychology of auditory appeal.

Holcomb doesn't believe that the pioneering in fine dramatic writing and production will come from commercial sources. That task is one that the networks must shoulder. The webs, Holcomb opines, should take these creative writers in hand and after a measure of training in the mechanics of radio and experimenting the networks should try to sell them to commercials, and perhaps in that way get back some of the program building business that the agencies have taken away from them.

To date, avers Holcomb, the creative writers with mike ambitions have found the network closed to them. Webs will have no difficulty in getting writers to submit their scripts once the former show they're sincerely interested. One of the ways to build up a creative writer is to give him billing over the air. If the manuscript is good enough to mention, it's the sort of prestige that acts two ways. It encourages the writer and it helps sell the production to the listener.

Film Stars Give Poor Performances On Programs When Regarding Radio As Pin Money Sideline, Sez Don Gilman

Chevrolet-WSB-Munday Airing Georgia Games

Atlanta, Oct. 22.

Chevrolet Motor Co. and WSB have joined forces to provide the southeast and the country at large with broadcasts of the season's football games in which the University of Georgia and her opponents participate.

Bill Munday, who became w.k. for his 'Crashshooters' formation and other grillon bric-a-brac in a featured NBC role, is handling the mike for Chevrolet and WSB. Chevrolet-WSB combination began with the University of Georgia-University of North Carolina game played in Athens.

Adolf Phillips translates all of his plays into German for WBBM New York airing.

One of the greatest threats to successful programs from Hollywood is the sloppy attitude of the big stars. They are apt to give ragged performances due to a careless study of their scripts in advance and a haughty disregard of directions from radio-wise persons. Programs starring such stars are often carried by the serious and anxious-to-please secondary talent.

These observations are from Don E. Gilman, NBC west coast v.p., who has been visiting in New York. Its part of some general theories on the Pacific radio production problem as outlined by the executive. As a general rule the bigger Hollywood names treat radio as a sideline for getting extra pin money.

This is in comparison to the fanciful weekly checks given out at the film studios.

With this in mind, NBC hopes to build programs suitable to the glamorous personalities which will make the stars get down to cases and apply some real study to the medium. Since there is no standard routine out there now, most of NBC's moves may appear experimental. Continuity and general program construction will be given smart treatment.

NBC is going into the Hollywood situation heavier than ever. Sponsor zeal for film stars is undiminished. A series of program sessions at NBC's New York headquarters resulted in the decision that the west coast division bear down on sending out sustaining super-air shows from the film metropolises.

No personnel or physical changes on coast at present. Headquarters will continue to remain in San Francisco.

Acuff Sets Up

Chicago, Oct. 22.

James Acuff, former commercial manager for WGBF, Evansville, has opened offices here as exclusive station representative. Acuff starts with a line-up of eight stations, all in the midwest and southwest.

Acuff has entered into a co-operative arrangement with Howard Wilson, station representative, with offices in Kansas City. Under the agreement Wilson will handle representation in Missouri and Acuff in Chicago.

Sunshine Trio, radio trio on the staff of WKBW, Dubuque, Ia., is making its first swing as a personal appearance tour: Avalon, Platteville, Wisc., first stop.

91 SEEK 100-WATT OKAYS

640-Channel Problem Broken Up Into Sections for Unraveling

Washington, Oct. 22. Contest for the right to join KFL Los Angeles, in the 640 k.c. clear channel opened today (Monday) before the Federal Communications Commission, with the hearing involving applications from 14 different sources. Morning session was consumed in the commission trying to determine how testimony in the various cases was to be taken. It was decided to consolidate the three Ohio applications into a single problem and to treat the four applicants from New England likewise. Battle for 640 k.c. rates as the most important case that has come up in broadcasting since the settlement of the KYW-1202 k.c. issue.

Ohio situation as far as the present hearing is concerned involved the Cleveland Plain Dealer, which wants to move WAIU, now on 640 k.c., to the 570 k.c. channel and shift the transmitter from Columbus to Cleveland; WJAY, which is seeking to exchange its present allocation to 610 k.c. to a place on 640 k.c.; and WRBN, Youngstown, whose application would, if granted, transfer the station back to Columbus and its frequency from 570 k.c. to 610 k.c. Another midwest broadcasting outfit whose application has been tossed into the 640 ring is Trendle-Kumsky, which seeks to have its key outlet, WXYZ, Detroit, switched from 1,240 k.c. to 640 k.c. Lined up in the wavelength scramble from the New England end are John Shepard and his WAAB, Boston, WORC, Worcester, the Portland Broadcasting Co.; Irving T. Sisson of Pittsfield, Mass., and Henry P. Rines, Maine Hotel operator. All have the same objective, a place on 640 k.c., which currently has no eastern occupant.

The south also has a contender for the frequency. This is WFLA, Clearwater, Fla., now located on 620 kilocycles. WXYZ's attendant purpose in going after the 640 wavelength is the grant of 10,000 watts that the midwest allocation will bring with it. WXYZ is now operating at 1,000 watts. Among the arguments slated to be submitted by the Trendle-Kumsky interests involved relative power quota situations prevailing in Ohio and Michigan. Ohio is over the quota, while the latter state is the opposite.

Hearing before the commission is expected to last at least two weeks.

IOWA GOVERNOR FIGHTS RAID ON WOI TIME

Ames, Ia., Oct. 22. WOI, Iowa State college ether outlet, will combat vigorously any attempt to take away any of the station's time. Lehan T. Ryan, assistant attorney general of Iowa is in Washington for that purpose. WOI is on 640 kilocycles. Hearing scheduled is an attempt by a St. Louis, Mo., outlet and a contemplated Detroit, Mich., station for slices of the time now enjoyed by WOI. It was pointed out that any limiting will seriously interfere with the program of Governor Herring of Iowa, to coordinate the radio systems of the state.

New Hibbing Station

Duluth, Oct. 22. Head of Lakes Broadcasting company, operator of WEBC in Duluth, and Superior, obtained a permit from the communications commission to establish a new station at Hibbing, Minn. The studios will be at Hibbing and the transmitter at Mountain Iron. Station will operate on a frequency of 1210 kilocycles with a power of 100 watts and unlimited hours of operation.

WCAO, Balto, Push-Up

Baltimore, Oct. 22. WCAO is the recipient of an okay on its petition for increased wattage from the Federal Radio Commission, and currently takes the boost from 500 watts to 1,000-daylight hours only. After 5:30 p.m. power reverts to former voltage-ampereage of 500 watts. Like marks the second increase station has been granted in less than a year. Last winter its power was stepped up from 250 watts on all-time basis to 500.

No Further WHBF Protest Against KICK Becoming Davenport Station WOC

Davenport, Ia., Oct. 22. Station WHBF, now in the ABS family, has apparently resigned itself to the removal of KICK from Carter Lake, Ia., to Davenport, under call letters of WOC, for no formal protest was filed with the Federal Communications Commission last week, as required by rules of the commission. WOC, in the meantime, is checking up on equipment that was at the station prior to removal and consolidation of WOC-WHO, at Des Moines, the KICK equipment not having been moved as yet pending final approval of a license. With after midnight tests to be made in the near future two former WOC staff members, recently at Des Moines, have been transferred to Davenport. Miss Anne Pillion, secretary to Peter McArthur, program director at Des Moines, comes in the same capacity, while Harry Stauffer will become chief engineer and supervise technical operations of broadcasting.

Joyce Chief Noise-Maker

Chicago, Oct. 22. Bill Joyce promoted to head of the sound effects department at NBC in place of Melvin Wamboldt, who went to the production staff. Harry Bueck came in from the night page shift to fill the vacancy in sound effects.

LEVYS GET KYW, PUTTING NBC, CBS, LINKS UNDER ONE ROOF, MANAGEMENT

Blue Affiliation to WLIT-WFI if They Can Get Together—Talent Chief Mourner as Free Sustainer Policy of WCAO Applies to KYW

Philadelphia, Oct. 22. Effective next month, the Levy brothers, Leon and I. D., owners of WCAU and stockholders in the Columbia Broadcasting System, will operate the programming and sales of KYW. Station, due to move from Chicago, is Westinghouse owned, carrying the NBC seal. KYW will be situated on the fourth floor of the WCAU building, marking the first time that two local network outlets will be housed under one roof and managed by the same people.

Deal climaxes two years of effort on the part of the Levys to gain control of the incoming opposition station. Move has been consistently fought by the electric company, with the support of NBC, swerving toward the Levys. I. D. Levy, a Philly barrister, is legal counsel for the RCA-Victor Com-

PARADE OF FCC CASES START

Quota Rules Liberalized Under New Set-Up at Washington—Big Load on 1200, 1210, 1310, 1370, 1420 and 1500 Channels

SET 22 HEARINGS

Washington, Oct. 22. Hearings were set last week on 22 applications for new stations and power boosts as the Federal Communications Commission moved toward a general realignment of broadcasting assignments under the new communications act. Already having changed its arbitrary and frequently-condemned quota system, the Commish slated for future discussion 16 requests for new stations using 100 watts. More than 90 applicants for such assignments are pending as the result of Congressional action permitting the establishment of such local transmitters without regard to quota limitations providing interference does not result.

The path for wholesale overhauling of the broadcast structure was cleared when a new system of re-evaluating quotas was adopted. The revised procedure embodies two separate quotas, one for night facilities and the other for day facilities. Under this change, while four of five zones continue to be over-quota on night facilities, the surplus has been reduced practically by one-half. All zones now are under quota on day facilities.

The 400 units total was abandoned and the modified system fixes a night quota of 36 units for each zone and 65 units for day quota for each zone. Twelve states are over-quota on day facilities while 28 are in excess of their equitable share of facilities at night. The first zone is the only one not possessing more than its proportion of night facilities and New York is the only state in this zone which is in excess.

Applicants

The new 100-watt applicants are: F. N. Pierce, Taylor, Tex.; A. P. Mueller, Huber, Tex.; A. P. Mueller, Jr., and Mueller, Amusement Co., Seguin, Tex.; Calcasieu (Continued on page 38)

NBC Reviving Its Orange-Gold Twin Loops on Coast Because Present Facilities Overloaded

CONNECTICUT'S 4TH

Waterbury Republican Launching 1,000-Watt WWRA

WWRA, mouthpiece of the Waterbury (Conn.) Republican American, makes its debut on the air this Friday (26). Channel allotted it is the new fidelity commercial frequency 1,530 k.c. Outlet's operating power is 1,000 watts. Station on the same day will become a member of the American Broadcasting System. WTIC, WDRC in Hartford and WICC, Bridgeport, are the other Connecticut transmitters.

2 WOMEN ASK STATION OKAY

Dallas, Oct. 22. Two Dallas women have applied to the Federal Communications commission for permission to go into the business of running a radio station, a business few other women have tried.

They are Mildred English and Genevieve C. Wilson, who ask a permit to construct a new station at Dallas to be operated during the day time on a frequency of 1210 kilocycles with a power of 100 watts.

Katherine Jones a year or two ago was licensed to operate station WNRA at Florence, Alabama.

ABS' Albany Link

American Broadcasting System will have an affiliation in Albany, N. Y., as soon as WGLC has moved its transmitter from Hudson Falls. Permission for the transfer was granted last week by the Federal Communications Commission. With the shift, the station will change its call letters to WALB.

Harold Smith, who owns and operates WOKO, Albany, will do the managing of WALB.

With the expiration of the network's contract with Earle Anthony, of KFI, Los Angeles, this coming summer, NBC is expected to re-establish twin networks in the Pacific area with Anthony part of one of them. Web higher-ups have agreed that this move is necessary in order to take care of both the transcontinental and the local west coast business. In the organization of the other regional link KECA will not again be the second Los Angeles release.

Need of a second Pacific loop was impressively brought home to NBC recently when the Ovaltine account, disgusted with the pushing around its program was getting on the west coast, decided to cancel the supplementary hookup altogether and resort to spot placements of the 'Orphan Annie' serial in the western area. NBC's Pacific link could not guarantee the food canner the same time across the weekly board because of local commercials which had prior call on the required slots.

NBC abandoned the operation of two Pacific links, the Gold and the Orange, about two and a half years ago, after it had lost about \$750,000 on the proposition. Better of the 10 stations involved in the two links were retained for the formation of a single loop of five stations, while the surplus outlets were turned over to local broadcasters for operation at nominal leasing figures. Several of the latter would be retrieved for the revived second link.

Anthony's present contract with NBC stipulates that he holds the exclusive release rights on all NBC programs for the Los Angeles area.

100% Synchronization Of KFAB-WBBM May Leave KFOR on Limb

Lincoln, Oct. 22. Ever recurring chatter about complete synchronization of KFAB here with WBBM, Chi., was finally consummated last week (17) with announcement by the FRC that it was ok to go ahead and complete arrangements.

Announcement was made in this end by Dee Dirks, who said it did not mean that KFAB would be on the air full time, but such a condition would follow shortly after arrangements for the sync were polished off.

At present KFAB splits with its sister link, KFOR, here on the CBS time used and that'll mean KFOR gets left as far as chain matter is concerned.

KFAB is at present silent about four hours during the day.

COMMISH WILL HEAR CANCER CURE MAN

Muscatine, Ia., Oct. 22. Despite former JMS with the Federal radio commission which he was operating a cancer cure over the ether route here, communications commission has ordered a public hearing in connection with the application of Normal Baker to construct a new radio station here with power of 5,000 watts on a 1,170 kilocycle.

Notice of hearing was the indication of the commission that Baker will be given a fair and impartial hearing without prejudice.

Frank Smith has resigned as chief engineer of KTRH, Houston, to devote his entire time to local KXYZ.

be recruited from Philly, with Leon Levy assuming management of both the stations and the sales depot. Agreement between the Levys and NBC is understood to last eight years, duration of the Westinghouse contract with the National web. No money is said to have changed hands. Levys assume financial obligations for the studio building costs while Westinghouse will install all mechanisms. KYW will house one large studio and another smaller one, using its own master control. Facilities will be established for KYW to use any of WCAU's eight studios if necessary.

Acquisition of KYW by the Levys has been met with varied responses in Philly. Some stations owners claim the move is healthy one while others are disturbed. Fact remains that more important phases of local broadcasting will be monopolized by the Levy boys, since WCAU has 50,000 watts and KYW, 10,000. Stations next in line are all 500 watters.

Largest such is by the Philly artists who claim that all chances (Continued on page 38)

91 Seek Permits

(Continued from page 37)

Broadcasting Co., E. E. Lanford, R. M. Dean, and L. M. Sepaugh, Lake Charles, La.

Norman F. Storm, Centalla, Wash.; the Ardmoreite Publishing Co., Ardmore, Okla.; Munn Co. Cannon, Logan, Utah; Smith Broadcasting Co., Chattanooga, Tenn.; Bailey Bros., San Diego, Cal.; Neth L. Leschman, Dallas, Dr. William J. Reynolds and William J. Reynolds, Jr., Selma, Ala.

A. L. Chilton, Kilgore, Tex.; O. K. Broadcasting Co., Louisville, Ky.; K. Broadcasting Co., Cleveland; Dudley J. Connolly, Chattanooga; and Carolina Radio Inc., Anderson, S. C.

Other requests set for hearing were filed by Patrick J. Goode, New Haven, and Joseph M. Kirby, Boston—who want 250 watts; Utah Radio Educational Society, Salt Lake City, Utah; and L. M. Kennett, Indianapolis, who want 1 kw.; Norman Baker, Muscatine, Ia., and W. L. Gleason, Sacra ento, who want 5 kw.; and WREU, Rending, Pa., which asks permission to operate at night with 500 watts in addition to 1 kw. daytime radiation.

100-Watt Channels
Commission has decided that the 100-watt local stations which shall be exempt from nota limitations will be assigned to six different channels already heavily loaded with similar transmitters. They are 1200, 1210, 1215, 1270, 1420, and 1500. Complete list of applicants for 100-watt transmitters under the new statute numbers 91. Many license-seekers have asked for permission to use 250 watts for daytime operations, but the majority limited their plans strictly to the 100-watt figure. The applicants, with the requested channel and time assignments are:

Aberdeen Broadcast Co., Aberdeen, S. D., 1420 kc, daytime; Abilene Broadcasting Co., Abilene, Tex., 1210, daytime; American Broadcasting Co., Washington, D. C., 1200, unlimited; Ardmore Broadcasting Co., Ardmore, Okla., 1210, unlimited; Bailey Brothers, San Diego, 1420, unlimited.

Amzi G. Barber, Montgomery, Ala., 1210, unlimited; T. H. Barton, El Dorado, Ark., 1370, unlimited; Tallahassee Broadcasting Co., Tallahassee, Fla., 1310, unlimited; Brown Radio Service, Rochester, N. Y., 1210, unlimited; WHM Broadcasting Co., Helena, Mont., 1420, unlimited.

Che Valley Radio Broadcasting Service Co., Logan, Utah, 1370, unlimited; Calcasieu Radio Co., Lake Charles, La., 1500, unlimited; Louis H. Callister, Provo, Utah, 1200, unlimited; W. L. Callister, Salt Lake City, Utah, 1370, unlimited; David H. Cannon, Pasadena, Calif., 1450, daytime.

Munn Co. Cannon, Logan, Utah, 1210, unlimited; A. L. Chilton, Kilgore, Tex., 1200, unlimited; Dudley J. Connolly, Chattanooga, Tenn., 1420, unlimited; W. E. Crancy, Helena, Mont., 1420, unlimited.

Willard G. Demuth, Ehrlichville, O., 1420, daytime; Maynard Dowell, San Diego, Calif., 1150, unlimited; Richard Austin Dunlea, Wilmington, N. C., 1370, daytime; Eastland Co., Portland, Me., 600, daytime; Eastern Broadcasting Co., Portland, Me., 1210, unlimited; Herbert H. Fette, Meriden, Minn., 1310, daytime; Herbert A. Fosdon, Augusta, Me., 1370, unlimited; W. L. Gleason, Salinas, Calif., 1210, unlimited; W. L. Gleason, Alameda, Calif., 1500, unlimited.

Greater Music Service, Broadcasting Co., Sheffield, Ala., 1500, unlimited; Great Western Broadcasting Association, Provo, Utah, 1210, unlimited; Great Western Broadcasting Association, Logan, Utah, 1500, unlimited; Guilford Broadcasting Co., Abilene, Tex., 1420, unlimited.

Charles Henry Gunther, Jr., Nacogdoches, Tex., 1420, daytime; Guthrie Broadcasting Co., Guthrie, Okla., 1200, specified hours; Hubert H. Hall, Erie, Pa., 1420, unlimited; Joseph H. Hallock, Baker, Ore., 1200, daytime; Hauser Radio Co., Ventura, Calif., 1160, daytime; Head of the Lakes Broadcasting Co., Hibbing, Minn., 1210, unlimited.

Helen Broadcasting Co., Helena, Mont., 1420, unlimited; Herald Publishing Co., Denison, Tex., 1200, daytime; W. C. Hilgedick and George C. Knaur, Denison City, Tex., 1200, daytime; Edward Hoffman, St. Paul, Minn., 1310, unlimited; Raymond L. Hughes, Midland, Tex., 1200, daytime.

J. B. Kiefer, Los Angeles, Calif., 1430, daytime; Lake Region Broadcasting Co., Lakeland, Fla., 1310, unlimited; Lakeland Broadcasting Co., Lakeland, Fla., 1200, unlimited;

Neth L. Leachman, Dallas, Tex., 1200, unlimited; Riverside Broadcasting Co., Riverside, Calif., 820, limited; Richard Field Lewis, Del Monte, Calif., 1210, daytime; Jackson D. Mageau, Erie, Pa., 1370, unlimited; Mesa Broadcasting Co., East Los Angeles, Calif., 720, limited; Mid-Central Broadcasting Co., Kansas City, Mo., 1370, unlimited.

Montana Broadcasting Co., Helena, Mont., 1420, specified hours; Samuel Nathaniel Morris, Stamford, Tex., 1200, unlimited; Mueller Amusement Co., Seguin, Tex., 1500, specified hours; O. K. Broadcasting Co., Cleveland, O., 1500, unlimited; O. K. Broadcasting Co., Louisville, Ky., 1200, unlimited; Ohio Valley Broadcasting Co., Parkersburg, W. Va., 1420, unlimited.

Palmer Broadcasting Syndicate, Cheyenne, Wyo., 1210, unlimited; Palmer Broadcasting Syndicate, Portland, Me., 1210, unlimited; E. W. Patrick, Brookfield, Mo., 1310, unlimited; James M. Patterson, Jr., Stillwater, Okla., 1200, daytime; P. N. Pierce, Taylor, Tex., 1310, unlimited; Plattsburg Broadcasting Co., Plattsburg, N. Y., 1310, daytime; Radio Service, Inc., Redlands, Calif., 820, daytime; Radio Service, Inc., Riverside, Calif., 820, daytime.

Dr. William J. Reynolds and William J. Reynolds, Selma, Ala., 1500, daytime; Albert T. Roche and Harold Smithson, Chico, Calif., 850, daytime; A. S. Rosenberg, Salinas, Calif., 1500, unlimited; J. S. Scannell, Lewiston, Me., 1210, unlimited; Abraham Shapiro, Astoria, Ore., 1370, unlimited; Willis T. Shaughnessy, Bay Shore, N. Y., 1370, unlimited.

Smith Broadcasting Co., Chattanooga, Tenn., 1420, unlimited; J. H. Speck, Santa Fe, N. M., 1310, unlimited; Norman F. Storm, Centalla, Wash., 1500, unlimited; H. E. Stuebaker, Lewiston, Ida., 1420, unlimited; Twin Cities Broadcasters, Centalla, Wash., 1200, unlimited.

Valley Broadcasting Service, Inc., Chattanooga, Tenn., 1120, daytime; Voice of Longview, Longview, Tex., 1370, daytime; Arthur Westlund and Jules Cohn, Santa Rosa, Calif., 1500, unlimited; Winger and Thomas, Chattanooga, Tenn., 1420, daytime; Philip J. Wiseman, Lewiston, Me., 1210, unlimited; Gish Radio Service, Abilene, Tex., 1420, unlimited; Corvallis, Ore., Anderson, S. C., 1200, unlimited.

Pacific Acceptance Corp., San Diego, Calif., 1420; Educational Radio, Inc., Spartanburg, S. C., 1420; William A. Schall, Omaha, 1420; John G. Curtis, Erie, Pa., 1370; Mississippi Valley Broadcasting Co., East St. Louis, 1500; Harold Thomas, New Britain, Conn., 930; W. Wright Esch, Daytona Beach, Fla., 1420; and San Juan Broadcasting Co., Durango, Colo., 1400.

Refute Claims

(Continued from page 34)

Nicholas Murray Butler, of Columbia University, and Walter Damsch, and presented John Erskine, East St. Louis, 1500; Harold Thomas, New Britain, Conn., 930; W. Wright Esch, Daytona Beach, Fla., 1420; and San Juan Broadcasting Co., Durango, Colo., 1400.

Chlor of educators for added facilities is not spurred by public opinion. John Erskine asserted, stating that he was "quite sure" the radio public would not favor drab educational features and that art cannot be forced upon the public.

Mencken's Mite

The proposal to reserve a fixed percentage of existing facilities for non-profit groups, according to Henry L. Mencken, whose statement was presented to the committee by NBC, has a pleasantly-vicious smack but... very little of any merit! The Baltimore cynic said the demand is based on a false assumption that educational agencies are not allotted adequate facilities under the present conditions. Slapping out in his typically caustic manner, Mencken said educational programs in the main are puerile and dull and said there is no evidence that the calibre of their broadcasts would be any better if they had all day. Less propaganda, rather than more, is needed on the air at present, Mencken said.

Agreeing with Mencken that the current system should be continued, Alexander Woolcott said he was "dismayed" at the idea that broadcasting facilities should be made

available for the 'uneducated' use of schools and colleges which had made American education 'stereotyped.'

Contrasting the high state of broadcasting in this country with conditions abroad, Paley, leading the CBS delegation, said that the fundamental reason for the development of American radio is that it is the most widely interesting broadcasting in the world and warned that realignment of facilities as suggested would not yield any more beneficial results than the present policy.

Popularization of programs which originally were considered too limited in appeal for general consumption has been accomplished in recent years by careful management, Paley said, noting that commercial sponsors have time and again taken over a program which had been made widely popular as a sustaining network feature. He said that increased popularity of symphonic, orchestral and operatic music, dramatic and lecture programs.

Winding up the protracted sessions, the National Association of Broadcasters warned the Commission that technical questions must be considered in reaching a decision on the educational issue. Prof. C. M. Jansky and John V. L. Hogan, consulting engineers, stressed the technical aspects, while Philip G. Loucks said one of the primary problems is the engineering question 'Are facilities available?' Hogan asserted that the only feasible way to provide additional service is to increase the broadcast band and contended that with many important technical developments in the immediate future the present is the most inappropriate time to do anything that would restrict or interfere with present services or tend to establish rigid limitations that would handicap the growth of the science.

Declaring that over 50 percent of the United States already is dependent on remote service of high-powered, clear-channel stations, Dr. Jansky said that the proposal to reserve 35 percent of all facilities would have to be done within the boundaries fixed by the limited facilities that are now available for broadcast.

Lerys Get KYW

(Continued from page 37)

of at last getting out from the red have been completely blocked. KYW's Chicago policy of paying sustaining talent will obviously not be continued by the Lerys, who prefer to work the new station on the old basis of WCAU's no payoffs for anything but commercials. In this connection, the WCAU Artists Bureau, headed by H. B. McHugh and Marnie Sacks, will move offices to the KYW floor from where the bureau will operate for both stations.

Homor Hogan, present manager of KYW, may be designated by NBC to continue as manager when the station is moved from Chicago to Philadelphia, either head H. Hutz, now on the network's New York sales staff, has been assigned to take charge of KYW's sales department with the shift of the outlet.

Chicago, Oct. 22. NBC got into a bad jam with the Hearst papers and had to back down on a publicity news release when Hearst chieftains squawked about the NBC attempt to scoop the newspaper chain. Last Thursday evening (19), after business hours, radio editors of the dailies received a communication signed by Richard Patterson, NBC v-p., stating that the local Hearst KYW station would move to Philadelphia on Dec. 1. No exact date on the removal had ever been released previously, and the editors grabbed on the item as important.

Chicago Hearst boys burned heavily over the release of this story to all dailies, feeling that Hearst rags should be the first to crack the yarn. Immediately got in touch with Hearst headquarters in New York and an hour later a second communication flashed through from NBC in New York to radio editors asking them to change the date from Dec. 1 to an indeterminate removal date. This didn't seem to satisfy the editors, either, and they shortly after that there came a third wire from NBC asking the editors to kill the story completely.

Philadelphia, Oct. 22. Pursuant with the announcement that KYW would move to Philly

New York Radio Parade

By Nellie Revell

First three-hour radio program has been sold. The National Biscuit Company will sponsor a three-hour dance music program over NBC. Two main bands, one class and one jazz, are to play with the show set for Saturday eves from 10:30 to 1:30. Show is to be a coast-to-coast hookup which makes for a trick broadcasting schedule. Show will go on air at 10:30 in each time zone and play through its allotted three hours calling for broadcasts for each time zone. Show is scheduled to open about Thanksgiving Day. McCann-Erickson handles it.

Closed Show Before It Started

Joe Humphries recently auditioned as part of a show for Kentucky Winners ciegies at NBC. Joe had two speeches. One introducing the show and one at closing. At the audition Joe, by mistake, opened show with his closing speech.

Electioneering Vagabonds

The Vagabonds, Messrs. Hornbl, Dean and Curt, male trio, of WGY, Schenectady, were deputized by Sheriff Carroll 'Pink' Garner of Schenectady County. The sheriff now running for Congress on Democratic ticket engaged the lads to appear with him when he stumps the district for votes.

Hollywood Temperament

Miriam Hopkins was annoyed at rehearsals of '7th Heaven' in which she and John Boles starred at NBC. At one rehearsal when the music didn't rise to a crescendo with her acting, she failed to realize that the music was being built up in the control booth and not in the studio in an attempt to assure her voice coming over clearly.

Those Personalities!

Annabelle Webb, NBC hostess, was part of a sustaining program last week. This makes third NBC hostess to get air break at 50th street studios in short time. Miss Dawson did a commercial for Benton & Bowles; Miss Thomas was female atmosphere at a light scene; and now Miss Webb as the young southern gal, which she is.

Short Shots

Richard Gordon leaves the Sherlock Holmes program. Salary sufficient Auditors for a new Sherlock Holmes program. J. G. Bandura of CBS Special Events has resigned to handle publicity and exploitation for Sterling Gatchell Agency in N. Y. and Detroit. Charlotte Gorr, radio editor of Newark Eve News, has had her WOR commercial renewed for 13 weeks. They finally got Bill Hay to traveling with Amos 'n' Andy on their personal appearances. In all previous tours Hay stuck to Chicago. Charles King is the new Tastyeast show. George B. Storer, prexy of ABS network, is having the complete script of his first network broadcast bound. Rosellen Callahan of CBS press dept was a model at the hair dressers show at the Penn Hotel. Her hair has that certain something. East and Dumke auditioned new show titled 'Tin Pan Alley Echoes' for Lord & Thomas.

Scrambled Notes

Benton & Bowles move to Radio City calls for new landlord to look after the 2 1/2 years still to run on the lease of the Madison Ave. offices of B&B. Cap'n Henry, Charles Winninger, opens in Boston the first week of November, instead of Philly, in his new stage play, 'Reveries With Music'. Bob Pierce of WGY, Schenectady, completed 11 years on radio last week. Bob first crashed radio at WGR in Buffalo. Paul Keast, CBS baritone, will headline at the Roxy Nov. 9. Frances Proskauer is new addition to press staff at WCAU. She is Smith College grad. Frank Luther, 'Your Lover' at NBC, made recordings for Decca consisting of 42 kiddies songs for Xmas release.

Stand By

Adams Hats sponsors fight broadcasts from WMCA and occasionally WHN. Now on WNEV with wrestling shows. George Levy from Rockwell O'Keefe to Irving Mills. Charles Webster, an Englishman, portrays American presidents on the air. Lincoln and Washington are his busiest clients. Angelo Fernandez has new vocalist, newcomer to radio. Edith Sheer is the name. Buddy Cantor, film commentator for the liquor client at WMCA, turned 22. Guy Robertson will guest star on the Valley show. Robb Millham of WGY recently wed to Alice Wade of that city. Emil Coleman's Ork for society swanky autumn ball at Tuxedo Park on the 27th. Jello with Jack Benny at NBC enlarges the network on Nov. 4 to include KGU at Honolulu. There will be three CBS names in that new Lew Brown musical 'Calling All Stars'. Gertruda Neissen recently signed, and Ev Marshall and George Givot set from the start. K. K. Hanson of Rockwell O'Keefe recently moved to Knickerbocker Village Arts. His frau, Gertrude, will run the Knickerbocker Book Shoppe. Austin Huhn will act on the Lux show 'What Every Woman Knows' at NBC. His late dad was stage manager of the original stage success.

Gossip

Walter Huston and Lee Patrick in 'The Barker' is next attraction for Lux at NBC. Huston starred in the stage show. 'Pinheads Have Time' show with Arthur Murray and Earl Oxford over CBS postponed to Dec. 1. Bill Pooler, NBC engineer, started in a small Springfield, Mass., station as sound effects man for 'Three Jesters'. Now 'Jesters' are on network and Pooler is their engineer. Recordings are being made of 'Moultan Merry Go Round' for spot broadcasting. Wallace Butterworth's 'Gossip Behind the Microphone' will have a CBS spot starting December 3 for Norweg. a toothpaste. Larry Huggins now announcing the Chevrolet program at CBS. Clyde Kittell who came to NBC from WGY as an announcer goes to WTAM as program director. Gene Morgan of ABS announcing staff to wed Dolores De Costa of Boston. NBC has brought Marie de Ville, long a vocalist of WTAM in Cleveland, to New York. Ginger Rogers in town for a few days and visiting friends at CBS.

next month, WLIT and WFI are understood to have reached an amicable merger agreement.

Merger plans, which have been pushed by Samuel Rosenbaum, for Lit Brothers and Dr. Tily, WFI president as head of the Strawbridge and Clothier Store were at a standstill until last week. Report is that consolidation will take place after agreement details are submitted to FCC soon.

Rosenbaum will head the new station Board of Directors, while a complete rejuvenation of personnel is contemplated. WLIT-WFI have been dividing time from studios in the respective emporiums, and plans are to operate the new outfit as an other business with office building studios instead using the radio

Rumple NBC Figurer

Chicago, Oct. 22

Berry Rumble was transferred last week from the NBC New York statistical department to head of the local statistical section.

Department has been without a special boss during the last six months, with Sen Knew doing his other job as commercial continuity editor.

LIQUOR PROGRAM IDEA

Inside Stuff—Radio

Scientific graphing by the J. Walter Thompson agency on behalf of its Lever Bros. (Lux soap) account determined the 2:30 p.m. EST schedule of Lux's new dramatic hour, *Contrary* to snap judgment concerning the time differences between 11:30 a.m. on the west coast and 2:30 p.m. on the east coast, the greater audience circulation was deduced for the eastern seaboard; the least for the west coast.

Charts and data convinced the agency people that at 11:30 a.m. Pacific time, or 12:30 p.m. Mountain Standard Time, or 1:30 Central Time, either saw the women of the family, of a Sunday, just returning from church, or too busy preparing the Sunday dinner (only effete New York calls it luncheon); or some other elements figured in the minimization of audience interest. On the other hand, the 2:30-3:30 p.m. allocation for the Eastern Standard Time belt was figured to insure the best proportionate audience circulation, especially over the winter, as the folks are just through with the Sunday dinner and inclined to stick around the house a bit before going out for the Sunday aft. promenade.

Lux show, starting with "South Heaven" (Hopkins-Boles) and continuing with "What Every Woman Knows" (Helen Hayes-Kenneth McKenna), will shift to a more masculine appeal for the third tabloidization when Walter Huston does "The Barker."

NBC has won the counter action it brought against the Uproar Co. of Boston. In a decision handed down by Judge Brewster in the Boston Federal Court the Uproar Co. has been enjoined from publishing or distributing pamphlet versions of Ed Wynn's act for Texaco. Court held the mention of Graham McNamee's name in these scripts are in violation of the exclusive management contract held on the announcer-straightman's services by the NBC Artists Service.

Uproar Co. sought a court order preventing the web from interfering with the former's spot broadcasting campaign on WEEI, Boston. Publisher of the Wynn scripts had sought to spot announcements about the pamphlet on WEEI immediately following the Texaco broadcasts. NBC countered this injunction move with a restraining action of its own. Web set up the argument that the use of McNamee's name in the published script infringed on the contract it held with the announcer which covered every one of his endeavors, including writing. Judge Brewster in granting the injunction against the Uproar Co. upheld this contention.

Pictures snapped with what the J. Walter Thompson agency describes as the "candid camera" are no go with screen femmes brought in for guest broadcasts. Miriam Hopkins, booked on the previous Sunday's (14) Lux program, refused to pose for the agency's photo on the ground that the "candid" reproduction wouldn't jibe with the conception picture fans have of her facial features.

Thompson handles the Eastman account, makers of the candid camera.

CBS hopes that the new Columbia 45th street Radio Playhouse (former Avon) will take care of that extra bunch of people who have been pestering the publicity department all year for duets. The demand has grown so much in past few months that this pass business is now a major headache, as far as the chain goes.

Programs slated already for presentation from the new unit are: "Music by Gershwin," "The Big Show," "Camel Caravan," "Melodiana," "Broadway Vanities" and "Roxy Revue." Requests pile up for these shows.

Sellers Service of Chicago recently completed a survey of stations which accept liquor advertising.

As published in *Variety* the list failed to include the Yankee network stations which have an open door policy on whiskey and gin accounts.

Engineers at General Electric's WGY were plenty busy the day of the widely-publicized feat of talking, via short wave, to Australia, by three of the staff driving around the downtown streets of Schenectady in an auto specially equipped for two-way conversation.

The exchange with Australia was held at 7 a.m. but the exact time for contact had not been fixed and a situation developed which required the engineering staff to arrange for the handling of three programs simultaneously.

WGY will return next month to the policy, tried last summer, on the "General Electric Circle," of a local talent show. Entertainers are recruited by the three-along-audition method from a city within the territory covered by the 50,000 watt.

Catskill and Amsterdam, N.Y., were the towns from which talent was drawn for the pair of summer shots, General Electric appliance dealers in those cities sponsoring the idea on a tie-up.

Football fans in Los Angeles are sore because an oil company grabbed all the Pacific Coast conference games and won't release more than one of a Saturday afternoon. Exclusive broadcasting rights were sold by the eight schools for \$60,000. With three top eleven players in the north only one tilt was put on the Coast chain.

Several indie stations put in bids for some of the games but met with a turnaround when a commercial was mentioned. Others insisted that games not broadcast by them be aired as sustainers, but Indies frowned on the idea being unwilling to stand the line charges when several sponsors were ready to lay it on the line. It means fans will have to be satisfied with one Saturday game by air this season unless the oil company relents.

Showmanship will be a first concern and emphasis with the new American Broadcasting System. Following the policy adopted at WMCA, New York, for the past several months the new network will be fed special events, stunt programs, and attention-getters generally. It is the management's purpose to try to make the local links of ABS known and noted in their respective communities for the unique and unexpected in programs.

It is believed that the frank policy of going after prestige and popularity by stunt methods similar to show business represents a first clean-cut test of showmanship as an effective approach to building a network. Bulk of the showmanship endeavor so far as the early phases is concerned will come from New York. It will be some time before reversal of sustainers on an exchange basis can be placed in effect.

Howell Cullinan, Boston newspaperman, has received notice from his publishers, Plimpton Press (Norwood, Mass.), that "Pardon My Accent" goes on the stands October 30. Subtitle of the book, carrying a \$2 tag, is: "Eight years in a Boston newspaper radio studio." Cullinan broadcast daily news over WEEI in Boston for about eight years until radio-newspaper conflict drew him off.

NO ADVERTISING, JUST PHONE NO.

St. Paul Advertising Agency Trying Unique Program to Sell Beverages—Dealers Tied-up to Program That Generates a Drinking Mood but Doesn't Mention Alcohol as Such

OUTSMARTS DRY?

Problem of advertising liquor via radio so as to overcome moral or family objections may be solved here.

Edward P. Shurick, lately of KSTP and now heading his own advertising agency, has sold the idea to a group of Twin Cities liquor dealers, and a program, to be called "The Old Stager," is slated to begin airing on Friday (26) over KSTP.

Production idea is built around the hey-day of Delmonico's, Rector's and the countless other gay spots which gained fame in the gay nineties. "Good Old Summertime," "After the Ball," "Tell Me, Pretty Maiden," and like tunes will be used as background and the Old Stager will whisk the listeners from one early era bright light to another. "Diamond Jim" Brady, Dan Daly and other epicureans will take their tables again in the better known restaurants of the Mauve Decade. It will be 15 minutes of solid entertainment without a trace of liquor plugging.

This idea, it is believed in radio circles, can offend no prejudices on the family angle and will effectually break the ice for liquor radio advertising by means of a neat tie-in at the end of the program when a telephone number is woven into the copy. Listeners are invited to call this number and "The Old Stager" offers you of his experience, the ripe fruit of long, long years. He knows! And his enviable wealth of knowledge is all yours, just for the asking. "This is the only plug."

Order-Taking
When the radio fan calls the number he's told of the special liquor package this week, contents and price. If the fan is interested, the Old Stager takes his order and the liquor dealer makes pronto delivery. If listener is not interested, he need only file the phone number for future reference.

Order-filling has been divided between liquor dealers, with each dealer assigned a certain territory. Tie-in of bottle labels reading, "An Old Stager Selection," and store banners announcing, "We feature the Old Stager's Specials," will be distributed to sponsors of the broadcast. But on the broadcast itself no mention of liquor is made at any time.

Only the high-class brands will be pushed, and certain distillers are already in line on the plan, contributing to a general fund to put this new radio marketing idea across.

They're probably sitting with crossed fingers: some wise guy may up and paraphrase it "The Old Stager."

Vic and Sade Land

Chicago, Oct. 22. Procter and Gamble has taken over the Vic and Sade program on the NBC wires, to start Nov. 5 over both the red and blue networks for its Crisco product. It's one of the oldest sustainers in Chicago.

Program is to go on every afternoon, except Saturday and Sunday at 12:30 p.m. on one of hook-up and at 1:45 p.m. on the other, CST. The Coast is to use transcription due to the fact that they can't get the time for a complete national hook-up.

K.C. Symp Too Classy for Druggist, But Maestro Won't Pop; S.O.S. to NBC

Radio First Aid

St. Paul, Oct. 22. State Tourist Director George H. Bradley discovered the backwoods retreat of two brothers, Pete and Frank Gaboury, and smacked his lips over their menus all the way from the wild rice and venison down to the pie. There was the catch: their pie was only 80-cs.

Brad accordingly broadcast an appeal over WCCO, asking women listeners in to mail the Gabourys their pet recipes for coconut cream pie. Result: the Gabourys were practically lamed carrying in their mail the 20 miles from town, but now they have recipes galore for coconut cream pie which doesn't have to be eaten with a spoon.

\$500-Per-Hour May Be Fixed Chicago Rate

Chicago, Oct. 22.

After having stalled for months on the proposal to raise rates in Chicago the NBC stations are finally warming up to the idea and the exec meetings are now in session trying to set a higher schedule for its WENR and WMAQ outlets, particularly the latter.

This decision on the part of NBC follows earlier moves on the part of other stations in Chicago to boost their tariff schedules. Both the Columbia WBBM and the Chicago Tribune WGN are known to be anxious to lift prices by at least 20%, but they have been stalled by the hesitancy of the NBC transmitters to go along with the boost, each station being afraid of having rates which would place them at a sales disadvantage when it comes to a matter of price.

WMAQ rate is now \$450, the lowest schedule in town for a top outlet. Understood that NBC is considering raising this to \$500 with the rest of the major stations in Chicago also figuring that \$500 is the proper rate for an hour's evening time. WGN schedule is now \$465 for its local rate, while WBBM has a \$480 price.

Chicago stations have been annoyed about their rates for some time, particularly because their rates are equalled by stations in towns such as Detroit, Minneapolis, St. Louis, Cleveland, towns which have as little as one-half the potential audience that Chicago has.

New Boston Station

Boston, Oct. 19.

New independent (Northern Corporation) station WMEX officially opened Thursday night (18) in new studios on 18th floor of Hotel Manchester. New station is using 250 watts, daytimes, 100 at night, on 1500 kilocycles. Transmitter on Powder Hill, Chelsea, Mass.

Program director and station manager is William Fote; S. Alfred Wasser, in charge of sales. Has two studios.

Will take air from 9 a. m. to midnight.

Hall with Cantor

Chiff "Sharlle" Hall will do straight for Eddie Cantor during the latter's picture house stage dates, which commence Oct. 26 at the Capitol, New York. Show has five weeks booked.

Hall's switch isn't permanent, but only to keep working while Jack Pearl vacates in Europe.

Kansas City, Oct. 22. United Drug program is entirely revamped since the inaugural broadcast of the Kansas City Symphony. Rexall firm received several thousand telegrams from druggist "partners" objecting that the type of classical music played on the premiere performance, while good, was over their heads.

Problem became acute for Walter Craig, representing the Street & Finney agency, as Karl Kreuger, conductor of the Kansas City Symphony, refused to pliddle around with Victor Herbert, Lehár or gents of that ilk. Assistant conductor was given assignment, but just couldn't make good slumming in the pop field.

Bring in Flath

Hans Flath, former Henry Savage pit maestro, was brought in, and for the second program an S.O.S. to the NBC music department in New York brought the necessary music for a 75-piece orchestra by air mail. Craig had to have parts photostated and quick rehearsals rushed through. Under the new set-up DeWolf Hopper is given enlarged opportunities for recitation as well as announcing.

Kansas City Chamber of Commerce acted as intermediary in making an amicable adjustment with Conductor Kreuger. Meanwhile, the symphony musicians are carrying on and the program billing is now "America's First Rhythm Symphony from the Kansas City Symphony Orchestra."

Sustainers Hold Cash Burbs but Talent Is Paid Philly-Style

Philadelphia, Oct. 22.

Philly talent which has been peanut-fed for years seems to be continuously taking it on the chin. Latest stunt is one being pulled by WIP, Gimbel Bros. station, of ringing in spot announcements on sustaining shows, artists remaining gratis.

Explained by Franklyn Lamb, station's v.p., this was caused by a complete sell-out of available spots. Since the singer announcements are all Gimbel store plugs, Lamb figures that should be okay for the talent. He also added that, under the new set-up, WIP is paid by the store for all time used on the station.

WOR PROGRAM DEPT. SHIFTS AND ADDITIONS

K. M. Fickett is new to WOR staff as assistant to Adolph Opfinger, program director. Formerly with NBC and Judson.

Lewis Field of same station is now concentrating on 10 outstanding programs. Handling entire scripts himself.

Anne Marantz joins artists' bureau, handling club dates and other routine details. Had her own office for a time before becoming associated with station outfit.

WIP'S ARTISTS BUREAU

Couple of Shift Shifts First Ben Gimbel Move

Philadelphia, Oct. 22. Staff change at WIP last Friday sends Jerry Crowley from program chief to supervisor of publicity, public events and holding of the sales staff. John Hayes leaves the announcing post to take up Crowley's programming job.

Hayes was a law student until this year, when after spilling got into his blood.

Ben Gimbel, WIP boss, also announced that effective next month, station would organize its own artist bureau.

RADIO SHOWMANSHIP

(Program-Building and Merchandizing)

Outstanding Stunts

PROMOTIONAL BROCHURE WIBM, JACKSON, MICH.

WIBM's Brochure Jackson, Mich.
Station WIBM has just published a brochure which in itself ranks high as a piece of promotional showmanship by a small town station and which, secondarily, details a showmanly policy of operating. Most notable disclosure is the fact that WIBM is located within a so-called "Radio Block," a building with 16-foot studios where glassed-in front faces the open street-level on the outside and sitting room for visitors within the building. Windows fronting on the street are framed in neon tubing and present the same attention-getting facade as a film theatre marquee.

In addition to broadcasting program in full view of pedestrians, the control room is also open on the street side for traffic-stopping purposes.

In summarizing its policy, WIBM makes some pointed observations. Display and show card service plus merchandizing crews fortified by cross-indexed data on the regional market are as would be true. This is cheap but not free. Advertising rates are kept low, the station claims, to prevent a few big sponsors from dominating the market as would be true if rates made the participation of rank and file advertisers unlikely. And on the program end the station pronounces its intention not being down to "roving Arabs and their guitars" or to allow sponsors to louse up the schedules with entertainment not worthy the name.

Thumb-nail sketches of each of the 10 principal executives are included.

Pawn Shop Program

Cedar Rapids.
National chains broadcasting programs from the South Pole, across the Atlantic and the like have nothing on KWCJ for program building. The local management felt as it proudly released what was thought to be the first broadcast from inside a pawn shop.

Once a week for 13 weeks, Izzie Ginsberg, owner of Ginsberg's Jewelry and Loan office, forgets about the three gold balls which have hung over the doorway for years and discourses on "human interest in a pawn shop." Izzie takes time to work in chatter about his merchandise, but even his watchmaker is interviewed by station announcer while at work. Ticking of watches, playing of music on various musical instruments on sale also picked up by mike to induce audience to come in and rummage around.

Radio fans invited daily by Ginsberg to select music suitable for broadcasting, visit the store and decorate the radio with "radio home." Pawn shop is located in former shopping area and program is making decided hit out on the aereas. Don Inman, KWCJ national ad manager, worked out idea.

Radio as Class

New York.
Return of the General Motors Sunday night concerts for a second season has prompted the NBC sales promotion department to do some tom-tom beating about the ability of radio to sell other than low-price goods. As part of this pointing-with-pride campaign the web has put out a award-winning booklet. Enhances "Two Distinguished Names," with the pages devoted to what Lawrence Fisher, head of the Cadillac Motor Car Co., thought of last year's series and reprint of each of the latter's programs. Edition of this affair was limited to 1,500 copies.

Swanky format will be followed up by a cheaper and more representative layout on the same theme for the general advertising trade. In this latter work NBC will cite the experiences of Cadillac and La Salle as proof of what radio can do for high priced product in establishing prestige and sowing the seeds of desire. Booklet will point out that for the first time radio has received recognition as a class advertising medium and will show proper showmanship and subtle infiltration of the plug the manufacturer of a class article can garner the same results previously achieved only through class publications.

Ride With a Hero

Chicago.
Shell petroleum company crashed a heap of Illinois dailies and grabbed top of their good-will through the shrewd use of a stunt in a "homecoming" celebration at University of Illinois last week. Grange was met at Champaign, Ill. by a flock of city officials, university big wigs and sports writers. A parade and radio party paraded through streets

lined with "Welcome Red Grange" banners.
Champaign News-Gazette, never before opened to radio publicity, mentioned by the Shell sponsor and CBS in front yards and headlines. Courtesy of the honorific football hero between halves were broadcast over CBS, WILL in Urbana and an Ohio network through WOSU in Columbus.

Hardly the promotion stunt were Paul Ryan, director of sales promotion and advertising and Hal Burnett of CBS special events division.

Radio Intelligentia

New York.
WEVD's third annual University of the Air opens Dec. 8 with programs for the Intelligentia. Town Hall is the pick-up point.

Programs to run a full two hours and so far assembled for hearing are: "The Future of Literature," by Edna St. Vincent Millay, and "The Future of Art," by John Dewey.

Al University operates for a period of seven months, offering psychology, drama, literature and other artistic studies. Thomas Craven author of "Modern Art" is down to spiel on his pet interest. This is a new addition to the course of studies.

Henry Greenfield, Morris Novak and George Field of the station are completing arrangements for the program.

Hotel Chef Tie-up

San Antonio.
Plaza hotel plugs its cooking and at the same time lends a helping hand to housewives in a twice-weekly radio broadcast.

Etta Martin, the hostess's p.a., and the chef do a turn in which the p.a. plays the part of a bride anxious to learn dishes as prepared in the Plaza kitchens. Chef gives the recipes in quantities suitable for home cooking, gal repeating ingredients to make it easier for the home kitchen to follow.

The dialogue is interspersed with jokes at the expense of the absent husband to place it in a lighter vein than ordinarily would result.

Pre-Halloween Spookery

Lancaster, Pa.
When the American Specialty Company of this city decided to go on the air for the first time, the WGAI players led by Bernie Miller got their first chance at dising.
Account decided to put a series of five-minute "hair-raising" bits called "The Haunted House," which is cut up into six installments, all of which are to run just before Halloween.

Program was bought for all of the stations in the Mason-Dixon radio group and for several stations besides, and the time was considered too short for studio groups to master the script well enough to do justice to the program. The waxing was decided on and the local players hurried to Philadelphia and "cut record."
Miller not only wrote the scripts but cast and directed them and carried one of the roles himself. Others in the cast include Jack Byerly, Virginia Davis, John Gibson and Alvin Haylin.

Join Blown and See World

Baltimore.
Precipitated by the recent visit to Balto of Johnny, midjet who sings out those calls for "Phillip Morris" on the weekly program for the cigarette, the tobacco company's window dresser here are circulating "round town" thrusting into the show-windows of tobaccoists and drug stores large in-color pictures snapped of Johnny in the "highlight" situations of his ramblings "round the country on publicity and good-will tours. Among the views on exhibit are shots of him in a hot rod regally leaving the White House, chatting with Phil Reisman at conclusion of the Phillip Morris "cast over NBC," posed beside a minnie model in a "hot rod" motor car in Detroit, riding down Penna. ave., Washington, in last spring's Jap cherry blossom parade, hob-nobbing with the society skirts at the "Hoody Day" party, leaving the White House, the outstretched paw of a Cornell Univ. footballer, at the Chi Cent of Progress, etc., etc.

Show-windows here plan discarded regulations to the other broadcast as well as displays of the ciggie advertised by 'em.

Taking the Initiative

Dubuque, Ia.
WKBB is not waiting for time requests and has been gaining a great deal of good will with various organizations and associations through keeping tab on meetings of other than local interest. When these do come up and are clipped by the station, either a person in contact is made, or letters sent out to the effect that there is a certain time, usually dead hour periods, available for use in putting on a program.

If the organization wants some of

Anti-Pest Clause

Like all good scripts, the new WOR article bureau contract closes with a punch.
Tag clause on the ticket obliges actors to agree not to bring "relatives or friends" with them to any performance.

the time, the program director or member of the staff usually assists, where possible, in dramatizing, or making the arrangement, program, whatever it is, as dressy as possible.

Radio Keeps Larder Full

Lancaster, Pa.
Relying on radio to give the most practical demonstration of its work with the poor and the needy and to bring in the bulk of its revenue, the Water Street Rescue Mission, which contracted again with WGAI for Sunday broadcasts from the mission chapel.

Operated as a commercial show, the program is conducted by J. S. Dougherty, the mission's leader, and airs the complete Sunday afternoon service from the mission chapel.
Broadcasts, which were widely followed last year, are very similar to those of the old New York Bowery Mission, and hold a strong appeal for people not even closely associated with the work.

During the program an appeal for money to continue the mission, which is the city's only independent charity, is broadcast.

Goody-Goody Club

Baltimore.
WBXN adding child psychology to its program and adding a new commercial sponsored by furniture house in district. Known by the old moniker of "Carmie Lillie's Goody-Goody club" which makes effort to correct bad habits by radio.

On twice weekly direct from the various stores of the company which have been equipped with special broadcasting facilities. New talent also encouraged through this program, though station plugs the educational angle mostly.

B.B.B. Dramatics

Baltimore.
WBFB is giving a 15-min. slot weekly to members of the Balto Amateur Dramatic Society, which the organization might enlighten the public upon various fraudulent big tattles and rackets that are circulating round the town currently.

Prod. casts are laid out in dramatic form, the station staff having been placed at disposal of the Bureau in building playlets that will more forcibly impress radio listeners.

Ad Club Builder-Upper

San Antonio.
Demonstration argument on why radio should be a big hunk of food products advertising was staged by Gene Roth, manager of KONO, San Antonio, before local advertising club. H. L. Stebbins, an account executive, followed with survey figures to show there are 44,000 receiving sets in 29 Southwest Texas counties.

One of the dailies reported the meeting in full with radio plastered in the head and throughout the story. Ad club is a sacred cow with the particular sheet.

Real Estate Ad.

Portland, Ore.
From Vancouver, Wash., comes an outstanding example of news co-operation between landlord and tenant. Mrs. R. E. Schofield, prominent property owner who erects buildings for firms moving to that city, and owner of the Schofield building, has contracted with KOIN, Portland, for three 15-minute broadcasts weekly to advertise the building and its tenants.

Still Hunts Name

Portland, Ore.
The fantastic serial which Rocket Gasoline is presenting on KOIN over KOIN still remains a mystery so far as its official title is concerned. The sponsor has offered \$100 in cash for the best title submitted by listeners.
Story tells of experiences and thrilling adventures of Dr. Rutherford, a scientist-inventor, and three of his friends who went to the moon via rockets of Dr. Rutherford's invention. There they find a strange race of people who came to the moon in a "hot rod" motor car. Hundreds of names for the serial have been already submitted and the audience interest in the story is increasing.

Seek Fans' Openings

Chicago.
Opening its second season on the air with the "Rocky" of radio, WBBM broadcasted three evenings weekly from NBC's Chicago studios over a string of stations in the East, Midwest and Mountain sections, the Yerkes radio who went to the Milwaukee is asking listeners for word on their entertainment likes and dislikes and for suggestions as to improvement of the program.
Show "Inches Phil" Portfield, baritone Irma Glenn, organist, and

Earl Lawrence, pianist, with Everett Mitchell as announcer.

Wandering Out Loud

Des Moines.
KSO has a variation of the "man in the street" microphone stunt. Instead of sticking the sound-box in front of passers-by and asking questions, Al Trivette, program director, in this variation plants himself with his mike at a point of vantage and observes the crowds on the hoof.

This is to bring a report of what's going on in the heart of Des Moines. Speculation as to what folks are up to, where they are from, where they work, and the usual sort of half-serious, half-whimsical wonderment indulged in by Poe and O. Henry is resorted to.

Only a week old, program has attracted some attention because of its novelty.

Local Air Drama

Cedar Rapids, Ia.
Community players inaugurated the "WHL" low cost series of town players' drama series at the station with the presentation of Iowa's best play for 1934, "Murder in the House," a production of Mrs. Don Hines, Grand Rapids. A number of out of town groups will appear from time to time, in the university's 1934-35 drama series.

School Audience

Seattle.
With one or more radios installed in every school in the state, 355,000 school children and hundreds of members of Parent-Teacher Associations heard a state-wide education broadcast from KJR recently.

Hour's program featured talks by the state school superintendent, by Governor Clarence D. Martin and by assorted school kids. A high school band of 45 and a choir of 70 made music. Wires connected the broadcast with KGA, Spokane, for help at hour end.

Radio retail stores throughout Washington co-operated by loaning receiving sets to those schools without them.

Honor Oldest Sponsor

Seattle.
Honoring Schwabacher Bros. firm in the celebration of its 65th anniversary, KOMO-KJR gave the pioneer Seattle grocery company, which is also the oldest business account on KOMO, a surprise program last week—and all gratis.

City pioneers and leading lights were called upon to speak at the half-hour anniversary program. Studio furnished the talent, which included the concert orchestra from the regular Schwabacher program. The firm is the oldest grocery establishment in the state of Washington.

For Jugoslavs

New York.
WMCA broadcast 45 minutes of a special memorial mass held in the Russian Orthodox Cathedral here for the assassinated king of Yugoslavia. Royal Consulate of that country arranged the ceremonies and every consul in New York attended. United States army and navy and state of New York sent emissaries.

ABS network carried program, which is of special interest in Buffalo, Detroit and Chicago, where the largest colonies of that nationality are located. Frank Hennings and Fred Coll cooked up the tie-up for WMCA and the web.
Program was short-waved to Europe.

Cash Prizes Help

New York.
Satisfactory push of Columbia Tea products resulted from a contest staged over station WFAB, New York. In addition to the main cash awards which were presented, every one entering the contest received free samples of the tea. Over 5,000 letters were submitted in the campaign which extended over a period of three weeks.
Wrapper idea was also utilized by the contest. Company plans another promotional stunt in the same vein later in the winter.

Stations Share Police

Omaha.
Station WAAW took advantage of the opportunity to let itself in on what is proving an extremely popular broadcast period, the many police court hearings. They were started by KOIL and then extended to its sister stations KFOH and KEAB in Lincoln—all three being owned and operated by the Union Holding Company.

Officials agreed to the set-up in the interest of traffic safety and also as a means of making the listener familiar with the traffic regulations. Under such a set-up there was no monopoly allowed, and WAAW began the broadcasts Oct. 8. KOIL takes the court from 9:45 to 10 while WAAW takes it from 9:30 to 10 with exclusive rights to the minute net broadcast in the middle of the period. No announcer is on duty except at the studio switchboard. The work is simply to set the mikes on the judge and the clerk what will get on the air.

WINS' Safety Show

New York.
Police Commissioner Lewis J. Valentine encourages WINS in its Junior Safety club which started several months ago as an auxiliary of the New York Police department.

Program makes a ten-strike in appealing to the younger generation in safety club which is one of the department's major concerns. In the past the department has carried its safety program through the medium of posters and interest of the school teachers.

Program formed and produced by Earl Harper of the station presents a character known as Inspector Hob who represents the police. He outlines some of the safety work, tells stories of heroism in the line of duty and relates other incidents which will appeal to the kids' imagination.

At present there are over 10,000 members on the list. A public ceremony is planned soon to take place in Central Park at which time all those receiving higher rank will have it presented in full public view. A similar ceremony was conducted last spring. The program comes over WINS every Saturday at 11:15 a.m.

Fans Meet Artists

Seattle.
A "fellowship dinner" for listeners and entertainers of KOMO's "Morning Reveries" program was held recently in a local church.
Affair was in celebration of the first anniversary of the daily devotional program and was arranged to give listeners an opportunity to meet in person the pastors and singers who were on the program.

Newspaper Builder-Upper

Cedar Rapids.
KWCJ is promoting Des Moines Sunday Register circulation by a "Parade of Features" dramatizing the paper's history. Full color paper. Cast portrays in dialogue excerpts from human interest stories to which where curiosity is aroused. Show announcement then worked in urging audience to purchase Sunday paper to follow story to conclusion.

Although cast changes weekly, Ray Fink, Bob Dolan and Annie Laura Davidson, all versatile amateurs, figure in majority of leading roles. Other Register and Tribune stations, KSO, Des Moines, and WMT, Waterloo, doing likewise.

Good Samaritan Stunt

Charlotte, N. C.
Good Samaritan merchandising program over WSOB has closed on WSOB after such success that the station is organizing another campaign along similar lines to be known as "Golden Opportunity" campaign. The talent is yet to be selected.

Program used 20 co-operating advertisers. Organizations enter the campaign and collect votes for the awarding of \$1,000 in prizes. Participating merchants use such things as bottle tops, sales slips, time clock empty packages and the like for the votes. A total of 32 church and welfare organizations participated in the last event.

Kicking Word Around

Seattle.
By order of KIRO-Fisher, general manager of KIRO and KJR, the much overworked catchword, "flash," is banned for use in any sustaining or commercial continuity on both stations, except for Press-Radio Bureau news of outstanding importance.

Idea is to have "flash" mean something, and when one comes in, and sustaining commercial program on either station will be interrupted for giving the news.

KOMO-KJR news staff numbers five now with the recent addition of F. L. "Tubby" Temples.

Race for Culture

Charlotte, N. C.
WBT pulled a fast one on its competition and the press last week when Hans Kindler, cellist and pianist, was given a full Charlotte Philharmonic Orchestra concert to Charlotte to play a concert.
Scribes and radio men were competing to get the first interview with the artist. The station's director, Charles Crutchfield, discovered that the orchestra would arrive first and that Kindler would come in later and go direct to the rehearsal hall. Working on these facts, Crutchfield set up equipment and microphones in the auditorium for the purpose of getting a "set-up" but also had a direct station wire installed with instructions left with WBT master, control to switch to the auditorium in a hurry if he called.

Crutchfield's hunch worked perfectly. Kindler came first to the auditorium and immediately he, Crutchfield, signaled master control and within three minutes Mr. Kindler was given a full Charlotte interview. The interview was further enlivened by the unusual background of the great symphony tuning up and rehearsing, which lent a colorful background to the interview.

New Business

ROCHESTER, N. Y.

L. C. Forman & Sons, pickles and cider, music transcription, Mondays, 15 minutes at 1:30, for 26 weeks. Placed locally. WHEC.

Judge Motors, Ford autos, studio program, Sundays, half hour at 9 p.m., for 13 weeks. Placed locally. WHEC.

Pure Quill, gasoline, studio music, Fridays half hour at 9 p.m., 13 weeks. Placed locally. WHEC.

Tide Water, gas and oil, pater and music, half hour daily at 8 a.m., three months. WHEC.

Kramer Studio, dancing, child entertainers, Wednesdays for 15 minutes at 5:45 p.m., for 13 weeks. Placed locally. WHEC.

Blanchard Company, storage and moving, studio program, Wednesdays for 15 minutes at 9:30 p.m., three months. Placed locally. WHEC.

Gas & Electric Corporation, service, studio music for 15 minutes Fridays at 7:15 p.m., 13 weeks. Placed locally. WHEC.

Weis and Fisher, furniture, drama and music transcription for 15 minutes, Thursdays at 8:30 p.m., 13 weeks. Placed locally. WHEC.

A. S. Boyle Co., floor wax and nose drops, music, Lazy Dan, one hour, Sundays at 2 p.m., 13 weeks. WHEC.

General Baking Co., bread, Julia Sanderson and Frank Crumit, half

hour Sundays at 5:30 p.m., for three months. WHEC.

Vick Chemical Co., products, music, half hour Sundays at 5 p.m., 13 weeks. WHEC.

Health Products Corp., Feen-a-Mint, music, half hour at 6 p.m., Sundays, 13 weeks. WHEC.

Ford Motor Co., autos, music, Sundays for one hour at 8 p.m., for 13 weeks. WHEC.

Gulf Refining Co., gasoline, Will Rogers, half hour, Sundays at 9:30 p.m., for 13 weeks. WHEC.

SAN ANTONIO

Riverside Gardens, renewal of 52-time nightly pick-up from nine spot, 30 minutes nightly. Placed direct. KABC.

Sloan's Lingerie, 26 electrical transcriptions for 26 half hours. Cecil, Warwick & Cecil. WQAL.

Magnac Petroleum Co., 13 spot announcements, Johnston Adv. Co., Dallas. WQAL.

SALEM, OREGON

Pay 'n' Takti Stores, announcement service, daily, one month. KSLM.

Merchants City Delivery, announcement service, daily, three months. KSLM.

Square Deal Store, announcement service, two times weekly, one month. KSLM.

Pantorium Cleaners, 15 minute musical program, daily, three months. KSLM.

Bishops Clothing Company, 15 minute program, daily, one month. KSLM.

Willard Battery Service, 15 minute musical program, daily, one month. KSLM.

Hogg Brothers Furniture Company, 30 minute program, weekly, two months. KSLM.

Man's Shop, announcement service, daily, one month. KSLM.

Willa Music Store, announcement service, daily, one month. KSLM.

Tokio Suki Yaki House, 15 minute musical program, daily, one month. KSLM.

Perker Dental Clinic, 15 minute musical program, daily, three months. KSLM.

PEORIA, ILLINOIS

Cryster, Nov. 6 to April 30, 15 Doc Savage electrical transcriptions, Tuesdays. Dillon-Kirk Agency. WMBD.

Iowa Soap Co., 156 one-minute announcements, Oct. 1 to Dec. 29, twice daily, Proteus soap, Magle washer. R. J. Fets Co. Agency. WMBD.

Purina Mills, 26 spot announcements, Oct. 8 to Dec. 4, three a week. Gardner Advertising Co. WMBD.

Scott Paper Co., six spot announcements on Scotties, Oct. 15 to 27. J. Walter Thompson Agency. WMBD.

Bunte Brothers, 'Tango' candy bars, 80 announcements, four a week, Oct. 8, Dec. 1, Jan. 7, March 30. Fred A. Robbins Agency. WMBD.

United Drug Co., five 15-minute programs, electrical transcriptions, Oct. 16-20. Spot Broadcasting Co., Inc. WMBD.

JACKSON, MICH.

Gulf Gasoline, local distributor, three announcements daily, 13 weeks. Direct. WJBM.

Dixie Gasoline, Jackson Oil Co., three announcements daily, 13 weeks. Direct. WJBM.

Yellow Cab Co., three announcements daily, three weeks. Direct. WJBM.

Glasgow Brothers (Dept. Store), three announcements daily, two weeks. Direct. WJBM.

J. O. Gilbert Candy Co., three announcements daily, 13 weeks. Direct. WJBM.

Sidgal-Wilcox Co. (coal), two announcements daily, indefinite. Direct. WJBM.

Chickie & Milling Co. (Jiffybooks), three announcements daily, six weeks. Direct. WJBM.

Capitola Foods, Inc. (malted goods), six half-hour programs, 18 announcements weekly, 13 weeks. Direct. WJBM.

Head-Aid, Inc. (Detroit headache tablets), three announcements daily, three months. Direct. WJBM.

Procter & Gamble (Dettol), two announcements daily, 60 days, renewal. Through H. V. Kastor & Co., Chicago. WJBM.

Dicker & Docksey Co. (Jewelers), four time signals daily, indefinite. Direct. WJBM.

Miller Don Food Co., Battle Creek.

one announcement daily, 13 weeks. Direct. WJBM.

Phillips Petroleum Co. (Phillips 66 gasoline), 13 spot announcements daily, 13 weeks, renewal, local distributor. WJBM.

Detroit News (newspaper), four announcements weekly, three weeks. Through WXYZ. WJBM.

Gold Shoppe (women's apparel), nine announcements weekly, 13 weeks. Direct. WJBM.

White Rose Garage Co., 36 announcements, through local distributor. WJBM.

Minneapolis Honeywell Co. (heating equipment), 36 announcements, through local agent. WJBM.

Hudson Terraplane, 20 announcements, through local dealer. WJBM.

Heater Kne Co. (radios), daily announcements, six weeks. Through WXYZ. WJBM.

Dodge Motor Co. (Dodge cars), daily announcement, indefinite. Through WXYZ. WJBM.

Flint Hill Brewing Co. (Flint Hill Beer), daily announcement, one month. Through WXYZ. WJBM.

Seaside Restaurant, 30-minute Italian program, placed for 13 weeks. Direct. WJBM.

Wilkinson, Inc., four spot announcements daily for week to week contract. Placed direct. WJBM.

Carnegie theatre, 15-minute musical program daily except Sunday. Placed direct. WJBM.

Glard Rag Cleaners Co., one spot announcement daily for indefinite period. Placed direct. WJBM.

Gilmore Oil, three five-minute spots. Walter Biddle Agency. KOL.

People's Bank & Trust Co., series of 26 half-hour dramatic programs, one each evening, starting Sept. 7. Batford-Constantine. KOL.

Moon Glow Cosmetics, two 100-word during Feminine Fancies program, Oct. 9 and 23. Emil Brisch Agency. KOL.

Crazy Wells Water Co., series of 104 five-minute discs. KOL.

Chicago, Milwaukee & St. Paul Railway, series of 13 announcements between Oct. 1 and 29. KOL.

Paramount theatre, sponsorship of 'Carnival Hour', noon to 1 p.m., from stage, five days per week. KOL.

J. F. Goodrich Co., six announcements during each of nine football broadcasts. Ruthrauff & Ryan. KOL.

Scott Paper Co., 21 spot per week for two weeks. J. Walter Thompson Agency. KOL.

Bender & Kaband, twenty announcements during football game broadcasts. Weller Agency. KOL.

Craig Martin Toothpaste Co., 12 one-minute discs, between Oct. 15 and Nov. 9. Street & Finney. KOMO.

Crone Store, Ltd., one announcement per week, 13 weeks. KOMO.

Peole Electric Co., one announcement per week for 13 weeks. Weller Agency. KOMO.

Chevrolet Motor Co., 12 announcements on KOMO and 12 on KJR between Oct. 15 and 20. Campbell-Ewald.

Gardner Nursery, four five-minute discs, Oct. 12-16. KJLH.

Red Cedar Shingle Co., quarter-hour renovating campaign program, Oct. 17. Mary Pentland Agency. KJH.

Pittsburgh Philadelphia Co., renewal of Utility Hall 15-minute programs for 78 weeks. Placed by Equitable Sales Co. KDKA.

Freedom Oil Works, weather reports daily for 13 weeks. Placed by Albert P. Hill Co. KDKA.

Victor Recording Co., football score periods, quarter-hour for 10 times. Placed by Falm Advertising Agency. KDKA.

Bet Litter-Better Sight Council, renewal of 12 quarter-hour organ and voice programs. Placed by BBDO. KDKA.

Plecting Oil Corp., 13 quarter-hour programs with Al and Peter. Placed by McCann-Erickson. KDKA.

Carleton and Horvay, daily temperature reports for 26 weeks. Placed by John W. Queen. KDKA.

Denver Denver Dry Goods Co., 26 one-minute announcements. KJLZ.

Fronted Frost, 26 one-minute announcements. KJLZ.

Safeway Stores, 40 announcements. Placed by Thomas Adv. Agency. KJLZ.

Republic Drug Co., 40 announcements and 26 quarter-hour programs. KJLZ.

Martin Washington Candy Stores, 26 announcements and 26 quarter-hour programs. KJLZ.

Ovaline, 15 minutes, one year, daily. KJLZ.

Katz Jewelry Co., one 50-word daily announcement, three months. KJLZ.

McClary Manufacturing Co., quarter-hour Sunday nights, indefinite. KJLZ.

McClunahan Stores, 100 announcements, daily, six months. KJLZ.

Pure Gold Bread, two daily announcements, six months. KJLZ.

Upton Renovating Co., 26 announcements. KJLZ.

Rainbow Ballroom, half-hour, six nights a week, indefinite. KJLZ.

Club Lido, half-hour, six nights a week, indefinite. KJLZ.

Denver Dry Goods Co., 12 one-minute announcements. KOA.

Wooley-Elliott Co., daily transpo-

ute Saturdays from 7-7:15 p.m., with Horace Gerlack's orchestra. To Jan. 12. Carroll, Dean and Murphy, Inc. WCAU.

Conti Cast Products, five minute discs, three weekly until Jan. 12th. Placed by World Broadcasting. WCAU.

Norwich Pharmacal Company, four one-minute transcriptions, expiring Nov. 17. Lawrence Gumbins Agency. KOA.

Coleman Lamp and Store Company, 26 electrical transcriptions, running daily, starts Oct. 20. Ruthrauff and Ryan. WCAU.

Sharpless Ice Cream, spot announcements beginning Oct. 22. Placed direct. WFI.

Dr. Malis (local dentist), 15-minute sketch, 'The General Store', placed for 52 weeks. Feigenbaum Agency. WFI.

Dr. J. Kane, spot announcements daily for four weeks. Placed direct. WIDAS.

Mike the Tailor, daily announcements for six weeks. Direct. WIDAS.

Seaside Restaurant, 30-minute Italian program, placed for 13 weeks. Direct. WIDAS.

Wilkinson, Inc., four spot announcements daily for week to week contract. Placed direct. WIDAS.

Carnegie theatre, 15-minute musical program daily except Sunday. Placed direct. WIDAS.

Glard Rag Cleaners Co., one spot announcement daily for indefinite period. Placed direct. WIDAS.

Gilmore Oil, three five-minute spots. Walter Biddle Agency. KOL.

People's Bank & Trust Co., series of 26 half-hour dramatic programs, one each evening, starting Sept. 7. Batford-Constantine. KOL.

Moon Glow Cosmetics, two 100-word during Feminine Fancies program, Oct. 9 and 23. Emil Brisch Agency. KOL.

Crazy Wells Water Co., series of 104 five-minute discs. KOL.

Chicago, Milwaukee & St. Paul Railway, series of 13 announcements between Oct. 1 and 29. KOL.

Paramount theatre, sponsorship of 'Carnival Hour', noon to 1 p.m., from stage, five days per week. KOL.

J. F. Goodrich Co., six announcements during each of nine football broadcasts. Ruthrauff & Ryan. KOL.

Scott Paper Co., 21 spot per week for two weeks. J. Walter Thompson Agency. KOL.

Bender & Kaband, twenty announcements during football game broadcasts. Weller Agency. KOL.

Craig Martin Toothpaste Co., 12 one-minute discs, between Oct. 15 and Nov. 9. Street & Finney. KOMO.

Crone Store, Ltd., one announcement per week, 13 weeks. KOMO.

Peole Electric Co., one announcement per week for 13 weeks. Weller Agency. KOMO.

Chevrolet Motor Co., 12 announcements on KOMO and 12 on KJR between Oct. 15 and 20. Campbell-Ewald.

Gardner Nursery, four five-minute discs, Oct. 12-16. KJLH.

Red Cedar Shingle Co., quarter-hour renovating campaign program, Oct. 17. Mary Pentland Agency. KJH.

Pittsburgh Philadelphia Co., renewal of Utility Hall 15-minute programs for 78 weeks. Placed by Equitable Sales Co. KDKA.

Freedom Oil Works, weather reports daily for 13 weeks. Placed by Albert P. Hill Co. KDKA.

Victor Recording Co., football score periods, quarter-hour for 10 times. Placed by Falm Advertising Agency. KDKA.

Bet Litter-Better Sight Council, renewal of 12 quarter-hour organ and voice programs. Placed by BBDO. KDKA.

Plecting Oil Corp., 13 quarter-hour programs with Al and Peter. Placed by McCann-Erickson. KDKA.

Carleton and Horvay, daily temperature reports for 26 weeks. Placed by John W. Queen. KDKA.

Denver Denver Dry Goods Co., 26 one-minute announcements. KJLZ.

Fronted Frost, 26 one-minute announcements. KJLZ.

Safeway Stores, 40 announcements. Placed by Thomas Adv. Agency. KJLZ.

Republic Drug Co., 40 announcements and 26 quarter-hour programs. KJLZ.

Martin Washington Candy Stores, 26 announcements and 26 quarter-hour programs. KJLZ.

Ovaline, 15 minutes, one year, daily. KJLZ.

Katz Jewelry Co., one 50-word daily announcement, three months. KJLZ.

McClary Manufacturing Co., quarter-hour Sunday nights, indefinite. KJLZ.

McClunahan Stores, 100 announcements, daily, six months. KJLZ.

Pure Gold Bread, two daily announcements, six months. KJLZ.

Upton Renovating Co., 26 announcements. KJLZ.

Rainbow Ballroom, half-hour, six nights a week, indefinite. KJLZ.

Club Lido, half-hour, six nights a week, indefinite. KJLZ.

Denver Dry Goods Co., 12 one-minute announcements. KOA.

Wooley-Elliott Co., daily transpo-

ture announcements, 50 weeks. KOA.

Golden Eagle Dry Goods Co., six announcements daily, one month. KOA.

McMurtrey Mfg. Co., 25 half-hour programs. KOA.

Blanchard-Traylor Co., 26 quarter-hour programs. KOA.

Reed-Mardoch Co., time signals, four daily, 13 weeks. KOA.

Booth Fisheries, 13 quarter-hour transcriptions. KOA.

Comfort Mfg. Co., 12 one-minute transcriptions. KOA.

Safeway Stores, six one-minute announcements. KOA.

Crazy Water Crystals, 50 quarter-hour transcriptions. KOA.

Best Foods, 23 quarter-hour transcriptions. KOA.

WINSTON-SALEM, N. C.

Poff's, Inc., renewal of daily announcement for one month. Placed locally. WJSJ.

Southern Public Utilities Company, daily announcement for one month. Placed locally. WJSJ.

Joplin Paint Store, series of announcements to run for one month. Placed locally. WJSJ.

Pollock's Shore Store, daily announcement for one month. Placed locally. WJSJ.

Quality Bakeries, Bell Thread Song, 16-minute program, three times each week for three months. Placed locally. WJSJ.

Storrie-Kelly Company, 15-minute program twice each week for 13 weeks. Placed locally. WJSJ.

Sears-Roebuck Company, daily announcement for one month. Placed locally. WJSJ.

(Continued on page 51)

ROY FOX

AND HIS

BAND

ON TOUR

B.B.C. NETWORK

ABE

LYMAN

AND HIS

CALIFORNIA ORCHESTRA

COAST-TO-COAST

WABC—Tuesday, 9:30 to 9 P.M., D51

(Phillips Dental)

WEAF—Friday, 9 to 9:30 P.M., D52

(Phillips Milk)

GRACIE

BARRIE

HELD OVER

CASINO DE PAREE

Solo Direction

HERMAN BERNIE

1619 Broadway, New York

JAY

BALLY

MILLS and PARKER

Radio's New Comedy Find

Radio Management

MARTIN GOSCH

VIVIAN JANIS

"ZIEGFELD FOLLIES"

CHICAGO

Solo Direction

HERMAN BERNIE

1619 Broadway

New York City

ADIA

KUZNETSOFF

WLS Sending Coaches to Villages To Direct Home Talent Shows

Chicago, Oct. 22.

Home talent shows have been netting the Prairie Farmer station WLS a double profit, in cash value and in good will in the sections they play. The idea has been to supplement some sort of show for the regular barn dances in the small towns that can't afford one of the station's professional shows.

System has a setup of directors under Arthur MacMurray as chief who go out to the communities and coach the local talent. The shows are put into school house, armory or community building and sponsored by a local organization.

Station goes in on a percentage basis with the organization. The talent being free the organizations have been making profits on the set-up. Towns booked have been through Illinois, Indiana, Wisconsin and Michigan, with dates at present signed through December.

Station found in the idea some months ago for good will and now realizes that after a checkup that it has helped to develop community talent. In the West and Midwest sections where many of the towns are so small that rarely or seldom do the inhabitants get a glimmer of stage shows it has already awakened a tendency in that line.

SHRINE WANTS RADIO

St. Anne de Beaupre Plans to Build Transmitter

Quebec, Oct. 22.

Redemptorist Fathers, administering the shrine of Saint Anne de Beaupre, contemplate establishing a broadcasting station at the great shrine, now that the new and elaborate basilica is almost completed. Rev. Joseph Neron, editor of the *Annals* magazine, published at the shrine, is in charge of the broadcasting project.

Recently, the Redemptorists purchased time for several days on various Canadian stations, for broadcasting instructions, sermons and news of the shrine, in English and French.

Financing of the proposed station is the major problem to overcome, and it is expected that this will be accomplished the same way the magnificent basilica was built, by a large volume of small donations from hundreds of thousands of people in Canada and the U. S.

A tower of the basilica would be used.

'One Man's Family' Gets Kentucky Winners Acct.

Kentucky Winners Cigarettes has taken 'One Man's Family', serial sketch originating from the NBC San Francisco studios, for a run of 26 weeks, starting Nov. 21. This makes the first commercial tie-up east of Denver for the dramatic show in its three consecutive years on the air. Serial has done duty for Wesson Oil on the west coast.

Eventually, the program will be carried over every one of the NBC supplementaries. Initial broadcast will hook up the basic red (WEAF) link with the southeast and south central supplementaries. Pacific and mountain groups will be spliced in Feb. 6, with the southwest and northwest groups following as soon as they are available.

Prior to deciding on 'Family' the account heard two other auditions staged by NBC. One consisted of Lennie Hayton, Tim Ryan and Irene Noble, the Modern Choir and Jack Kofod, sports writer, who dubbed for Damon Runyon. Other affair was all musical and was framed around a songwriting trio consisting of Ira Gershwin, Y. P. Harburg and Harold Arlen.

NBC framing continental hour and has Del Campo down for an audition. All foreign artists to be included in array.

Eddie Peabody is the latest single to form his own band. Will be ready within two weeks.

1934 Tad Story

Philadelphia, Oct. 22. Favorite stunt of Pat Stanton, WDAS Irish announcer of the Four Provinces show, to learn the habits of his listeners, led to a humorous situation last week. Stanton learned that a certain descendant of the Emerald Isle was wont to listen to this program in the kitchen with his stockinged feet propped on the table, suspenders suspending and shirt off.

Stanton's announcement was: 'A medley of reels to be played for Mr. , who is listening in his shirt sleeves and with feet propped up on the table.'

The old gent, who was at the radio as usual, fell over backwards, yelled to his daughter, 'Hey Mary, get me shirt! This guy can see me!'

54 STUDENTS ENROLL FOR RADIO COURSE

Cedar Rapids, Oct. 22.

Eighteen students living outside Des Moines have signed for Drake university's new school of radio located in Des Moines. In all, 54 students comprise the class. Those not living in Des Moines are given special lessons.

Regular Drake students now getting training in broadcasting studio installed in basement of conservatory of music. Practice broadcasts are made daily. Plans call for broadcasts soon over stations KSO and WOC-WHO, both of Des Moines. Continually writing, voice control and mike auditions are regular features of class work. Edwin G. Barrett is director.

Jules Verne Allen, cowboy singer, has returned to San Antonio after a seven-month sustaining span for NBC in the north and will resume with WOAI. He's actually a one-time cowpuncher.

Ruthrauff-Ryan Agency Pilots Fourth Largest Group of Web Shows

With the establishment of its own program production department for the first time the Ruthrauff and Ryan agency has Edward Dunham, formerly of NBC, heading its staff of producers. Allied with Dunham are Nate Tufts, Marvin Nevels, Charles Andrews and James Stack. Myron Kirk holds the title of director of the radio department, while Barry Ryan, Jr., rates as co-director. Agency formerly left its program producing to freelancers.

With the acquisition of 'One Man's Family' for Kentucky Winners cigarettes, Ruthrauff & Ryan now controls eight network shows, giving it fourth ranking as to number of web programs among New York agencies. Other network stanzas piloted by R. & R. are 'The Shadow' and 'Peggy's Doctor' (Blue Coal), 'Buck Rogers' and 'Mystery Chef' (R. R. Davis), 'Whispering Jack Smith' (Ironized Yeast) and Gene and Glenn (Gillette Blades). Agency also rates as doing the largest amount of spot booking in the industry. Elizabeth Black heads the latter phase of the agency's business.

Protests Halt WALR

Toledo, O., Oct. 22.

Work on building a studio by station WALR, Zanesville, O., which had permission of the federal communications commission to move to Toledo, has been interrupted and is awaiting verdict of a hearing on a protest from WHBU, Anderson, Ind. A station in Lansing, Mich., also has protested.

In the meantime a local group calling itself the Community Broadcasting Co. has filed application with the commission to establish a new station. The application asks for a 100-watt on 1,200 kilocycles. The new group is headed by Frazier Reams, county prosecutor.

CBS Survey of Four Programs Shows Chest'd Leads in High-Income Homes

New WCFL Tower

Chicago, Oct. 22.

Chi's labor station, WCFL, is building a single mast high efficiency antenna at Downers Grove, similar to the one WLW has in Cincinnati. Engineers figure that type to be about 40% more efficient.

Cost is \$75,000 and to be ready about Dec. 15.

Under assignment from CBS, Dr. Daniel Starch, consultant in commercial research, took four of the web's sponsored shows and set out to ascertain what percentage of the various income brackets had actually been reached by these shows. Results of Dr. Starch's findings are contained in a brochure, 'Ears and Income', which the network will distribute among agencies and advertisers within the coming week.

Four programs upon which the queries were based were the March of Time, the Chesterfield concert series, Philco's Boake Carter and Fletcher Castoria's Albert Spalding-Conrad Thibault combination. Professor Starch's staff did 7,390 person-to-person interviews, with the calls spread all over the country. In each instance the householder, for example, was asked: 'Have you listened to the Philco program featuring Boake Carter?'

Columbia's study of the Starch findings shows the Chesterfield program got into 62.2% of all radio homes and, in breaking up this listening total into income levels, the thesis declares that the latter represents 76% of all radio homes with an income of over \$5,000 a year, 73% of radio homes with incomes from \$3,000 to \$5,000, 69% of radio homes with incomes from \$2,000 to \$3,000, and 66% of radio homes with less than \$1,000 a year.

Program that fared next best with the listeners in the higher income brackets was Boake Carter's and, of the four shows, the Spalding-Thibault combination rated last. March of Time made a weak third, accounting for 55% of the over \$5,000 homes, 66% of the \$3,000 to \$5,000 homes and 59% of the \$2,000 to \$3,000 homes. Carter garnered the attention of 71% of the top bracket, 70% of the second and 67% of the third, while Spalding got into 46.5% of all radio homes, but, in terms of income, this represented 65% of the first class, 44% of the second, 36% of the third, in the lower of the lower income brackets, Spalding's showing was considerably less.



KATE SMITH

wabc

columbia
broadcasting
system . . .

wednesday
3-4 P. M.

friday
10:30-11 P. M.
e.s.t.
coast-to-coast

Management
TED COLLINS

★ TUNE IN!!! ★

**ARTHUR
★ BORAN**

RADIO'S FAVORITE MIMIC

LAST SUNDAY
NIGHT
CHASE and SANBORN
HOUR
With EDDIE CANTOR

THIS SUNDAY
MORNING
CAPITOL THEATRE
HOUR
With MAJOR BOWES
Oct. 28-11:30-12:30 A.M., EST
WEAF-Cons-40 Coast-NBC

Also Appearing Nightly
Arcadia International
Club

PHILA. PENN. ★

WJJD WIND
Chicago Gary

Announce Their Affiliation with

American Broadcasting System

The advertising value of each of these two stations is best indicated by the fact that spot national business for the month of October, 1934, is running more than 200 percent ahead of the same month last year.

Ralph L. Atlass

COMMERCIALS

WEEK OF OCT. 23

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).

AMEL PAINT
6:30-Su-WAHC
12:30-Th-WAHC
Building McConnell
Hendri, H. & McH.
A & P
9-Su-WAHC
Harvey Hordick
Frank Parker
Davis & Frost

AMERICAN
6:30-Su-WAHC
Frank Simon Ore
Hendri, H. & McH.
A & P
9-Su-WAHC
Harvey Hordick
Frank Parker
Davis & Frost

ARMOUR
6:30-F-WJZ
Martha Mearns

CHARLES PREVIN
Conductor
REALSILK'S
SILKEN STRING CONCERT
N.B.C.—SUNDAYS
8-8:30 P.M. CST - 9-9:30 P.M. EST
10-10:30 P.M. NY

Tommy "Ceell" MACK
COLUMBIA'S
CREATIVE
OMIC
Opening Shortly in Lee Brown's "Calling All Stars"
WITH GEORGE GIVOT
EVERY TUESDAY
WAHC, 10:30-11 P.M.
COAST-TO-COAST
Management
HERMAN BERNIE
1619 Broadway, New York

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

EDDIE MILLER
Now Teaching
VOICE RECORDING
FOR RADIO, STAGE, SCREEN
"NON-OPERATIVE"
L.M. Help You Develop Your Talent
Tuesdays
224 West 49th Street, New York
Clt. 4-7070

KEN AND HIS BANJO HARVEY
RUDY VALLEE'S GUEST STAR
London Evening Standard: "Ken Harvey plays 'Rhapsody in Blue' on the banjo and does it extraordinarily well"
Indefinitely
Radio Direction Cafe
Phil Pounce Henry Horstman

EMERSON GILL
AND ORCHESTRA
HOTEL WEBSTER HALL
DETROIT
MCA DIRECTION

LOOK AT HIM! COLUMBIA NETWORK—MON. NIGHTS AT 9:30
JESSE and LUCY
DIRECTION WILLIAM MORRIS AGENCY

ARMOUR
6:30-F-WJZ
Martha Mearns

COLGATE-PALM
(Colgate Dentifrice)
6:30-M-WAHC
Cigle House Party
Joe Cook
Donald Novis
Frances Langford
Don Voorhees
Young & Rubicam
10-Su-WAHC
(Palmolive Soap)
Wm. Wines
Fred Hunsmith
3 X Sisters
Radio Denning
London 4

BRACHNUT
10:30-M-W-WJZ
Ted Davis
Burgess Meredith
Madge Kennedy
McCann-Erickson
8:30-W-WAHC
Alex Gray
Elizabeth Lennox
Chambers & Arden
Victor Arden's Ore
Blackburn
10-Su-WAHC
The Shadow
Frank Ricketts
Ruthrauff-R

COAL
6:30-M-W-WAHC
The Shadow
Frank Ricketts
Ruthrauff-R

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6:30-M-W-WAHC
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Ruthrauff-R

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6:30-M-W-WAHC
The Shadow
Frank Ricketts
Ruthrauff-R

4-Daily-WJZ
Betty & Baby
Betty Churchill
Don Ancher
Betty Winkler
Art Jacobson
Carl Becker
Loula Rosen
Blackett

GEN. MOTOR
6:30-M-WAHC
(Chevrolet)
John Jones Ore
Evan Jones Ore
10:30-Su-WAHC
(Pontiac)
June Fromm
Modern Choir
Frank Black Ore

8-Su-WJZ
(Goldenrod)
John Stanford
Gilbert Douglas
Robert Forster
Lord & Thomas
J. W. MARROW
(Oil Shampoo)
11:45-Su-WAHC

GILLETTE
(Safety Razor)
7:15-Daily except
Saturdays
Gone and Glenn
Huthrauff & R
10-Su-WAHC
(Palmolive Soap)
Wm. Wines
Fred Hunsmith
3 X Sisters
Radio Denning
London 4

HEALTH PROD.
(Aspergum)
Carlson Robinson
John Mitchell
Pearl Pickens
John Battle
Ann Blumer
Kenneth Dalgarno
10-Su-WAHC
(Feen-A-Mint)
George Gerahwin
Louis Katzman
Dick Robertson
Rhoda Arnold
Charles Peterson
Harry Von Zell
Wm. Wines

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Dick Robertson
Rhoda Arnold
Charles Peterson
Harry Von Zell
Wm. Wines

4-Daily-WJZ
Betty & Baby
Betty Churchill
Don Ancher
Betty Winkler
Art Jacobson
Carl Becker
Loula Rosen
Blackett

GEN. MOTOR
6:30-M-WAHC
(Chevrolet)
John Jones Ore
Evan Jones Ore
10:30-Su-WAHC
(Pontiac)
June Fromm
Modern Choir
Frank Black Ore

8-Su-WJZ
(Goldenrod)
John Stanford
Gilbert Douglas
Robert Forster
Lord & Thomas
J. W. MARROW
(Oil Shampoo)
11:45-Su-WAHC

GILLETTE
(Safety Razor)
7:15-Daily except
Saturdays
Gone and Glenn
Huthrauff & R
10-Su-WAHC
(Palmolive Soap)
Wm. Wines
Fred Hunsmith
3 X Sisters
Radio Denning
London 4

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Rhoda Arnold
Charles Peterson
Harry Von Zell
Wm. Wines

4-Daily-WJZ
Betty & Baby
Betty Churchill
Don Ancher
Betty Winkler
Art Jacobson
Carl Becker
Loula Rosen
Blackett

GEN. MOTOR
6:30-M-WAHC
(Chevrolet)
John Jones Ore
Evan Jones Ore
10:30-Su-WAHC
(Pontiac)
June Fromm
Modern Choir
Frank Black Ore

8-Su-WJZ
(Goldenrod)
John Stanford
Gilbert Douglas
Robert Forster
Lord & Thomas
J. W. MARROW
(Oil Shampoo)
11:45-Su-WAHC

GILLETTE
(Safety Razor)
7:15-Daily except
Saturdays
Gone and Glenn
Huthrauff & R
10-Su-WAHC
(Palmolive Soap)
Wm. Wines
Fred Hunsmith
3 X Sisters
Radio Denning
London 4

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Rhoda Arnold
Charles Peterson
Harry Von Zell
Wm. Wines

4-Daily-WJZ
Betty & Baby
Betty Churchill
Don Ancher
Betty Winkler
Art Jacobson
Carl Becker
Loula Rosen
Blackett

GEN. MOTOR
6:30-M-WAHC
(Chevrolet)
John Jones Ore
Evan Jones Ore
10:30-Su-WAHC
(Pontiac)
June Fromm
Modern Choir
Frank Black Ore

8-Su-WJZ
(Goldenrod)
John Stanford
Gilbert Douglas
Robert Forster
Lord & Thomas
J. W. MARROW
(Oil Shampoo)
11:45-Su-WAHC

GILLETTE
(Safety Razor)
7:15-Daily except
Saturdays
Gone and Glenn
Huthrauff & R
10-Su-WAHC
(Palmolive Soap)
Wm. Wines
Fred Hunsmith
3 X Sisters
Radio Denning
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4-Daily-WJZ
Betty & Baby
Betty Churchill
Don Ancher
Betty Winkler
Art Jacobson
Carl Becker
Loula Rosen
Blackett

GEN. MOTOR
6:30-M-WAHC
(Chevrolet)
John Jones Ore
Evan Jones Ore
10:30-Su-WAHC
(Pontiac)
June Fromm
Modern Choir
Frank Black Ore

8-Su-WJZ
(Goldenrod)
John Stanford
Gilbert Douglas
Robert Forster
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11:45-Su-WAHC

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Betty Winkler
Art Jacobson
Carl Becker
Loula Rosen
Blackett

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6:30-M-WAHC
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Radio Chatter

Cuba

The padlock on the stations with political programs was raised, but the cops continue to guard them, sitting in the studio.

Station CMW at Matanzas was destroyed by vandals who in the night got in with axes. Couldn't find the announcer, who was slated for a super-duper broadcast. All local stations have been given free all-day schedule, something like a clear channel, but the result is plenty of interference. There are actually 28 stations in Havana.

CMW broadcasting the Synchronic Orchestra on Fridays.

COC, only shortwave here, setting record in the year.

CTC (Cuban Telephone Co.) will soon announce the wire charges for remote control broadcasting.

It is rumored here that Machado is installing powerful radio station in Santo Domingo to cover this island with his propaganda.

Scherer's Universal sponsoring a weekly program Tuesdays at 8 p. m. with the Havana Casino Orchestra and Rene Canizares as m.c. through station CMW. Signed 13

No Sunday baseball broadcast on account of new layoff law.

Just three stations broadcast the world series the year COC (short wave) and CMW in chain and CMWZ, small local.

Western Union refused to sell HIB service account of Henry Ford buying broadcast rights.

New York

Francine Larrimore guesting over WINS on the Radio Voice of the Theater. Winston Guest also going over this station as part of his political campaign.

Paul Shinkman renewing with WINS for his 'Headline Flashbacks.'

Donald Novis and Richard Leibel getting together on an organ-vocal arrangement.

Arthur Groux, child psychologist, on Tuesdays over WBR.

Marion Chase starts over WOR on Wednesday, Oct. 24.

Howard Shue entertaining guests at a private party at city pier after his WOR broadcast.

Tony Wakeman handled the WMAA airing of the arrival of the Fox assassination films.

KQV, Pittsburgh, sending out music from the Hotel Schenley starting Sunday.

Brooke Temple, WIIN announcer, now joins the cast of new fathers.

Lillian Schaffer, married head of stenographic department of World Broadcasting.

Freddie Raphael of WIIN has named the newest arrival Byron Raphael.

Arion Woman's quartet now singing over WOR.

Charles Stein's music from Fox-Brooklyn goes over WOR starting Oct. 28.

Allen Courtney and Ray Saunders assisted by Julio LeBoe's orchestra handling the Canadian War Trampers account daily over WEVD.

Leota Lane guesting over the Roky hour next week via CBS.

Robert Marwick, World Broadcasting sales, in New England on biz.

S. R. Hinton, station relations at World Broadcasting, trying his line in Cleveland this week.

WINS going to guesting stage artists more than ever this year.

Michael Young's 'Radio Voice of the Theatre' on Mondays, Wednesdays, and Fridays has the following lined up for airing: J. C. Nugent, Max Radloff, Armand Tokatnyan and Mr. and Mrs. Chas. Colburn, Francine Larrimore.

WBXN, Bronx, carries El Tornado, Cubanacan and Hungarian dance orchestra.

Jack Kolofed, sports writer on N. Y. Journal, earned into the Kentucky Winner audition on short notice. Prepared his script within a half-hour. Recently made some short subjects, too. Replaces Damon Runyon, who was originally down for the spot.

WGY's new crooner is now introduced as Beth Leidy rather than as 'Joan Darling,' tag used on early broadcasts.

Old Man Sunshine has added stories and jokes, especially on army service, to the usual philosophy and poetry, for his breakfast hour shots over WGY. The army stuff is served up as entertainment for World War veterans.

particularly for a group confined to the Sun Mount Hospital in Tupper Lake, N. Y.

Bob Millham, of WGY's South Schenectady transmitter, slipped the ring on the finger of Alice Willard in a ceremony performed at Geneva, N. Y. At Kingston, control room engineer in station's Albany station, was best man.

John Barnes Wells, singer-composer, did his bit as a birthday song on 'Cheerio' morning broadcast from WEAP.

WINS Little Theatre in rehearsal now and working on the Sunday after Thanksgiving. Produ-

Thanks Just the Same

Cincinnati, Oct. 22.

WCKY, conducting a lost and found program for a dental sponsor, received a telephone request to discontinue broadcast announcements about a missing dog.

Sarah Petty, station operator, was informed dog had been returned by a dent and dumb lady.

versions will range from versions of the two short stories to major adaptations of 'Ben-Hur,' 'Last Days of Pompeii' and 'Enoch Arden,' Roland Broadly in charge.

Jack Ford supposed to be back on the air by Nov. 1.

Juliet Novis, wife of Donald Novis, arrives after two months in Chicago.

Kate Smith and Ted Collins each lay out \$600 for new radios.

Ray Sisters and King now over WINS.

Earl Harper handling the football games for WINS.

Irving Lehner, George Evans, Dick Moore and Ann Lieberman all handling radio for the Lottman office.

Lea Karina, Finnish soprano, getting on Panter's program Oct. 26 over WEND.

Merle Kendrick, arranger and conductor, at present auditioning.

Linda Carlson, continuing in 'Life of Mary Sottem.'.

Three X Sisters have their air spots held open for them while out of town on appearances.

Yolanda Langtry comprising originals for the air.

Hilly Raby on daily over WINS.

Sham Jones on the sick list.

George J. Davis heard out of Minneapolis now.

Sam Blake has left the Jay Engstrom office and is going in for himself.

Gershwin giving impromptu shows after his Sunday night broadcasts.

Illinois

Club Soidel going on the air through KYW.

NBC furnishing entertainment for the Associated Press dinner at the Edgewater Beach hotel.

Willis Grant being told for Johnson Floor Wax ad.

Hal Burnett to champion for publicity on the Red Grange show.

Wanda Lantry, washed local sales with the Byrd broadcast stunt.

Ree Angell playing nurse to her sick pooch.

Dick Voynow on the street hustling Decca records.

Three agencies negotiating for the Henry Busse orch.

Homer Hogan staying away from football games because he gets too excited.

Quin Ryan back from Washington and the Senate meeting on radio.

Ohio

WJW, Akron, has new program Wednesday nights at 7 o'clock called 'The Atwater Players.' Polly Deal is directing, assisted by Edward Hinkle.

New Friday night 30-minute summer program, WJW, Cincy, labeled 'Phantoms of the Future' and features fantastic adventure and romance ideas with his modernized script by Don Becker, creator of Crosley's 'Notes in Business' series.

Talent of Crosley's WJW and WVAI supplied entirely by convention banquet of National Laundry Owners' Association in Cincy last week. Powwow attracted 1,000 delegates, and not one of them a Chinaman!

William G. Steers, musical director of WLW, Cincinnati, going in for fencing.

Bill Westcott, biz mgr. of WLW, putting in vacation on his farm near Cincinnati.

Minnesota

Bill Gibson, brother of Minnesota's former all-American guard, George Gibson, is now making the football contests for KSTP, replacing Phil Bronson, who was killed in a traffic accident Sunday (7) night. Bill was formerly on WLB and WTCN.

Doc Young out in his first day at the office (WJCY) Friday (12) after being laid up from that windstorm accident since Aug. 18.

Tom Bickworth is back from Chicago.

Armandy Millard, WJCY program director, went and dined Saturday (13), becoming Mrs. Alvin Krekowski, wife of the former U. of Minn. football star, Emily Dooley, who recently played the Orpheum circuit as Ann Morley, replaces.

Marlene Maddy in town visiting her sis, Wanda, at WJCY.

Roger Krupnik, formerly with KFL, Los Angeles, NBC in San Francisco,

and recently with ABS in Gotham, is the latest addition to KSTP's staff of announcers.

Drama festival, which starts Oct. 29 and runs for six weeks at the Minneapolis Shubert, is going strong for radio time. Festival, which means nightly runs of a different weekly play for six weeks, has bought time on stations WCCO, KSTP and WTCN.

Al Sheehan has lined up the University of Michigan 110-piece band to broadcast over WCCO when the grid team comes to battle it out with the Gophers.

KSTP now has five announcers, each assigned to certain programs, but one acting mainly as relief, since each of 'em got one day off every week.

Jack Costello is now announcing Hollywood Happenings over KSTP.

WTCN every Tuesday morning for a half hour airs the goings-on in St. Paul's parking garage, traffic, cars, Mike placed before the presiding judge, clerk of court, and the defender give the listeners in all sides of the state.

Gordie Bowen is making a special group of football arrangements for Jack Marler's ork, to be presented twice weekly over WCCO.

Al Sheehan, WCCO artists' bureau director, is back on the air over this station following a layoff since 1932.

Mike Padell plugging the Drama Festival.

Halsey Hall, Minneapolis Journal sports scribe, now airing University of Minnesota pigskin battles over WCCO.

Norvy Mulligan and his ork are now being heard over the NBC network, though KSTP, every Thursday night.

Utah

KSL has moved into its new studios, which have been under construction for several months, although work is not totally complete yet. Formal opening in a few weeks, when a special program will be fed to the CBS network.

Boyle Furniture Company of Ogden, Utah, after a heavy blitz of Salt Lake as well as its own town, is using radio exclusively for heavy campaign of fifteen programs a week on KLO, Ogden, KBYL and KSL, Salt Lake. Uses their own three station hookup with programs originating in their own studios.

Freddie Horwitz, KBYL local sales manager, back from honeymoon.

Nebraska

New faces at station WAAW, Omaha, include Mrs. Lyle Irwin, Omaha, and George P. Pater, of the sales force, Sonia Levin on the force through the summer has left the station to take up work of her own radio descriptions.

On the sustaining side, Joan Urwin has been added to the Sunday afternoon schedule with a children's party. She's a newcomer to the studio and to Omaha radio, Thomas Pater, tenor, is off the Union Outfitting company's broadcasts, and now back at the Fox Hunt Club singing with Phil Dinkley's band.

Lyle Gordon, baritone, leaves the DeMolay hour, but remains with the Union company program. Recent addition of Bud Olson as studio pianist completes the changes at WAAW.

New England

Police Raymond (The Melody Girl), Joe Luciano and Don Ragones are slated to Merry-Go-Round commercial frame, on WICC, Bridgeport, Virginia Thompson and Ann-Marie Havrilla, songstress hired to sing an hour, now getting sustaining spots.

Parent-Teachers' association here, 34-35 WICC, Bridgeport, season Nov. 3.

Musical Research club of Bridgeport now WICCastings Tuesdays instead of Sundays.

Bill Fleming, tenor; Joe O'Keefe, pianist; and Edna Shapiro, concert pianist, added to WICC, Bridgeport, New Haven.

WIXNS, Waterbury's new 1,500-kilocycle, will be known as WVAW when it goes up with George B. Storey's ABS.

Marjorie Anderson, Dream Lady of WICC, who moved to Pompano Beach, now heard via WHIP, Hattiesburg.

Joe Lopez, station super at WICC, caught cold covering Yale football game at New Haven.

Iowa

Jack Dempsey got special dispensation on his contract to go on the air for 10 min. over KSO, Oct. 3.

Bartholomew Frolic (the President of the United States) took part in two hour 15-min. show.

Iowa

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Mutual Web Starts Public Build-up Campaign with Name Sustainers

Ace's Slant

'Goodman Ace, whose act is slotted opposite the Fleischmann show Thursday nights, thinks that when Rudy Valley (who's Time Is My Time) he means 'Easy Aces.'

Here and There

Olin Dutra follows Midge Kennedy as guest on the Red Davis serial.

DeWolf Hopper repeats on 'Broadway Vanities' Oct. 24.

Tom Terriss, 'Vagabond Adventurer' (films), in New York auditioning travel idea.

Coty's Perfumery still looking for the right show.

CBS staff acquiring Ginger Rogers to the football game during her short stay in N. Y.

KOIL, Omaha link of the Union Holding Company, given a wattage jump the power from its present 1,000 watts to 2,500 watts. Understanding is the mechanical apparatus was found, and that the station will go on the new power about November 6.

Harold Nelson, singer, Burlington, has been added to the talent staff of WSMU, Iowa City, and will be heard every Tuesday evening at 8:30.

KTSA, San Antonio, boosted its local card rate 40% Oct. 15 due to increased coverage from frequency shift from 1290 to 550 k.c. Station also affiliated with CBS and SBC.

Ralph Nobles is mgr.

WAOI, San Antonio, has added a seven-piece studio band with four directors, Edna June Pump. Combo averages about eight hours weekly.

Sammy White teams up with Grace Hayer for NBC. Comedian also slated for the new Riviera show.

CBS spotting Cubina Wright in the afternoon because her socialite friends were not up to hear her morning broadcasts.

Jean, Jane and Jud is the new billing for the act formerly called the Three J's over WMAA, New York.

Bud Cherrington, from Texas stations, is now with WIBM, Jackson, Mich. Gerard Matiland recently installed as station director of continuity and dramatics.

Henry Lee Taylor and Earl Wynn, chief stockholders in KABC, San Antonio, off to Washington to ask power increase to 250 watts and change from 1310 to 1420 k.c.

WCCO is expanding its Minneapolis studios, taking over the two top floors of the Nicolet hotel. Enfi Giammons, gen. mgr. for the station, has signed a five-year lease with the hotel. Studio, when completed, will house a large pipe organ and can readily handle units as big as the Minneapolis Symphony ork. Alteration program is costing WCCO \$15,000.

'Fats' Waller forming his own band for a personal appearance tour with 12 musicians.

KTRH, Houston, staff members victimized by an impostor presenting himself as a traveling representative of CBS.

'Polly of Hollywood' on KTRH, Houston, has extended the two-weekly program time to include guest performers from the theatre and night spots.

Phil Cook aired for John Royal and the NBC program board last week his new program idea. It's labelled 'Phil Cook's Note Book,' and has a musical background.

Al Cornsler, former WGB, Newark, N. J., has given up all thoughts of business to help nurse his wife who is seriously ill.

Chicago, Oct. 22.

Build-up of the newly organized Mutual Broadcasting system as an established factor in network business starts this week with the airing of a regular sustaining schedule for the Wayne King and Jan Garber orchestras from the Andrew Karas ballrooms, Aragon and Trilanon.

Sustaining shots will hit three times weekly and figures as the start of a campaign on the part of the network's four stations, WGN, WOR, WLW and WXYZ, to impress the network's name on the public's mind. And is particularly aimed to establish the system as a regular broadcasting network in the full sense of the word and not as merely a four-station hook-up agreement for any sponsor who may wish these four particular outlets. All sales copy on the Mutual system expressly points to the argument that the system is a regular full schedule network and not a hook-up for purely sponsorship angles.

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NIGHT CLUB REVIEWS

PARADISE, N. Y.

Broadway travels in cycles and specifically as it refers to nite life, not to mention other things. Last year it was Casino de France; year after the Hollywood cabaret restaurant had its innings. The Paradise was also-ran. This year both of the others are doing well, and no reason why they shouldn't continue but the Paradise will be plenty up there in the running and probably setting the pace.

This particular group of niteries must perforce suffer comparison because of the proximity of their competitors. Paradise and Hollywood are diagonally across Broadway at 48-49th streets, and the Casino, up on 54th, is in the same belt.

'Paradise Parade of 1935,' presented by N.T.G., staged by Maurice Kussell (special songs by Sam H. Stept and Ned Washington). They must be more than just revues these days as a matter of course, because of the generally high standards set all around the big burg.

But this show in particular packs plenty of wallop. In a measure, it's making niter history of a sort, and particularly as regards Eddie Jackson, Val Irving and Billy Reed, who comprise the choicest new act to go to blaze Broadway's attention since the original Clayton, Jackson and Durante, of which the present Eddie Jackson is an alumnus.

Jackson has gotten together a swell trio with the schoozed Val Irving reminding of Schnozzle Durand, but with a different—and patently trying to do so right along, although the reminder persists. Billy Reed, who used to be of Reed and the Duthers, and Billy Reed, the 20 King brothers is likewise an unusual floor worker, but the veteran of Smilin' Eddie Jackson, of course, is dominant.

Rightfully they come on as a sort of afterpiece, save for one number, and socko 'em in a manner which is certain to get the regulars who remember those good old salad days of the pre-war business. They're of 1934 reminder of how mad this world was when the Parodies, the Duthers and the Club Durantes did their hectic, turnaway business. It was mad, but everybody then seemed to enjoy it, at stiff couverts and pseudo-champagne at \$25 a quart. They had it then and spent it.

Consider the present business. The Paradise gives out today, the crazy spending of those days is further accentuated, for this is a \$4 show at a \$2 rinksale dinner, now offered, perhaps, to sort of counterbalance the gay and take of those post-Volstead days.

Grandlund has some of the champ lookers of the world and is offering talent array assembled and dovetailed into a right, tight, bright, almost two-hour production.

Anything the wise 'uns used to say about giving 'em too much show—that they'd rather dance than sit—and all the other niter theories of other days, of course, have become dated and discarded by the audience of today. The Paradise, the Hollywoods, the Parodies and the Casinos, if it's lousy it's too long, of course; but if there is quality there's never happens at the Paradise. Show runs almost two hours and nobody's anxious to scam. Grandlund maintains a zippy pace of his usual nifty banter, a small talk, and a little of the wit which sends 'em back to Dubuque and Altoona talking about the Paradise until their next trip to Noo Yawk. And as for the locale, the ape and the flash and the latent appeal of the show just dazes anybody to chaff.

Apart from Will Osborne's band and Jackson, Irving and Reed, there's a lot of good stuff, giving out rhythm pops in the Al Siegel manner. She's billed as that crack jazz arranger's newest protégée and she gives his past disciples in advanced song.

The Hartmans (Grace and Paul) are informally introduced as just back from the Dorchester House, London, going into a pseudo-formal number, doing their standard breakaway ballroomology and whamming 'em. Granny announces them as originators of this style of work.

Eleanor Woods is a yell-fan dancer from the Chi Fair, who wears an aloof manner and has much flash in a little. Miss Woods is no small bob, but she's just the spot. Works well and neatly. Sally Rand is slated to come into the Paradise with her new bubble dance, London, going into a pseudo-formal number, doing their standard breakaway ballroomology and whamming 'em. Granny announces them as originators of this style of work.

Bob Ripa juggles sensationally; Rose and Maye teap in standard manner; Rose and Maye teap in standard manner; Rose and Maye teap in standard manner.

Bob Ripa juggles sensationally; Rose and Maye teap in standard manner; Rose and Maye teap in standard manner; Rose and Maye teap in standard manner. The 'Georgia Rhythm' voodoo is one highlight; the Chinese chopsticks another; 'Belles of Monterey' still another. The Cornishes, effective batonists, who works with the stately Jayne Manners of London, who looks like the Lady Jane billing NTG gives her, the Cornishes, effective batonists, who works with the stately Jayne Manners of London, who looks like the Lady Jane billing NTG gives her.

But it's all done in good taste and substantiates the general good judgment in catering to all classes, including the family trade. They're more steady than the limited wisers and spenders.

Will Osborne's band is more than adequately competent. The Osborne versus Vallee battle of the crooner is coming to a close now and with Vallee's scheduled return to the Hollywood next month, this direct competitiveness takes on a further significance. It should result well for the gross receipts of both spots.

LA NOCE, PARIS

In the old Alhambra de Theleme in the Place Pigalle, one of the Vie de Boheme whoopee spots of old Paris, this place is the outstanding new night club success of the young season. It is completely covering its dance floor with tables every night and getting top prices for a non-evening-dress spot this year—average of close to \$3 check per head.

Run by a female impersonator calling himself O'Dett, who takes leading spot on the cabaret bill with a monologue of extraordinary vulgarity. This lad uses words you couldn't spot anywhere but here, and the moderately bourgeois French crowd laps it up. Unfortunately the foreigners can't understand it, except on one occasion when he laps into the most complete command of the English four-letter monosyllables.

Name 'La Noce' means wedding, and decorations by a cartoonist signing himself Zig show a country wedding, from the dance to the green to the bridegroom timidly leading the bride to bed. Over the dance floor, hanging from the ceiling, is a bright painted merry-go-round with fantoches seated on pigs' backs, which revolves. Lights on the wall are incorporated, as needed, in the settings, and the leit-motif is the heart, reproduced in the form of several dozen mirrors scattered here and there. All very gay and original.

General layout is a happy combination of the modern boîte de nuit and the old-fashioned French cabaret, known before the war as a haunt, or place where they belov-

ed is given by a good dance orchestra, Marcel Paronza. Besides the belov-ing supplied by O'Dett himself, there is an almost continuous show from shortly after midnight to 3 o'clock, all single numbers, ranging from the A. K. funny singer Frel, who does 1930 type apache songs, to Gull-Gull, the Tunisian musician, who used to work at the La Noce years ago and is now addressing Martin, who does a clever dancing-finger number. This lad puts on rumbas, ballet and toe dances with the second a mouthful of words, his hands, against a little table which serves as background and dance floor, and closes with a Joe Miller monologue. Gets a good hand.

Outstanding artist in sight, however, is Lyne Clevers, fastest climbing singer in Paris today, who is playing in the Bouffes Parisian success, 'Touche Moi,' and doubling here. She does it a dozen or so modern pop song numbers with a careless class, which labels her as a real comer. Has a good body and uses it right along with a series of dance steps; rhythm is finely marked in her singing, voice is strong and accurate, and all cemented with a flow of pep and a real stage personality.

She was in the Casino show last year and batted for Mistinguett in the Folies over the summer. Has a French film contract and will start shooting in a month or so. Hollywood scouts interested in female material for musicals should watch her.

Club Richman, N.Y.

This is the spot Harry Richman made famous at a big covert, a spot which now has no cover nor a minimum, but a show that is worth whatever a drink and a probable, and it wouldn't be big enough to buy the place. The operator is Arkie Schwartz, well known to nite clubbers and a brother of Louis Schwartz, who has the school on 52nd street. Schwartz provides a very novel and amusing floor show that is a real thing that overheard without a covert or minimum. Psychology is that people who come in must buy at least a drink and a probable, and in buying more, with average making up what a table charge would probably run.

In addition to the business done in the main part of the place, which was packed to capacity Friday night, the long bar off to the side where Christine Vincent and others entertain, get a large play.

For novelty and cleverness in the line of work done, Jack Mason's floor show is a treat. It's called 'Playboys' and is made up entirely of women, who are some of whom, with their Fifth avenue coiffures, gowns and costume jewelry, fool at a distance of two feet.

The m.c. is Fey Hendricks, while the prima donna is Jackie Adams, a clever female-looking trick, who comes as a close double for the late Jean Mallin, a pillar of this spot in the old days. Adams does a number Mallin featured here. Then there is a Mae West type, Roni Warren; Jean Lure, who plays comedy as a girl; Jackie Lorraine, a blues singer who's going to come along; Frances 'La Ferme' toe dancer and Jackie Eagles, who sings. Another outstanding specialty is that of Jean Osborne and Al De Monte, who do a 'Tribal' waltz in the manner of Ramon and Rosita. About a dozen boys, dolled to the ears, form a chorus, opening and closing the routines along the lines of the French can-can.

The show by the boys (as girls) is preceded by a number in which colored waitresses of the place take part.

First show is at midnight, with the smaller spots and the Orchestra is made up of girls—real ones.

400 CLUB

(PITTSBURGH, PA.)

Pittsburgh, Oct. 19. This is the old Tent Club, on second street, where the famous, who bears a resemblance to spot Brian McDonald operated last year. It's now under management of Eddie Klein, veteran cabaret impresario, who returns the business after an absence of two years. Big room, seating 800, but lighting system and color scheme give it an atmospheric intimacy that even the smaller spots seldom achieve. It's a good-looking place, done in blues, and nice view of floor from any section.

Originally intending to go in for only name bands with no show, Klein has changed his mind and this week inaugurates a little revue. It's smart and classy, and fits in well with the general soundings. Sammy Walsh is the m.c., a little heavier than when last here, but still areas as a hooding comedian. A monochant performer who takes the patrons in his confidence immediately. Walsh has always been and still remains a favorite locally and his nimble dancing puts him in solid. He comes back with a new number, a 'Patter on the Platter' thing, in which he taps around on a

Inside Stuff—Music

Unusual powers of attorney and financial disbursements have been voted by J. Albert & Son, Ltd., Australian music pubs, in Julian T. Abeles, American theatrical attorney in New York, to buy and sell songs for the Anzac music firm. Abeles has the same sweeping authority for Campbell-Connelly, Cecil Lennox and Irwin Davis music firms, all of London; also for D. Davis & Co., Ltd., another Australian music house. Abeles is president of Campbell-Connelly, Ltd., an American subsidiary, buying any and all song material that pleases his fancy for the various firms he represents. Sole exception is the Cecil Lennox house of London; he sells for them, doesn't buy. Campbell-Connelly and the Dash firms are affiliated.

Abeles gets the 'black and white' editions right off the presses of all American music firms, before they're published as regular copies, and from the delay of cabling and other negotiations he closes for the songs without consulting his London or Anzac principles. On the Albert firm's head's visit to America last week the company made a similar arrangement for the lawyer-song picker to represent them.

Popular publishers may adopt the Osborne McConathy 'look and play' piano method for sheet music. Special committee of the Music Publishers Protective Association agreed at a meeting Wednesday (17) that the use of the chord idea could in a large measure stimulate sales for the industry, but also opined that the method should first be studied at length to determine how it can be applied at minimum cost to each publisher.

Another angle also to be decided is whether the publishers or McConathy himself will stand the expense of exploiting the 'look and play' method as applied to pop music. If the industry assumed the publishing job McConathy's royalty would be one thing and if the inventor took over the exploitation assignment the amount due him would be another. McConathy was formerly head of the music department at Northwestern University. He is editor and composer of the Oxford course of piano playing and the president of the Music Supervisors Association.

New practice of using songs only once in a picture instead of repeating them, has the chief writing gentry stepping on it frantically to get out the required melodies and lyrics for the Warner fall crop of flim-musicals. Studio has three musicals in works and a fourth coming up. Current three are 'Sweet Music', with Rudy Vallee and Helen Morgan; 'Sweet Adeline', featuring Irene Dunne and Donald Wood, and 'Gold Diggers of 1935', with Dick Powell. Three clefting teams, Warren and Dublin, Pain and Kahal and Dixon and Wrubel, are being speeded in their chores, with six tunes required for Vallee, several for Miss Morgan and a spare or two for Chic Endore and Charlie Farrell. On deck is Al Jolson's 'Casino de Paree', on which three Warners song writing teams will also be assigned.

In Australia with the radio artists at a minimum in quantity and quality, there is a large amount of phonograph recordings being broadcast. As result the performing rights for the type of etherization means more to the music publishers there than any other single source of income, including sheet music sales or other means of public performance rights. Hence a music publisher whose catalog is widely recorded takes on unusual value for the Anzac market. Such is the Mills Music catalog, for example, publishing so much of the Calloway, Ellington and kindred style, recorders whose disks sell well in Australia and New Zealand.

Cocktailery atop the RCA Bldg. in Radio City, adjoining the Rainbow Room, is doing the cocktail biz of the town. The holdovers from the cocktail hour have also brought about unusually good dinner and supper made in the informal patio which adjoins the swank Rainbow. In that room formal clothes are compulsory.

Result is that the Rockefeller Roof gets both a mass and class play of extraordinary proportions.

silver tray and it's both novel and effective.

Show's headliner is Frances Faye, also a fave here since her long engagement at the Minsk café last season. Girl is in a class of her own with her zazu-zazz singing and wild piano pounding, and holds 'em every minute she's on. Her first turn in show is Dawn and Jordan, ballroom team, with a classy repertoire. Only a three-act show, but it makes up in quality what it lacks in quantity.

Music by Johnny Johnson's band, in for fortnight and dishing out an okay brand of dissipation. Drinks and food good, with a 75-cent cover week nights and \$1 on Saturday.

HECTIC HISTORY

Mexican Trio Has Varied Career in States—Hits Air

Cincinnati, Oct. 22. Yucatan Trio, male instrumentalists and vocalists, joined Crosley talent staff last week and immediately assigned to the Los Amigos program, weekly, WLW Spanish good-will offering conducted by Virginio Marucci.

Mexican newcomers thumbed their way here from Richmond, Ind., where they were stranded with 'Maria Isabel Plesta' Spanish troupe, which barnstormed states for couple of months. They picked up the Los Amigos blast in lobby of hotel that has troupe's wardrobe in hawk. Boys worked in the 'Flying Down to Rio' picture and in Spanish Village at World's Fair. It's their first time on the air.

Veloz-Yolanda to Coast

Chicago, Oct. 22. Veloz and Yolanda have been set into the Cocoanut Grove in Los Angeles starting Nov. 12 for an indefinite stay. Dance team is on its way to the Coast for picture dates also, being labelled for spots in the Universa 'Great Ziegfeld' and a Lou Brock flicker for Radio.

Mills to Mexico

Irving Mills has left for Mexico City to arrange hotel dates for Duke Ellington and band. If set will be first appearance for outfit below the Rio Grande.

Mills will then journey to Hollywood on film deals for both Ellington and Cab Calloway. The Ina Ray Hutton band is holding for two more weeks at the Marbro and Up-town theatres in Chicago.

NEW COTTON SHOW

Mitchell Parrish and Ben Oakland are doing the score for the next edition of the Cotton Club floor show. Lined up for the cast are Bill Robinson, Aida Ward and Snake Hips Tucker.

EUROPEAN SOC. SETTLES

Signaturing of a three-year license agreement has resulted in the withdrawal by the Society of European Authors & Composers of its infringement suit against the St. Moritz hotel, New York.

Performing rights outfit filed the action several months ago in New York Federal Court.

A Musical Treat

Florence RICHARDSON and her orchestra are delighting the dance and musical lovers of the 'Piedmont Room' of the Whitehall Hotel and via Wolf with the best tunes.

"LOST IN A FOG"

"WILD HONEY," "A NEW STAGE," "FROM THE EDIE COMER," "KID IN THE SHOE," "WHEN MY SHIP COMES IN," "YOUR HEAD ON MY SHOULDER," "AN EARLY ON MUSIC," "OKAY TOOTS!"

ROBBINS MUSIC CORPORATION 799 SEVENTH AVENUE NEW YORK

'BELIEVE IT OR NOT'

A few people may be interested in knowing that Marquee and Marquette, with Florence Kope, are touring Europe at the present time, and to date their itinerary has been:

Deauville Casino
Paris Paramount
Geneva Kursaal
Cannes Casino
Juan les Pins Casino
Lugano Kursaal
Rome Arena Esedra
Rome Theatre Capranica
Bari Theatre Oriente
Nice Casino
Mentone Casino

Marquee and Marquette

WITH Florence Kope

We have a complete Continental tour to follow, and may be reached care of

Agence Variety
37 Rue Godot du Mauroy
PARIS

Disc Reviews

By Abel Green

Collegiana

Timely season for this sort of recording. Paramount's 'College Rhythm' offers a brace of brisk fox-trotology, starting off with Jolly Coburn's band's Victor No. 2473 recording of the title song, backed by 'Stay as Sweet as Your Are.'

Victor 2474 has been assigned to Tom Coakley and his Palace Hotel (San Francisco) orchestra, with 'Take a Number from One to Ten' and 'Let's Give Three Cheers for Love.' Kay Thompson and Frank Barton respectively vocalize the Gordon-Revel refrains. With Coakley, Roy Strom does the vocal honors.

Coakley, new to Victor, is a brisk dance dispenser and he delivers again with two more picture songs—on No. 2471 with the 'Kid Millions' (Eddie Cantor) music, 'Lonesome' (Your Head on My Shoulder) (Harold Atkinson-Burton) 'Lonesome' and 'Okay Toots,' which topical expression Gus Kahn and Walter Donaldson have seized upon for a topical bristly ditty. It sounds like the hit of the film. Dudley Nix and Earl Tavazza air the tonis on this brace.

Back to collegiana, Decca's No. 138 'Big 10 College Medley' is a snappy march medley of the big 10 (conference) colleges which King's Band does right well by.

Richard Himber

Maestro of the Hotel Ritz-Carlton, New York, the Studebaker Champion, who knows his melodic rhythms and demonstrates it with 'Stars Fell on Alabama' and 'If I Had a Million Dollars,' Johnny Mercer and Matt Matineck have made something of a classic out of this latter mundane expression, incorporated in the forthcoming Transatlantic 'Merry-Go-Round.' Joey Nash, Himber's ace warbler, interprets this and 'Alabama' handsily. 'Stars Fell' incidentally already is established as one of the song outstanders of the new season both in construction and general merit. Victor 24745.

'Fats' Waller

This disk belongs in every album of jazzlike Americana. 'Serenade for a Wealthy Widow' by Reginald Forsythe (American Negro who went to London to impress himself) is something that sounds very Whitemanese and will probably still be done by the jazz dean as a more serious interpretation. But under the hood, the 'Fats' Waller and his rhythm the 'Serenade' is none the less appealing. It's a spontaneous jazzology which Waller seems to have seized and he gives out his Harlemian jazzlike to self-piano accompaniment.

Reverse is 'Let's Pretend There's a Moon' from Russ Columbo's posthumous 'Wake Up and Dream' (Russ also collaborated on the song), and Waller does come more sentimental foxtrot balled with no less relish. Victor 24742.

More Decca

Louis Katzman, vet radio and record maestro, is represented on the initial Decca releases with a swell couplet of the standard 'La Estrellita' and 'Cielito Lindo,' semi-classic waltzes, beautifully bated by L.K.

Orville Knapp offers two melody foxes from musicals, 'Blue Sky Avenue' (Gift of Gab) and 'Too Beautiful' ('Wake Up and Dream') in smooth, rhythmically compelling manner. Don Raymond and Virginia Merrill vocalize.

Dorsey Bros. Orchestra, likewise standard on disks and ether, give out Fats Waller's 'How Can You Face Me?' and 'The Moon Was Yellow,' rumba foxtrot, in their usually competent dance style. Kay Weber and Bob Crosby on 'Careless Love.' Frank Crumit's 'Abdul Abulbul Amir' and 'Gay Caballero' are best selling standards on the Victor brand and have been for years. He's re-created 'em for Decca 114 in the same appealing manner of dapper sing-song, and Decca probably enjoys the fact that Crumit's current radio popularity. He's now an ether standard; at that time he was just post-musical comedy and a neo-musical performer.

Jimmie Sissie give out some snappy Harlemian for Decca on two records, 'Nana' (the hotcha toast of Fats), which Henry Wells discourses upon vocally, coupled with Cole Porter's 'Miss Otis Regrets,' Sy Oliver tells all about 'em. Sissie maestro and vocally discourses on 'Creole Moon,' rumba fox, in which he collaborated; and the reverse 'Polka in Rag' (also by Bechet-Sissie) is a neat sample of advantage jazzocracy.

Lee Wiley, another milk alumna, gets plenty meaning low with 'Motherless Child' (in 'Careless Love') couple of new traditional blues, with a St. Louis levee tune.

Albany Floor Shows

Albany, Oct. 22.

Johnny Dyke of Saratoga Springs and Albany and Tony Bernardi of Schenectady have opened the Club Kentucky, near Albany, as a niterly. In the show are Jimmy Smith's orch., Frances Faye, Dan Downing, Isabel Brown and a chorus.

In Troy the Alhambra club has opened with Walt Wein's orch. and a floor show produced by Elmer Dade. W. M. Groom, Jr., is manager.

Frank Norton is staging floor shows for the Proclives, Albany niterly. Irving Doling's orch. featured, with Grace Hart, Betty DeElmo and Diane Ponit.

ALBERT OPTIONS DECCA FOR N. Z., AUSTRALIA

J. Albert & Son, Anzac music publisher, has taken a three-month manufacturing option on Decca records for Australia and New Zealand. Mr. Francisco Albert, son of the founder, was in New York recently and is presently en route back to Sydney to inaugurate his new disk adjunct.

Decca will ship the 'mothers' to Albert in the Antipodes and they will be pressed there.

Albert took over the Santy, Select and some Broadway Music Corp. songs for Australia while here. He's still negotiating for the Jack Mills songs, but that's not yet closed.

MPPA Lets Out Sheet Publication to E.&V.W.

Publication of the Music Publishers' Protective Association's song lyrics folio has been taken over by the firm of Engel & Von Wisemann. This concern, which has handled the makeup and distribution of the nickel affair since its inception, will contact the publishers direct in obtaining permission for the use of verse from recently released tunes.

Sale of the nickel folios to date is over 5,000,000 copies.

Sylvia Mason Gets 3C

Baltimore, Oct. 22.

Sylvia Mason, niterly performer, was awarded \$3,000 in Court of Common Pleas here last Friday (19) from Fairfield Farms Dairy Company and the Peerless taxi firm for injuries sustained when the cab in which she was riding collided with a milk truck last February.

Music Notes

Hotel Troy at Troy has gone in for entertainment with reopening of rooms for the cocktail trade. Hotel has two orchestras, Ray Nichols and Alexander Haas.

Barnyard Serenaders, Montana hillbilly outfit, decided upon a new name on their arrival in Albany. Now they're the Rambling Serenaders. Billys are Ted Edgmont and Loren and Edgar Gooley.

Ben Oakland and Mitchell Parrish are writing the new New York Cotton club show, which is slated to make its bow in three weeks.

Jack Mills has sold the British rights of 'The Stars Fell in Alabama' to Campbell-Connelly.

Ray Stillwell orchestra into the Club Panorama, Schenectady, with a WGY wire, opening Oct. 26.

Bob Grant into new cafe lounge at Savoy-Plaza. Leaves in December for Florida date.

Harms bringing out Johnny Green's 'Not Bad,' which was originally written for a BBC show 'Big Business' in London. Will be published as an independent number. Ramona has played it frequently on her spot positions.

Paul Whiteman suggested the idea for 'Traffic,' the new modern American musical suite which Dave Franklin has composed, and which Whiteman will initially introduce.

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 WEAF, WJZ and WABC.

Be Still My Heart.....	22
Lost in Fog.....	21
2 Cigarettes in Dark.....	21
1 Saw Stars.....	20
One Night of Love.....	20
Stars Fell on Alabama.....	20
The Continental.....	20
Love in Bloom.....	19
If I Had a Million.....	18
You're a Builder Upper.....	18
Isn't it a Shame.....	17
Must We Say Goodnight.....	17
Out in Cold Again.....	17
Moon Glow.....	16
Cross-Eyed Kelly.....	15
P.S. I Love You.....	15
Water Under Bridge.....	15
Why Am I Blue.....	15
Sweetie Pie.....	14
Don't Let Another Year.....	13
Here Come British.....	13
I'm Lonesome Caroline.....	13
Moon Was Yellow.....	13
Give Heart To Sing To.....	12
Have Little Dream On Me.....	12
Happiness Ahead.....	12
Only Your Eyes for You.....	12
La Cucaracha.....	12
My Old Flame.....	12
Were You Foolin'.....	12

STANDARD PUBS HOLD UP CODE

Submission of the music industry's code to President Roosevelt for approval is being held up by the standard publishers, whose main objections to the document's final draft are the reduced hours of employment and the method of electing the code authority. Popular faction of the publishing trade last week approved in toto the code as it now stands.

In advising P. A. Murkland, NRA deputy administrator of the publishing industries, of the pop men's okay, John G. Paine, chairman of the Music Publishers Protective Association, wrote that his organization was anxious that the code be put into immediate effect. Pop publishers, said Paine, feel they have been patient and co-operative in conforming with the NRA's wishes and that they are entitled at once to the benefits and relief that the code holds for them.

Leading standard publishers contend that the 35-hour week would provide too much of a burden on their payrolls and also that the election of the standard delegates to the code authority should be left to the standard faction's organization, Music Publishers Association of the United States, instead of making it the concern of the entire standard trade.

BALTO NEGRO NITERIES PLAN FOR WHITE BIZ

Baltimore, Oct. 22.

For the first time hereabouts colored cabarets are planning black-and-tan policy. The four big ones, Club Lennox, Plantation, Goldfield and Comedy Club, are warming up publicity plans to lure the white trade.

There exists no law here prohibiting whites and Negroes from gathering in the same niterly.

ALBERT GOES HOME

Frank Albert, head of the Australian publishing house of that name, left for his homeland Wednesday (17). He left Australia in May and after a stay of several weeks in New York he moved on to England.

The Anzac publisher sails from Frisco Oct. 26 and departs from Honolulu for Sydney, via another vessel, on Nov. 19. His son, who visited London, came back to New York and trekked to the Coast for the Antipodes as that's quicker than taking the eastern route through Suez Canal from London.

Lesser Publishers Protest Point System in New ASCAP Classifying

High School Kids in Beer Garden Bands

Canton, O., Oct. 22.

Possibility of a state-wide ban against high school students playing in orchestras in beer gardens and night clubs looms in Ohio.

Although Dr. B. O. Skinner, state director of education at Columbus, withheld an opinion on the cases of three Lima youths who were suspended from high school bands because the musicians they were also members of beer garden bands, he declared a decision would be statewide in effect once it is made.

55-PIECE SYMPHONY GETS 456 GOV'T GRANT

Winston-Salem, N. C., Oct. 22.

Supported by a \$5,000 government allotment to pay salaries of the musicians and office help, the North Carolina Symphony Orchestra is making its headquarters here and playing concerts in North Carolina and Virginia. Lamar Stringfield, 1928 Pulitzer Prize winner in musical composition, is conductor. E. A. Ewing is business manager.

Orchestra was organized by Stringfield in 1932 and its personnel is made up entirely of North Carolina musicians. Stringfield got the federal grant in June to run for 36 weeks. He figures the orchestra will be self-supporting by the first of the year. The federal coin pays the salaries of the musicians and the orchestra charges a small fee at each concert to take care of traveling expenses and other incidentals.

So far since the fall season opened, the orchestra has played five concerts in Winston-Salem, and others at Charlotte, Danville, Va., High Point, Greensboro, Bales Creek, Red Springs and has others booked at Charlotte, Greensboro and Hickory. A southern tour that will take it into South Carolina, Georgia and probably Florida is being mapped out.

Hans Kinder, conductor of the National Symphony at Washington and Henry Hadley of New York have been guest conductors, and John Powell, pianist, has been guest artist at concerts so far this season.

Downey for Palais

Morton Downey has been booked for the reopening of the Palais Royal, New York, Nov. 28. Rest of the cast will consist of Dorsey Bros. band, Dan Healy, m.c., and the girl entourage brought over from Ben Marden's other spot, the Riviera, Enclave, N. J. Jimmy McHugh and Dorothy Fields, who authored the score and lyrics, are staging the Palais' floor show.

Revised bill at the Riviera, which debuted Sunday (18) includes Irene Bordoni, Eddie Garr and the Joe Reichman band.

Mayhall in Pitt

Pittsburgh, Oct. 22.

After six weeks at the William Penn hotel, Jerry Mayhall pulls out of spot to go into the pit at the Alvin theatre. Mayhall's dance crew will stick together for a number of one-night stands through the territory.

At the hotel Mayhall is succeeded by Jack Pettis, who has been playing here for several weeks at private club on outskirts of city. It'll mark Pettis' third engagement at the William Penn. With him as soloists are Nelda Kincaid and Johnny Quinlan.

Com. Perry Goes Union

Toledo, O., Oct. 22.

A union band has been placed in the Commodore Perry hotel by the Toledo Federation of Musicians. Band of local players is under the guest conductorship of Isadore 'Sig' Boguslawski.

The local union is striving for better recognition. Several weeks were consumed in coming to terms in the Commodore Perry negotiations.

Application of the American Society of Composers & Authors' new classification system has met with stiff protest from the publishers in the lower ranking brackets. What burned this element particularly was the fact that the point method was installed without first polling the ASCAP publisher rank and file as to their opinions.

Smaller publishers attacked the procedure of the Society's directorate as arbitrary. These directors, declared the reluctants, seemed to overlook the fact that the Society functioned merely as a collecting agency and that it was the concern of every one of the 150 odd publishers as to how the royalties are to be boosted, and not only the 12 publishers sitting on the board.

Letter Doesn't Explain

As yet, say these publishers, they don't know wherein the new method is an improvement over the old. All they know is what was contained in a letter received with their checks for the third 1934 quarter. This communication did not explain how the accumulated number of points are arrived at, or the value attached to each type of plug.

Two angles made clear by the ASCAP letter of last week was that the multiple-letter classes had been discontinued and the amount of each publisher's participation in the quarterly plug is determined by adding all the classification received by all the members and dividing the total figure thus obtained into the whole amount available for the publishing faction.

Report current last week that Max Dreyfus had let it be known he would resign from his Society directorship in protest against the point system was denied by Dreyfus. Reached by phone at his home in Brewster, N. Y., Friday (19) Dreyfus declared that he contemplated no such move and that the report was totally without foundation.

Free Frank Graves of Child Abandonment on D.A.'s Recommendation

Albany, Oct. 22.

Frank Graves, Albany orchestra leader, who calls himself 'King of Jazz,' has been freed of a charge of abandoning his seven-year-old son on the steps of a Boston church. Boston authorities dismissed an indictment after District Attorney Samuel J. Foley said that bringing Graves to Boston to face the charges would mean his family would be wrecked and that the wife and children would be thrown on New York State as public charges. Boy is being returned to Albany.

Lord Balto's Show

Baltimore, Oct. 22.

Lord Baltimore hotel is looking shows through Meyer Davis-Bobby Sanford's 20th Century Enterprises, and started Friday (19) with Adair and Richards, Houston and Harbin, Don Ricardo and Meta Carlyle on the opening bill. Balto hostelry will retain its shows.

Saucy Saucers

Frances Maddux, chanteuse at Le Bijou, swank New York niterly, has privately recorded six 'sides' (three records) for a string of music shops in New York at \$1 a copy, doing a femme Dwight Fiske.

Fiske's saucy records are likewise privately 'canned' and enjoy a smart circulation at fancy tariff.

Bert Lown Bankrupt

Bert Lown, dance band leader, took his financial affairs to the New York Federal Court last week for a laundering.

Schedule attached to the petition in bankruptcy gave the liabilities as \$9,381 and assets, \$3,271.

Lyman at Kings

Hollywood, Oct. 22.

Tommy Lyman heads the new show at the Kings Club here. Stan Clares' Montreals also featured.

Thompson Says RKO's Improved Film Position Won't Mean Curtains for Vaude

Reassurance that the new and steadier picture product position occupied by RKO will have no direct adverse effect on that circuit's vaudeville was given by Leslie Thompson, who declared that RKO's stage policies will be dictated strictly by business. Thompson was asked to comment on a general trade report that the changed RKO film situation would mean a vaudeville retrenchment.

The strengthened picture position, gained by RKO through deals made in the past two weeks, was regarded in vaudeville circles as having cleared up a situation which earlier in the season was almost wholly responsible for RKO's exceptional vaudeville expansion.

RKO has been extending its playing time with new additions weekly since the start of the season until, now, the RKO books up to 15 weeks, highest in at least two years. That RKO finished on the short end of picture deals made by the various circuits over the summer was believed to have spurred RKO on to its about face toward vaudeville and a change in attitude which has torn down the RKO vaudeville book from 70 weeks to six within one year.

While the vaudeville was restored to overcome picture weakness in many spots, it has a chance of sticking if business remains good and if the vaudeville justifies its presence, according to Thompson. He answered "no" to the reported probability that RKO will shortly jerk the stage shows in many spots, simply because its pictures now are better and more plentiful, and without regard to how well the vaudeville might be drawing.

It is felt at RKO, from accounts, that the new film deals will naturally reduce vaudeville's chances on the circuit, yet RKO can't immediately gamble on the pictures by tossing out the vaudeville arbitrarily because it isn't sure that the pictures will be good ones.

Girl's Bite Suit vs. Joe Mendi's Owners Is Dismissed; Monk Dead

Chicago, Oct. 22. Suit filed by Ethel Gurnea, who was allegedly bitten by the monkey Joe Mendi at the Planters Cafe in Chicago three years ago, against Ted Healy, Lou Blackstone and Dr. Alfred Munson, of Detroit, was dismissed in court last week. Harry Munns defended for Lou Blackstone and attorney Ben Ehrlich for Ted Healy.

Neither Miss Gurnea nor any of the defendants appeared to testify. Joe Mendi, the monkey that was the cause of litigations for ownership between the defendants when Healy was using the monkey in his act, died last week in the Detroit zoo.

ASH AGAIN IN N. Y. SPOT—FOX, B'KLYN

Fally Markus has booked Paul Ash for St. Fabian's Fox, Brooklyn, opening Nov. 2. Ash will conduct a stage band, and m.c. the shows. It will be Ash's first New York date in a year. Theatres has optioned him in expectation of a run.

Loew Takes First Outside Unit, 'Harlem on Parade'

Loew is taking its first chance this season on an outside-produced unit, the week of Nov. 2, when 'Harlem on Parade' (colored) plays Jersey City for the circuit. Unit, produced by Jack Klotz, is in on a showing for the rest of the Loew time.

Cherniavsky in Milw.

Chicago, Oct. 22. Josef Cherniavsky shifts to Milwaukee to direct the orchestra for the Wisconsin, downtown spot. It's the first out-of-town date for Cherniavsky after 15 months at the B. & K. Chicago here.

Settle Sully and Thomas K.C. Contract Breach

Chicago, Oct. 22. Case of the Tower theatre, Kansas City, against act of Sully and Thomas for walk-out damages has been settled out of court. Owners of the Tower, which is booked through the local Billy Diamond office, attached the salary of Sully and Thomas while they were playing the B. & K. Marbro here because of their failure to complete a Kansas City date. Act played first two days then walked. Diamond and the Tower were represented by Henry Kachelm.

ORPH, MINNEAPOLIS, GOING VAUDE OCT. 26

Minneapolis, Oct. 22. New policy to start at Orpheum (Mort H. Singer) this Friday (26) calls for steady diet of vaudilms. However, unit shows and stage bands will be sandwiched in between five-act vaudeville bills: every three or four weeks. 'Bowery Music Hall' unit comes in Oct. 26, and the following week the first of the vaudeville bills.

Burly Incites Vaude Return to Albany

Albany, Oct. 22. With Supreme Circuit burlesque doing a healthy business at the Capitol as the only stage show in town, flesh will return to another house and possibly to a third. Harmanus Blecker Hall, operated by C. E. Buckley and RKO with first run films, will add five vaude acts Nov. 1 for four-day first halves. Possibly double features will be shown for balance of the week. Other prospect for stage shows is the State. Signs have been posted announcing an opening soon with burlesque.

Paramount, nabe house, is using vaude one night a week.

La Reine's Unit Tours

Fred La Reine passed through New York last week bound for North Carolina, where he joins his freaks' unit, 'A Night at Coney Island,' which begins a 25-week trek to California.

La Reine summured at Revere Beach, Mass.

State, N.Y., with Ben Bernie at 7 1/2 G, Spending Record \$9,200 This Week

Capt. Mauss Falls

Baltimore, Oct. 22. Capt. Willie Mauss, cyclist, who peddles a bike around the inside of a large wheel, fell from the peak of the circle during a performance at the Hipp last week, sustaining cuts and bruises.

Tumble was attributed to the snapping of one of the iron supports that holds the wheel in position. Mauss was able to continue act after a day's lay-up.

Hamrick Putting Vaude In Orpheum, Seattle

Seattle, Oct. 22. Owen Sweeten comes back to Seattle to lead band at Orpheum theatre, which opens 26th, under John Hamrick's wing.

Hamrick, for years content with two small gold mines here, Blue Mouse and Music Box, and similar spots in Tacoma and Portland, is now branching out with recent addition of two big houses, Music Hall, formerly the Fox, and now the Orpheum. Will play five acts at Orph.

Waring for Interstate On Straight 50-50 Split

Interstate Circuit, through Charlie Freeman, is negotiating with Fred Waring's ork for the Texas houses on a straight 50-50 split basis. Circuit wants Waring for a good follow-up for Cab Coway's band, which is currently on tour of its theatres and doing smash business on the same deal offered Waring. Majestic, Dallas, is currently playing Calloway and from early biz is handing for a record \$23,000 week.

Rose's Objections Postpone Casino's Show in Theatres

William Morris office's 'Casino de Paris' unit for Loew from the floor of the New York niter of that name, was still in abeyance yesterday (Monday), due to Billy Rose's objections. It will be settled one way or the other this week.

Rose's attorney, J. T. Abeles, notified all circuits that any proposed booking of the Casino de Paris show in theatres will be legally protested on the ground that Rose controls all performing rights. Formal notice to all circuit heads states that while the songs were published and might be believed available to all, Rose restricted all stage rights to himself when making his original music publishing arrangements.

The unit, which is being sponsored by the Casino management as a little side venture, comprises the Ritz Brothers, Saxon Sisters, Cardini, Lucille Page, a dance team and 22 girls. Until the Rose matter caused a postponement it was set to open Nov. 2 in Washington for Loew.

Fooled on Percentage Unit Deals, Ed Fay Is Lowering Splits

Edward Fay, owner and operator of Fay's, Providence, is lowering the split for units, playing his house on percentage. Tightening up of the b. r. is the result of the last three units pulling out of his house with more than he would have had to pay on a straight salary arrangement.

'Words and Music' played the house last week and got close to \$3,700 for its bit. Could have been bought for \$3,500.

Fatal On-Stage Fall of Mary de Phil Climaxes Act's Series of Tough Breaks

Looks Like 3-Way Grief On Ramon-Rosita Split

Legal, professional, as well as marital differences may eventuate from the split of Ramon and Rosita and the former's decision to groom another 'Rosita' to succeed his partner-wife. In meantime, the original Rosita, in N. Y., is planning to resume professionally with Georges (Moss) and Fontana as her partner.

Ramon is presently on the Coast, where he is rehearsing his new dancing partner and at the same time essaying Spanish film parts with Warner Bros. Ramon's brother, Reacht (the family name), is a WB studio exec on Spanish production.

ST. LOUIS LOOKS SET FOR F&M STAGESHOWS

Chicago, Oct. 22. Charlie Kurtzman, Fanchon & Marco general representative in St. Louis, visited Chicago covering units and acts, as St. Louis is expected to open shortly with a State-Lake policy of vaude and band show.

William Nick, stagehands' vice-president, has already signed and worn musicians' signature is awarded to allow live talent once more in St. Louis territory.

Stagehand Difficulties Nix Springfield Vaude

Springfield, O., Oct. 22. Squabble between local stage hands' union and theater operators is cause of definite cancellation of vaude plans at the Regent, Chakeres-Warner house. Vaude was to open Oct. 26 for two days (Friday and Saturday). Lengthy negotiations finally resulted in agreement with musicians' union last week, but renewal of stage hand squawks determined Phil Chakeres, circuit president, and George Bauer, Regent manager, to cancel bookings through RKO and forget vaude. Last time vaude was played here as a regular policy was in 1929.

Mt. Goes to Mahomet When Yates Goes to Chi

Reversing the usual procedure, Irving Yates and Maurie Greenwald left for Chicago last week, carting with them their 20-people all-girl show in order to wrap it around Mount Page.

Miss Page is the 'flame dancer' from last summer's Chi fair. She'll be featured in the unit.

Earle's Radio Turns

Philadelphia, Oct. 22. Earle theatre, here, with grosses going in and out of the red, has found that other acts have become the most successful b.o. draws.

Present policy of maintaining name stage shows will tend toward radio. Future bookings include Burns and Allen (26), Eddie Cantor and Rubinoff (Nov. 23), and Warnings Pennsylvanians (Nov. 30). House record is held by Joe Penner.

Baerwitz Back

Sam Baerwitz has returned to vaude production during a lull in producing shorts on Long Island. Baerwitz is building new acts for Rex Weber, Carl Shaw and Minor and Root. Later time is set for an opening for Loew in Newark, Nov. 2, doubling from the St. Moritz.

INJURED—ASKS \$5,540

Galveston, Oct. 22. Clifford McFarland, vaudeville performer, asks \$5,540 damages of Dr. Edward Randall, local m.d., in suit here as a result of injuries sustained here in auto accident on June 4, when car in which McFarland was riding was in collision with Randall's car.

Tragic finale came to the Flying Phillips at the Ritz theatre, N. Y., when Mary Larkin de Phil, 26, of the team, fell to her death on stage Wednesday (17) afternoon. Fall culminated a series of misfortunes which beset the act for the past few months. These ranged from long layoffs to no pay-offs, and when they held over at the Ritz for a second week it was at a cut with commission to Fanchon & Marco booking office.

F. & M., however, subsequently waived the commission, paid the surviving Charles de Phil the full salary, gross, and also arranged for funeral expenses. Because of the hazardous nature of their work, the de Philips (changed for the Ritz) booking into the Flying Phillips) couldn't get insurance.

Aerial act performed on a unicycle 40 feet above the stage, working without a net. (This is under the recently enacted statute permitting net-less aerial acts for the show biz reason that the net minimizes the theatrics of such turns).

Their chore had been virtually completed and de Phil was waiting below for his partner-wife to ascend for bows when she roiled and fell. Just what caused the accident probably will never be known.

Recently Married

De Phil has worked with a number of partners, including his wife, for the past five or six years. They were only recently married.

Their aerial act was the second number in the presentation—not the finale, as for such acts—and it all happened so fast that the performers didn't realize its seriousness. Accident occurred during the second show, around 4 p. m. Mrs. de Phil was rushed to Polyclinic hospital, where she died three hours later, without regaining consciousness. Her skull, left arm and left shoulder were fractured.

The audience was affected, although most remained seated. A few women fainted and had to be given emergency treatment, and some left the theatre.

POLLY MORAN SET FOR SIX WEEKS BY RKO

Polly Moran will do a tour of six weeks for RKO. She starts at the Main Street, Kansas City, opening Nov. 2.

Subsequent week will take her into the Palace, Cincinnati, and Allen agent the booking.

ALBEE, CINCY, RESUMES VAUDE AS FULL-WEEK

RKO is returning vaudeville to the Albee, Cincinnati, which has been straight pictures for some time now. It goes back Monday (23).

House will be a full-week, using five or six acts depending on pictures.

Yacht Clubbers Booked For 8 Miami Weeks

London, Oct. 16. William Morris office has booked Yacht Club Box and dancing their booking at Barney Callant's Miami club, opening Jan. 17 for eight weeks. Meantime their original contract for eight weeks at the Cafe de Paris here will probably be extended until time for sailing.

Betty Parker Undergoes Rush Blood Transfusion

Betty Parker, of the team of Parker and Dillon (Jay), was rushed to the hospital from her summer home in Massachusetts last week for an emergency operation. A blood transfusion was required later, but it was reported doing favorably late last week.

Miss Parker had been feeling ill for several months, but her condition was not regarded as serious.

INDIES' SELF-BUILT UNITS

There's Courage, an Okay Show, and Vaude Vets in CWA Unit No. 4

By Joe Bigelow

If you intend to see one of the Government-sponsored CWA vaudeville shows with pity in your heart—don't go. Leave your pity at home and prepare to come away admiring the participants for a most amazing exhibition of moral courage. For the CWA actors have guts.

Broadway got a sample of it one night last week in the cellar of a church on West 48th street. CWA Unit No. 4 was playing a date in its own backyard. Its previous engagements had been in parks, churches, auditoriums and schools in outlying districts, where audiences don't know one Joe Donkos from another and where possibly embarrassing identification isn't likely.

But on West 48th street the 11 members of troupe No. 4 were on exhibition before their own kind: on exhibition as government-paid free show actors before people who "knew them when." If it hurt they didn't show it. To the contrary, they seemed to work all the harder, to say nuts to conventions, and to strive to look proud of it.

They're not so very classy, these CWA shows. They don't play on stages very often, because there aren't stages usually where they play. In the 48th street church cellar No. 4 gave out on a well-cracked soft-wood floor in a small space, with one crummy flatpiece for scenery and a piano player from Dixie providing all musical accompaniment.

Audience was stretched out on chairs, benches, old sofas, ping-pong tables and what-have-you. It wasn't a palace theatre, nor was the show a palace show; but it was a place of performance was a broken-down basement, the show as given by 11 courageous people was an upstanding affair.

Needless to say, the members of the CWA units are in because they have to be. They sorely need the \$2 a week each receives. It's a tough way to buy the necessary groceries, but they can take it. It may not be as soft, but it's a lot more admirable than standing around on the 47th street corner and crying. It's considerably more difficult than living on touches, but much more honorable.

Not Charity

It must be remembered that this is not charity. It is government-operated and the acts are government-paid, but it isn't charity. Nor is it charity because the funds are obtained from unemployment relief moneys. The public gets free entertainment, but the actors are giving their time, talent and the benefits of years of entertainment experience. For \$2 a week. They are no more objects of charity than any other paid government employees whose efforts are for the public welfare.

In Unit No. 4 the actors are a master of ceremonies, a singing monologist, a risley trio, a mixed dancing team, a girl violinist, a cowboy comic spinning ropes and playing a musical saw, and a two-man comedy team. Most of them are vets from the days when vaudeville was vaudeville. No need to mention names.

They do their turns well and valiantly under extreme mechanical conditions. Then they get together for an afterpiece—"Irish Justice." The whole troupe takes part, and they make it a really good comedy closer.

Charlie Mosconi is booking the shows for the Emergency Relief Administration, taking the talent through the American Federation of Actors. Thus far the shows have been playing one night a week, but they'll be doing more later, and there will be more shows as long as the funds last.

Sound Effects

One of the CWA vaude units gave an outdoor show last week down at the Battery in New York. Between 11 trains overhead and ferryboat whistles in the background, the acoustics were not so hot.

Commenting on the boat whistles, despite the clear weather, one of the actors cracked, "It's a good thing it isn't a foggy night!"

\$15,000 CANTOR UNIT'S SALARY

Instead of opening at the Capitol, New York, Nov. 2, the Eddie Cantor \$15,000 stage unit will start its route at Warner's Earle, Philadelphia, on that date. Capitol, which will be played following the other New York Loew houses, was set back due to the premiere Nov. 6 of Cantor's United Artists picture, "Kid Millions," at the Rivoli. Capitol date depends on when that film concludes its Broadway run.

Besides Cantor, show will consist of Dave Rubinoff, Cliff Hall, Nicholas Bros. and the 12 Aristocrats. It went up to Bridgeport yesterday (Monday) for a three-day break-in at the Loew-Poll Globe.

Following Philly, Cantor into New York, playing the Paradise in the Bronx week of Nov. 9 and then the Metropolitan, Brooklyn. Pittsburgh may be added later.

The \$15,000 salary for Cantor and the show was confirmed after the figure had been previously reported as \$12,500.

MOSS LOOKS FOR FINAL NEW CONTRACT DRAFT

Another meeting to settle on a uniform contract for all vaudeville booking offices will be held Wednesday (24) at the N.Y. Department of Licenses.

Commissioner Paul Moss will confer with representatives of major and indie booking offices on what is expected to be a final draft of an equitable contract.

If okayed by both the bookers and Moss, the new contract will go into effect before November 15.

Hipp, Balto, Gets Waring On Pool with Warners

Baltimore, Oct. 22. Fred Waring's band has been booked into the indie Hipp Thanks-giving week, Nov. 30.

House pooled with the three weeks of Warner time, Earle, Phila.; Stanley, Pittsburgh; and Earle, Washington, in giving the orchestra four consecutive weeks. Houses are pooling costs of the four-plate hop band getting \$2,500 a week.

APA's Boston Meetings

American Federation of Actors held a mass meeting for its New England members in Boston last night (Monday), preceded by a meeting of APA reps with Boston bookers and agents.

Meeting with the bookers and agents was for the purpose of going over the vaudeville section of the Motion Picture Code and also to discuss ethics.

Actors' meeting was strictly of organizational matter, Ralph Whitehead, executive secretary, presided.

ORGANIZING OWN N. Y. PROD. DEPT.

Five Indies Get Together on Deal—One Is Ed Fay, Others Not Identified—Claim Enough Time to Return Investment—Harry Puck Producer—Joe Feinberg Booking

\$3,000 SHOWS

First indie theatre-owned production department for units will be set up within the next few days, with Harry Puck in charge. Plans await only the signatures of three more operators, two already being signed.

Until everything is set and contracts signed, the operators choose to remain anonymous, but it is known that Edward Fay, owner of Fay's, Providence, among others, is included in the setup.

Deal calls for Puck to produce units of around \$3,000, the theatre-owners putting up the financial backing and sharing in the profits. The way they've figured it out, the proposition can't help but be profitable, for they'll lay out enough time in their own theatres to at least pay for the cost of each production.

According to a tentative lineup, there'll be about six weeks of playing time among the five operators in the production pool. So far as is known, it's the first time that an indie group has undertaken to support a production department, although all of the major circuits have had one at some time or another.

Joe Feinberg, who books Fay's, Providence, will buy the talent for the units.

Perkins' Pitt H.O.

Johnny Perkins is being held over at the Alvin, Pittsburgh, for another six weeks.

Current week is his third at the spot as house comic and m.c., with the new six-week option to follow.

'Fiesta' Unit Claims Stranding in Ohio; in Beer Spots for Soup, Pillows

'Folies' at N.Y. Casino After Chi in December

Chicago, Oct. 22. 'Folies Bergeres' has closed its engagement at the French Casino here the first week of December and will open in New York at the Casino (Earl Carroll) Dec. 25. Show will fill the interim with some vaude dates.

Minnelli Now a R. C. Music Hall Producer

Vincente Minnelli, art director at Radio City Music Hall, N.Y., becomes a producer of stage shows for the house, his maiden effort opening Thursday (25).

Idea in giving Minnelli producer rating carries with it removal of part of the burden from Leon Leonidoff who has been under the strain of creating 45 to 50 stage shows a year. Leonidoff's status does not change otherwise.

Cooper's B&K Date

Chicago, Oct. 22. Jackie Cooper set for a week at the B. & K., Chicago, Nov. 9. Screen kid working his way back to the coast.

Heavy Stage Shows at McVicker's Probable as Jones Gets House; Gives Loop 5 Vaudfilm Spots

For Shame!

While driving a new five-people flash act up to Hartford, Conn., last week for a break-in date for apples, having borrowed Maurie Greenwald's car for the purpose, Harry Frankel of the Yates office was stopped for speeding on the Boston Post road.

Frankel couldn't produce an operator's license, and the cop was on the verge of taking him to the station house as a possible automobile thief when Frankel showed him the Hartford contract.

Cop scanned the contract and piped, "What five people in Hartford for that kind of money!"

ROSE KING IN SHOW, SINGLE

After 25 years, the longest mixed team partnership in vaudeville, York and King, are splitting, with Chic York stepping aside to permit Miss King (Mrs. York) to go into Eddie Dowling's legit musical, "Thumbs Down" as a single.

Last year York and King celebrated their silver anniversary as a team. Recently their daughter True York left the act to team with Jerry Brown.

In "Thumbs Down" Miss King will be featured comedienne.

BARTELL-HURST'S ACCIDENT

A sprained ankle suffered by the femme half of the Bartell and Hurst adagio act forced their cancellation of the date after the last show opening day (Friday) at the Valencia. Mishap came when the girl was accidentally dropped. "Manhattan Revels" replaced.

Chicago, Oct. 22. All questions regarding the disposition of the loop McVicker's were settled late last week when the trustees okayed the return of the theatre to Aaron Jones on Nov. 8. Balaban & Katz are giving up the house after an occupancy of 10 years. They were paying an average of \$120,000 a year. Their lease on the house expires this Nov. 1 and they have notified the owners that they will not take up the option. House has been dark for three months.

Though Aaron Jones has not yet settled his policy for the house, which brings his loop circuit to seven, it appears likely that the house will depend on mammoth stage shows backed by pictures. There is a possibility that Jones will make a deal with RKO for a picture sharing arrangement with the Palace. Other picture chances are Universal, Columbia and Gaumont.

This changes the entire face of the loop theatre picture and puts the Jones, Linkin and Shaefer outfit in a strategic position in Chicago downtown show business, bringing the circuit back to prime importance. It considerably lessens the grasp that Balaban & Katz has had on the loop for the past 10 years. It also means that there will be five theatres playing flesh in the loop, and the second for J.L.S. which already has the State-Lake.

NIX CHI. WOODS BLDG. SIDEWALK CONFERENCES

Chicago, Oct. 22. Hoofers and musicians are being pushed around by the law. Have been ordered out of the lobby and off the sidewalks of the Woods building.

Now when the boys want to chin about what they did to 'em down in Paducah on Sunday they've got to move all the way around to Dearborn street. Lobby and sidewalk of Woods building were formerly impassable on Monday afternoons, being jammed tight with gabbing musicians.

SHIPBOARD ROMANCE

Dave Gardiner, N. C., and Widow Wed—Not on Showboat

Romance of a summer showboat cruise eliminated in the marriage Aug. 28 of Dave Gardiner, director of shipboard entertainments for American Express Co., cruises and a former vaudeville m.c., with Mrs. Lucy Gascoyne, socialite, Forest Hills, L. I., widow.

Present Mrs. Gardiner was a passenger on one of Gardiner's cruises.

Kahn's Kameo Co.

Henry W. Kahn, former managing director of Fox Film in Central Europe, has formed a company of his own in New York for distribution of local and foreign indie product. Calls it Kameo Pictures Corp.

Kahn was headquartered in Berlin until the Nazi regime at which time he was sent to Australia for a while. He left Fox early last summer after turning down an assignment to Calcutta.

Savo at \$2,500

Jimmy Savo returns to vaude Nov. 2 at the Earle, Washington after recent completion of a still untitled Hecht-McArthur picture and a previous long run at the Casino de Paris, New York.

Salary for the Warner week will be \$2,500, booked through Lyons & Lyons.

UNIT REVIEWS

GAY NINETIES (STATE-LAKE, CHICAGO)

Chicago, Oct. 19.

This has been the season for Bowery shows and Jack Fine's 'Gay Nineties' unit is among the best that have hit this part of the country. When caught at the State-Lake on the last show Thursday they were piled to the top row of the balcony and still coming. That's a word of mouth will do for a show despite the fact that this town has had plenty of Bowery shows lately.

This unit is loaded with plenty of talent besides having the regular 1899 items which go with the handbook on Bowery shows. There is the Beef Trust chorus. All Bowery units have Beef Trusters, but this audience roared on their entrance and every move the Beefers made drew more roars. Eight hefties on the hoof for two fine numbers, a march-like routine and a fan dance and butterfly.

Same thing goes for the 'Man on the Flying Trapeze' number. It's simply got to be. From the opening bar of the song the audience started unhooking its ribs and kept them unhooked until the song was finished. And the other standard Bowery items were the 'Tarara Boom De Ay' routine by the eight-guy looker chorus, the snorting bathing beach sequence and the barber shop quartet. All standard Bowery show equipment and sure-fire.

Show opens neatly with a novelty, the entire troupe marching down through the aisles and onto the stage. Five-piece band heads the procession, which is in honor of Chuck Connors. Crowd gathers on the stage and 'Connors' after thanking the mob for their support in his election, invites them into his saloon for a drink. The files and stage is in full for the interior of the Connors' joint. Set itself is in character and serves as a novel background for the action of the show, which runs 55 minutes and seems shorter.

Andy Anderson, as Connors' m.c.'s the show and he fits the part perfectly on costume, action and singing. Connors brings on the talent one by one, from the socko Wilson

Brothers, back in vaude with their standard routine, to little Mickey Carroll, clever kid tap hooper. Wilsons prove that value is basically the same today as always, getting results with good comedy material. They do two routines, first as coppers with new material and then return in their old-time turn for the Dutch comedy and imitations. They had to speech their way off both times.

Rock of the show is an adagio by the Mayfield Trio. Two men and a girl with some of the most daring trick stunts seen around. One tossing bit has this audience on the edge of their seats. Georgia Hall is on for her basic song number as a clever femme novelty. Unit carries its own band of five pieces and they do a good accompaniment job. In this house they were backed by the regular pit orchestra. *Gold.*

ANATOL'S AFFAIRS

(PITT, PITTSBURGH)

Pittsburgh, Oct. 19.

Newest of Anatole Friedland's units, originally called 'Broadway Flashlights' but changed to 'Anatol's Affairs of 1935', when it was discovered former title was copyrighted. A neat little offering all the way around, revealing the usual Friedland production care, freshly costumed and with enough talent to carry it through 60 minutes without a sign of a letdown.

Whole thing's well paced and there's sufficient variety to send it down the home stretch with room to spare. Chief burden is carried by diminutive Harry Rose and he's never worked harder nor with better results. Hardly a moment when Rose isn't around, m.c'ing, handling the comedy load, mixing in amiably with the various turns and even becoming a singing juvenile to introduce the big production numbers. It's a field day for Rose and he's up to everything. What's more, he has a lot of new stuff, most of it in the form of special lyrics, and he's a cinch all the way.

Only acts billed, aside from Rose, are Jean Boydell and Harry and Frank Seamon. Later, a couple of nut acrobats, work near the close and achieve the proportions of a panic with their amusing antics. It's swivel hand-to-hand stuff and everything. Later, a couple of nut acrobats, work near the close and achieve the proportions of a panic with their amusing antics. It's swivel hand-to-hand stuff and everything.

Boydell gal has been around often and still is tops with that eccentric dancing style of hers. A combination of Fannie Brice and Ben Blue, she's also a likely show stopper any time and found getting off plenty tough. Winds up with 'Mying swan'.

With the Seamons, Boydell and Rose, it's hard to see how 'Affairs' can miss from the comedy angle. There's more, too. Friedland's production numbers are expertly staged, and chorus of 16 girls goes through a number of nut routines. Several of the gals step out for specialties in the finale, and Ed Michaels has a couple of hoofing spots in one that he fills nicely.

Rose presides over the whole thing, smoothes off the rough edges and keeps it on the go. 'Affairs' should satisfy anyone. Has all the earmarks of a top legit production and there's both class and poke to cater to different audience extremes. *Cohen.*

SOUTHLAND REVUE (ORPHEUM, LINCOLN)

Lincoln, Oct. 13.

Bob South, of the former team of South and Jagobs, broke his own show in here preparatory to taking a run with it through Dixie during the northland snows. It's not a particularly new show, but one for small houses. Costuming is fair, and time, 50 minutes, about right for any policy. Business in the performance is arranged compactly and nicely announced by Kenny Conroy, m.c.

Talent includes Val and Valerie, Evans and Dean, Sybil Kay, Bob South, Malon Gunn and band, a six-girl line, with all the girls capable of specialties.

Following the opening with the gals, Miss Kay comes in for some eccentric deadpanning. Over well, and the mob made her do three bows just to see what kind of a face she'd make. Next, Val and Valerie, fancy ballroom peppery. A little line of continental numbers in slick fashion. Val does a simple impersonation of a coke, too, that he should save for late spots. It's a little line for the kids and vaude audiences of any kind where the crowd is short the necessary three steins of beer before being in the mood.

Evans and Dean, hitting in good shape, have a roller-skating tap dance bit and some comedy patter. South, even if the latter a bit old and sometimes blue, Miss Dean guitars and sings a hill billy tune besides.

With Conroy straightening, South comes on over the close people in a blackface, with gags and harmonica to match. In the opening version of the opus Malon Gunn was slated to sing three songs but he was cut to one, which is plenty. Miss Kay does an acrobatic number near the close which is fair.

With a couple, the show is accomplished with a good deal of double and still stretches into good time. It's only difference from the dozens of small units now touring the middle west is that it's better. *Barney.*

Hadji Baba's Ghost Show (SENATE, CHICAGO)

Chicago, Oct. 13.

This show has been playing the Wisconsin and Illinois small towns to excellent business, mainly through the strong publicity ahead. It carries people into the ghost world to come to a midnight show of ghosts and a séance, and warning those who are afraid.

It's a nature, too, to return them. But it's strictly a one-night stand unit. It isn't that the public wouldn't bite to be scared some more. They would if the show scared them as much as the publicity says it would.

But the golden goose is let down easy with long spiels by the m.c., who calls himself the interpreter for Hadji Baba, between only four drawn-out stunts that finally look like four acts of vaude.

Takes up 45 minutes and is followed by a feature flicker, 'The Ghost' (U) with Boris Karloff. Opening has the audience on edge with talk about ghosts and thunder. Hadji Baba then comes out for the handkerchief trick; good, but done in less time on regular bills. Another spiel and Baba 'cuts' a girl's head and legs off while she is in a box. Which works them up again to expect horrors and all they find is an empty box. Two girls to mind reading from the stage with piano, violin and the m.c. Blowoff has Hadji Baba in the first attempt at spiritualistics as advertised, with a few white objects flying around the stage while theatre is dark.

There's no doubt that the idea is a money getter. It could stand longer run, though, if it carried more people and put on a few stunts that would draw some authentic screams from the femmes. *Loop.*

BARNEY RAPP REVUE (BIJOU, NEW HAVEN)

New Haven, Oct. 14.

The old Pol business craze has blossomed out for the first time in years with a stage show. This was Pol's first house, which founded his chain, and it has been a second-run film spot for several years. Formerly a stand for the best talent of its day, house will now do duty as a Loew now-and-then stage spot. It brings in Barney Rapp, m.c., as an opener of the new policy.

Unit is a standard band act that works in a boy-and-girl dance team (Jack and June Blair); a crooner (Buddy White); a female contortionist (dancer (Sunny Fuller); a girl m.c. specialist (Ituby Wright); a colored eccentric dancer (Shine Moore), and a number of novelties by the band. Blair team is a knockout at footwork, and the Wright girl looks and sings well. Sunny Fuller is a show-stopper with her acro routine. Revue, which runs about 30 minutes (extended from Rapp's usual 22-minute vaude turn), is a snappy piece of entertainment, with outstanding band bit being a comedy angle to 'Hat on Side, Head' and Rapp's own 'Hittin' the Bottle' novelty, in which the band boys tap out a tune on water-filled bottles suspended from flies. *Bone.*

NEW ACTS

MAUDE HILTON (3) Talk and Songs 12 Mins. in One Academy, New York

Not a new name, nor altogether a new act, but rating that classification because she has a stooge as well as a stooge. No act can be entirely new that still retains a political joke about Jimmy Walker. Miss Hilton should read the newspapers and at least weed out the stuff that dates her turn.

Man crosses the stage at opening, done up in a sheet, with Miss Hilton holding his clothes as evidence that she was the better poker player. Back for the encore bow, and that gives them a chance to stretch the 10 minutes to 12.

Same pattern, and it wasn't so new when she started. Tough mugg with a dignified straight partner to give contrast. Pushing around and wisecracking, with much of the stuff on the other side of the blue line and pretty well over. Better in the smaller houses where they like them tough. *Chic.*

RIO AND WEST Instrumental, Chatter 9 Mins.; One (Special) Academy, New York

Couple of young men not known to the files, but who nevertheless have their opening chatter framed to fit as if well broken in. Their stuff consists of comedy attempts amid the strumming of a guitar and blowing on various reed instruments. They do fairly well and finish with a rube simulation that includes harmonica playing.

One of the duo tries a change of costume by merely shifting his coat jacket. Instruments include a clarinet and a lagoon. Deuced here on five-act layout. *Rhan.*

Saranac Lake

By HAPPY BENWAY

Winter is here. Leon Sampson, newcomer, left for New York.

Betty Blair now getting up at times for a meal.

Jack Bakli, steward, returned from Broadway and Delancy at with a new chef, and everybody is adding on poundage.

Herman LaVine hollering everybody at the lodge while on a biz o. Frisco DeVere on the all-up routine.

Jack Casey, I.A.T.S.E. boy, doing okay.

Jack Nicoll, minus many ribs, walking around.

Betty Huntington is ozoning to a 100% okay.

Tiny Armstrong, who did her bit at the general hospital here, is now French' hospitalizing in N. Y. C. Hen Art, bookbinding here.

Amelia Johnson, danseuse, on exercise and an all-up routine, nearly ready for the big street.

Doris Shrage, who is always in bed, expects that get-up okay soon. Has progressed nicely, weight and everything.

Margaret Newell is sure having a slice of bed routine.

Tuesday night services have been inaugurated at the lodge, with Dr. Lyons officiating.

Nice to see John Loudon walking around. His frau was recently appointed housekeeper of the lodge.

The first of a series of social gatherings was launched at the lodge. Lotto and keno games were in order.

Billy Kelly out of bed after a slice of cold-fighting.

Tommy Abbot back at the lodge after a successful oper.

Marya Blake, pint size curer, has licked a slice of bed routine.

Salvatore Ingone is back at the lodge for a meaos of ozone. Boy is a pneumo-thoraxer.

Gladys Palmer admitted into our good samaritan club. Gives with a smile, and it's on the q. Gladys is doing well while ailing.

Danny Murphy doing well.

Raymond Ketcham, of Loew's, lost a nose of ribs.

Bob Merrier, who is getting extra nice reports, now benefited by his frau's two-month vacationing up here. Write to those you know in Saranac.

HOTEL MACALPIN ORCH. (16) Sam Robbins with June Joy and Frederika and Barbara Stage Band 22 Mins. Full Academy, New York

Until the last couple of weeks Sam Robbins' band has been in the MacAlpin short, and the band is still so advertised on the bills and by the p.a. announcement. Robbins was tympanist in a Bermuda orch until a few years ago, when H. M. Aylesworth took a fancy to him and brought him up. Specialty is in soft and sweet and he's easy on the sardonic side when he announces he's imitating yet hot Harlem band. Not better than lukewarm and would be better if out. But in their own province the men are all right, and they do the Bolero of Ravel with musical restraint that is welcome. Band plays three times on its own, the opening a medley and a recording bit that was very well done. Robbins does a vocal solo and a violin obligato and sings with June Joy, who does one song neatly but not the Bolero of Ravel. Met with a good hand down here and probably even better for more particular spots. *Chic.*

THREE NEW SISTERS Instrumental 10 Mins.; One Gramm, N.Y.

These three girls play clarinets, saxons and accordions with a forced peppy style that's aped all the way through their act. That hot-cha style, though so much repetition, finally becomes tiresome.

Girls are okay musically, but in their slight vocal attempts they are just the opposite. They're young and nice looking, though not well dressed, but at most represent a flash-act specialty instead of an act by themselves. What they need most are some up-to-date songs. Deuced here to a weak reception numbers. *Scho.*

BOBBY WAY SCALA, BERLIN Month of October

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TRACY and VINETTE Oct. 22, Nottingham, England

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PAULINE COOKE Presents ROSS ALEXANDER MIKE CONNOLLY, Pilot

INITIAL RADIO CITY APPEARANCE

MAX and His GANG RADIO CITY MUSIC HALL, NEW YORK This Week (Oct. 18) SAILING FOR EUROPE SHORTLY

WALTER "DARE"
WAHL
The Smash Comedy Hit of
Mecca, Shubert
'LIFE BEGINS AT 8:40'
EIGHTH WEEK AT THE
WINTER GARDEN
NEW YORK CITY
PERSONAL MANAGEMENT
IRVING SHERMAN
ED DAVIDOW OFFICE

FRED WILLIAM TAYLOR
Please immediately communicate with
Frederick Melzer, your attorney, 60
John Street, New York City, regarding
law suit David Brecher has pending
against you in New York City and
which will be on trial November 8,
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15 YEARS AGO

(From VARIETY and Clipper)

Famous Players (Paramount) bought from Regal Canadian franchise of First National. Already had the S. A. Lynch Southern Enterprises holdings. Part of scheme to control opposition.

Essanay suing Chas. Chaplin for \$500,000. He had made only six of a required 10 comedies for Spoor organization and had jumped to U. A.

S. L. Rothafel heading for L. A. to take over the California in opposition to Sld Grauman. His first defeat.

Capitol, N. Y., opened after a delay necessitated by removal of the mahogany paneling from the lobby. Building dept. passed it, but fire officials refused to okay. First super-grand picture theatre.

VARIETY reported 'millions upon millions' of Wall Street money ready to be poured into show business. Still in.

Ringlings reported that take for their own and Barnum & Bailey newly combined show were better than the two shows did solo for previous season. Had been averaging \$35,000 per day.

Legit managers going in strong for Sunday concerts. Six already in and more in offing. Sunday take was saving some shows.

New frame-up for the Orpheum circuit in the making in Chicago. Plan was to sell \$15,000,000 in stock and bonds. Money to be used to swell house holdings.

50 YEARS AGO

(From Clipper)

Clipper was getting away from the two or three pages of fiction with which it padded its 16-page issues.

Darney Fagan, minstrel, was doing the blackface act in 'A Bunch of Keys' and considering it something of a comedown. New Orleans admirer went to considerable expense to advertise Fagan, and Fagan quit the show before it got there.

Mme. Materna first looking for the German op season at the Met. Got \$1,000 a night, \$500 for public rehearsals and \$300 a month for hotel bills in addition to transportation for four persons from and to Vienna. Big money then.

Thos. H. Davis, one of Barnum's advance men, strong for comic op at popular prices. Tops were only \$1.50, so he contemplated a four-bit show.

Mme. Janushech quit her season Oct. 25. Said it was doctor's orders, but her latest play was a flop.

Tony Pastor, who had discovered Lillian Russell, announced a Miss Thomas, who was said to be more beautiful than the Russell and to possess a better voice. He engaged wrong.

James A. Bailey had a confab with Adam Forepaugh and arranged to avoid date conflicts between the Barnum & Bailey and Forepaugh shows.

Worcester, Mass., refused to permit Lily Clay's 'Adamless Eden' to appear because of suggestive posters. She sued the mayor but ordered less frisky posters for other towns.

Inside Stuff—Pictures

With major independent producers getting peeved, and the big companies starting to take notice of the situation, a Coast raw stock distributor continues to indirectly finance westerns, features and serials. The firm is said to be making as much out of its financing deals as it does from sale of raw film.

The finance company, which has been operating for the past year at least, specializes in lending money to the smaller indies who make features for less than \$5,000 each. Coffee and cake producers, in order to slip into the treasury of the finance firm, must first have a definite pickup agreement with a distributor which calls for cash advance of negative cost on delivery; the heads of the financing outfit deciding on the ability of the distrib to come through with the cash.

First approach of the indie producer to obtain money is to interview the raw stock distrib. If they okay the proposition applicant is turned over to a downtown attorney, who represents the finance firm. The attorney draws up the papers for the loan, on a basis that gives the money-lending crew a 10% bonus immediately. There is also a charge of \$35 for drawing up the necessary papers, also deducted immediately.

Generally, the feature loans run in the neighborhood of \$2,500 to \$3,000 each. Producer signs the note for this amount, but gets a check with the 10% and \$35 fee deducted. In addition, note carries interest of 6%.

On this basis a producer borrowing \$2,000 for a picture, the amount to be paid by the distrib on negative delivery, only gets \$2,115 and, naturally, the producer must use the negative of the raw stock distrib.

After chiseling all corners with the cash available, the producer sends his negative to New York to be picked up by the distributor, with the money then turned over to the finance company to reimburse for the loan. If still on his feet, the aspiring producer then swings through the performance again in another 45 days, paying a repeat on the 10% bonus on his loan plus the \$35 special fee.

The important independents are starting to complain about the finance

subsid of the distrib encouraging the flooding of the market with a number of quickie westerns and features, the latter taking away much of the business that would ordinarily go to their pictures.

An article by William Lewin, chairman of the committee on photography appreciation, National Council of Teachers of English, in the current issue of Publishers' Weekly points out that films of classics send high school boys and girls to the books from which they were taken. Article states point blank that recent tests have proven that 'the idea that attendance at photoplays tends to decrease the reading of books has been exploded.'

National Council of Teachers, according to the article, made statistics on 1,211 children distributed in 44 groups and 23 cities. Test was to show how many books were read as a result of motion picture influence and how many pictures were seen as a result of reading books. It was found that photoplays overwhelmingly influenced recreational reading. One instance is 'Treasure Island', filmization of which sent so many thousands of kids to libraries to get the book that it's 'almost impossible for a child to obtain a copy of it at any public library without waiting.' Same situation was described as true of 'Sorrell and Son', 'Of Human Bondage', 'Cimarron', etc.

Most frequently mentioned book among those read as a result of seeing the film was 'Dr. Jekyll and Mr. Hyde'. Next were 'Cimarron' and 'Arrowsmith'. Twice as many pupils are quoted as having read 'Ben Hur', 'Cimarron' and 'The Covered Wagon' as a result of interest in the film as the other way around. Three times as many read 'Beau Geste' after seeing the film than saw the film because of having read the book.

Old timers are finding it difficult to figure how Tri-Ergon procured a patent on the flywheel for picture projectors, though they may be a bit mixed up by the sound equation. Some of the earliest models, notably the Robert Paul machines, carried flywheels almost as large as those used on grocery store coffee grinders.

One of the Paul machines is now in the Henry Ford museum. It was sold him by late John Leclair, a juggler. When pictures were still new Leclair and Walter Wainwright, known on the stage as Wainratia, pooled capital to purchase a machine. Leclair had to go to London for it, as the American made machines were being sold on the state rights plan and could not be toured outside the designated state.

On his return Leclair found that Wainwright had lost his enthusiasm over the touring idea, because of the legal angles. The machine was stored and eventually was sold to Ford for less than had been paid for storage charges in the interim.

Ben Hecht and Charles McArthur are having a pleasant laugh at Paramount over Margo, dancer, whom they have under contract for five years. Paramount tested Margo when she was a dancer with Xavier Cugat's Waldorf-Astoria orchestra a year ago and turned her down. Hecht and McArthur saw the test and on the strength of it gave her a five-year contract, using her in their first film, 'Crime Without Passion'. Now Paramount is convinced and has asked H-M-C-A to loan them the girl for a couple of pictures and the team wants to know what they'll get in return.

Difficulties arising out of terms to cover a five-year franchise on Paramount product to Walter Reade as one of the conditions of turnback of his New Jersey circuit two years ago, have been ironed out, with Reade getting the pictures on the same basis as Par partners. This season Par attempted to jack up the terms 5-10% under the franchise and Reade squawked, refusing to accept any increase over terms given Par's own partnerships. Under the franchise Reade gets the product not only for New Jersey but for Kingston, N. Y. also.

Courtland Smith may be a key man in the coming court battle between Fox Film and Bill Fox to determine ownership of the American rights to Tri-Ergon. Courts will have to decide whether Bill Fox acquired the rights as an individual or as president of the Fox company.

Since Courtland Smith, then in the Fox employ, conducted all the negotiations in 1927 which finally culminated in the purchase by Bill Fox, it is expected that his testimony will be of prime importance. Smith currently is the head of Pathe newswell.

Universal's deal with Parker Morrell for both the screen rights to his novel of Jim Brady and his services as adaptor will have to be sawed off if the protest of Charles H. Rogers is allowed. Some months ago the Paramount producer bought the Mike Simmons saga of the Broadway character of the nineties and was waiting only on a budget to put it into production. It closed the deal with Morrell in New York last Thursday (19).

Despite lengthy conferences between the Academy, studios and writers, neither coming out on pictures when the code was devised several months ago, studios now find it necessary to issue their own bulletins to explain and interpret the Academy's bulletin. So much misunderstanding and bickering has resulted from wrong interpretation of the agreement that the studios decided to end it once and for all.

Unusual influence of a national radio plug on a picture was Metro's decision to advance its Helen Hayes' film release of 'What Every Woman Knows' in order to take advantage of the NBC national hookup

Inside Stuff—Legit

'Lost Horizons', which Rowland Stebbins (Laurence Rivers, Inc.) presented at the St. James, N. Y., last week, represents a production outlay of \$95,000, about peak for a drama. There are 16 different scenes operated on three revolving stages or rolling platforms.

Authorship was originally credited to Harry Segall while David Hertz is known to have done some collaborative work on 'Horizons'. Same goes for John Hayden who staged it. 'Waltz in Fire', by Hertz, is being readied for Broadway.

Stebbins originally owned the script to 'Horizons' but permitted the rights to lapse, Metro buying the play for \$15,000. In the deal whereby the producer regained the stage rights, Metro appears in the guise of the author or authors, and receives the royalties. Film firm will also receive half the picture right money should another picture company outbid M-G, 'Horizons' being in open bidding.

Gladys George, who scored the hit of her career in 'Personal Appearance', Henry Miller theatre, N. Y., played in stock for about 12 years before appearing in 'The Milky Way' on Broadway last spring. One date included Nome, Alaska.

Although previously in 'Queer People', a quick flop, 'Milky Way' did well for Miss George who was sent to Hollywood by Metro shortly after that comedy opened. Film firm says it merely loaned the actress to Broadway for the 'Appearance' engagement. She was recently wed to a reputedly wealthy Hartford, Conn., man.

Picture scouts also immediately sought out Lawrence Riley, of Bradford, Pa., who authored 'Personal Appearance'. They finally caught up with him after two days, Riley having been overjoyed over the unanimously excellent notices.

Eddie Dowling's St. James is the name of the Broadway theatre which has 'Lost Horizons' as its first attraction since the actor-author-manager leased the house. Theatre was built by the late A. L. Erlanger and was known as Erlanger's until last year. It cost more than \$1,000,000, most of which money was raised by the sale of bonds in southern cities, particularly New Orleans. Principal and interest on the bonds are in default and non-payment of rent resulted in the property going to Vincent Astor, owner of the ground.

Dowling is due to start rehearsals this week on a revue called 'Thumbs Up.'

Curious mixup concerns the tryout of 'Blaze of Glory' at Springfield, Mass., recently. Elizabeth Mielche presented the play which was promptly withdrawn.

Seems that Harland Ware, author of 'Glory', was not present at rehearsals. When he saw the performance in Springfield he discovered the first script was being used instead of a considerably revised version. Fireworks between author and producer. Ware writes football stories for magazines, also being publicist for the Sherman Hotel, Chicago.

Dr. Henry Moskowitz, executive adviser to the League of New York Theatres, has succeeded in having fire insurance rates on Broadway theatres reduced. The lowering varies, dependent on length of time houses have been standing, proximity to other risks and fire prevention equipment.

Each house will be reinspected, percentage of rate concession then being determined. For some theatres the rate may be cut as much as 25%.

Ika Chase out of 'Small Miracle', Golden (nee Royale), N. Y., is being replaced this week by Helen Gardner, understudy. When engaged for 'Miracle' it was understood she would withdraw sometime after the premiere because of a prior contract.

Miss Chase is now rehearsing with 'Revenge With Music', the Dietz-Schwartz show first called 'Three Corners Hat'.

Bob Milford, manager of 'The Great Waltz', Center (Radio City), N. Y., has installed the boxoffice in the inner lobby. Original b.o. was regarded too close to the house entrance, it having been spotted there when the theatre opened with pictures.

Outside b.o. will be used for reservations only.

coincident with Lux's Sunday matinee (21) radio hour which condensed that play. Miss Hayes also performed on the air commercial.

Distrib' figured the other plug a good starter-offer and the campaign went out for film's release-ahead of schedule.

Universal is said to have been on the verge of making Thomas B. Costain an offer when Fox closed with him as its New York story editor. U has been after Costain while he was associate editor of Saturday Evening Post.

Costain is the second associate Post editor to recently go films editorially. Merritt Hulburt quit that mag to join Par and is on the Coast now heading the editorial board.

Two films receiving abundant editorial comment in a large number of key cities and in the lesser spots are 'One Night of Love' and 'House of Rothschild'. General tenor endorses the clean films idea, citing both as good entertainments and excellent examples of exciting celluloid productions not depending on any s.a. angles. The extra space on the editorial pages has invariably reacted for benefit of b.o.

'Power', one of the more expensive of pictures to ever come out of England, set Gaumont-British back \$550,000. Jeffrey Hermal, of G-B, believes in its grossing possibilities in English territories regardless of what occurs in this country at the box office.

Sam Goldwyn is making only three pictures for release this season but will have two of them on Broadway at the same time.

'We Live Again' goes into the Music Hall, N. Y., week of Nov. 1, while 'Kid Millions' is scheduled for Nov. 6 at the Rivoli.

Lynn Farnol has just negotiated an exploitation deal to put a 40-foot banner of Eddie Cantor in costume into the Macy parade, annually held on Thanksgiving Day.

Balloon will be carried by 20 men, who will sing 'We Want Cantor'.

Film biz is plugging Millard H. Ellison for justice of the N. Y. Supreme Court. He is a brother-in-law of Felix F. Feist, general sales manager of Metro.

Intra-industry report is that one major distributor offered Columbia \$500,000 profit, cash on the line, for 'One Night of Love', with the Cohns laughing it off.

Eventually deciding not to use 'Spring 3100' on its current police yard, on account of the New York play of the same handle, Columbia is now calling its film 'Jealousy'.

Lowdown on how an exploiter lost his job has just come to light. Carelessness in signing a business letter without reading it committed his company to an unfavorable deal.

REVISED CODE APPROVED

Beck Theatre Upheld by Court In Turning Down Spec's Ducats

Right of theatres to exclude holders of tickets purchased from a speculator was reaffirmed by Justice Albert Cohn in the Supreme Court, N. Y., last week, in denying an injunction against the Martin Beck theatre sought by Harry Cohen. Number of persons who bought tickets in the Cohen office, claimed to have been spotted close to the theatre after the successful D'Oyly Carte engagement started, were denied admittance.

Box office refused to refund the amount paid the spec, and the latter likewise displayed a "no refund" sign, with some confusion resulting. Court, however, in making the ruling, declared that as the box office is willing to take back the spec's tickets at the regular price, Cohen was adequately protected.

Decision went on to say:

"In barring from its theatre persons who purchased tickets from the plaintiff after warning was given, the defendant acted within its rights. The ticket is a license, personal in its character, and can be revoked at any time. The proprietor has the right to decide who shall be admitted to witness performances and who be excluded. Absolute right he exercises over his house and the audience is unquestioned."

Court also remarked that reasonable measures to eradicate the abuse of theatre ticket speculation are amply justified and should not be discouraged by a court of equity.

Cohen's place is not regularly assigned tickets for the Gilbert and Sullivan operettas, but has been digging ducats from the box office. Theatre management claims it had people on the walk warning the spec's prospective patrons that tickets bought from him would not be honored. In several instances persons who did buy stated the tickets were for other attractions.

D'Oyly Carte show is known as being in light demand at the agencies, most of the sale being at the box office or by mail order. Idea of selling all the tickets at box office prices has been the management's aim.

Cohen, who said he would appeal the decision, claims that as he took out a license from the state to sell tickets, he is within his rights. He denied charging exorbitant rates, getting 75c premium for lower floor balconies and 50c over the price for balcony locations, that being the limit set by the legit code.

New Coward Show Gets Pre-Debut Sale of \$35,000

Exceptional interest on Broadway marks the advent of Noel Coward's operetta "Conversation Piece," which premieres at the 44th Street tonight (23). Advance sale approximates \$35,000. That is considered to be the best box office advance figure in the past two years.

Show, starring Yvonne Pringle, is being presented by Arch Welwyn and Harold B. Franklin, in association with Charles B. Cochran. Latter produced the show in London, production and company being brought over intact.

Bulgakov in N. Y.

Lee Bulgakov, lately directing for Columbia in Hollywood, arrived in New York Friday (19) on a leave of absence. While here he will co-direct Martha Matlin's legit production of "Night Reminders," with Leslie J. Spillier.

Following the play's premiere, the director will return to Hollywood to resume his picture chores.

Children of Erin

After looking over the names of the cast engaged for the forthcoming "Thumbs Up," Eddie Dowling is considering changing the revue's title to "Here Come the Harps."

Players in addition to himself and Rae Dooley include Sheila Barrett, Eunice Healy, Eddie Garr, J. Harold Murray, Paul Draper, Hal Leroy, Hugh Cameron, Jane Frohman and the Pickens Sisters.

Mike Commerford and Frank C. Walker are interested in Dowling's theatre activities.

KATH CORNELL'S NEW 'FLOWERS' ON B'WAY

Katharine Cornell will do one new play when she goes into the Martin Beck theatre, New York, late in December for a season of repertory. It is "Flowers of the Forest," newest play by John Van Druten and will be staged by Auriel Lee. Miss Lee and van Druten are now in England working on a British production of the piece and will return to New York about Christmas time for the local presentation.

Coincidence will have the main role of the play handled by Gwen Francyne-Davis in London. She played the same part in the British "Barrett of Wimpole Street" that Miss Cornell handled in the U. S.

RICE TURNS 'JUDGMENT DAY' OVER TO GERSON

Elmer Rice, author and producer of "Judgment Day," has turned over the show in entirety to Joe Gerson of the Belasco theatre box office. Melodrama, which was presented at the Belasco, moved to the Fulton, N. Y., last week.

Play drew divided notices, the author-manager reciprocating by protesting in the press and suggesting that actors and managers should rebuke the critics. Business of "Day" was claimed to be improving, but moderate grosses just about gave the show an even break on operation.

Arrangement with Gerson is understood to call for no royalties, but should the show make a profit Rice is to participate. Salaries were revised downward, cut not calling for scrutiny by Equity because of the change in management. Salary guarantee was posted after new contracts were issued to the cast.

Auerbach's Chance

Artie Auerbach, photographer on the N. Y. Daily News, finally gets the opportunity to cash in on his comedy bent.

Known around town for his Yiddish dialect, Auerbach has been signed by Lew Brown for "Calling All Stars." Show's other dialectician will be Fatsy Flück, Greek-singer.

Colored 'Sailors'

Colored leg novelty being primed is a Harlem cast of "Sailor Beware," in which Courtney Burr the original Broadway legit producer of that show, will retain an interest. Theme is believed to lend itself to a colored cast, to be performed in a Harlem theatre.

INTO EFFECT NOVEMBER 1

Ducat Plan Unchanged—
Industrial Relations Committee Clause Dropped—
Many Important Elisions

WAGES UPWARD

Washington, Oct. 22.

Same time as the revised legit code was passed, a joker by way of a special committee to study the ducat clauses was officially announced. Committee of six will study operation and effect of the ticket clauses to consider amendments and make recommendations within 60 days.

Committee appointed for the purpose is Phillip Wittenberg, Earl McBride, Brock Pemberton, Lee Shubert, Paul Shields and Morris Rosenstein.

Washington, Oct. 22.

Containing the identical ticket plan to which brokers strongly objected, but embodying a score of substantial alterations, the long-awaited revision of the legitimate theatre code was approved today (22) by the National Industrial Recovery Board. Perfected pact goes into operation on Nov. 1.

Most significant change affecting during the last few weeks of bickering and negotiating was the complete dropping of all provisions establishing an Industrial Relations

Complete text of the revised Legit Code will be found on page 54.

Committee to hear and determine complaints by employees or labor organizations of violations of labor clauses of the code. Protests from the Labor Advisory Board against restrictions on the right of appeal led to elimination of the article Friday (19), after all possible ways to overcome objections had proved unsatisfactory.

While no other alteration carries as much significance, the miscellaneous changes made since the code was returned with objections by the code authority materially alter the effect of several clauses. More than a dozen changes have been made in details of labor provisions.

Ticket control plan, involving the granting of licenses by the code authority and the posting of bond by agents, was not changed despite strong criticism from brokers, who insisted that some more flexible means of allotting tickets should be embraced in the system. Unable to bring disputing factions into agreement, Deputy Administrator William P. Farnsworth was unable to effect a compromise on the hot issue of resale or allocation by some central agency.

Ducat Angles

Despite the failure of the N.R.A. to revamp the ticket provisions, it is understood that efforts to improve the scheme will be continued. Admitting certain weaknesses and deficiencies, N. R. A. officials took the stand that the ticket system should be placed in operation without further delay and that subsequent alterations can be made at any time interested parties reach an agreement. Plan is generally viewed as such an improvement over existing ducat regulations that the industry would be handicapped rather than benefited, if the new provisions should be suspended for further study while the remainder of the perfected pact went into operation.

Aside from frequent changes of verbiage and minor revisions, the other principal changes relate to:

1. The definition of stock, which is written more concisely.
2. The definition of members of

(Continued on page 55)

Revenue Dep't Preparing Drive For Tax Coin from 'Free' Ducats; All Cut-Rate Operators Involved

Champ Candidate

"Life Wants Paddling" is now known as "All Rights Reserved." Play was announced so many times. It was figured that it presented under the original title, average playgoer might think it a revival. Irving Kaye Davis, who wrote "Paddling," is said to have received not less than 10 G's in advance royalty. Each managerial acceptance calls for an advance of \$500 and at least nine managers had the play before it reached Joseph Pollock. Latter, a new man, now has it in rehearsal.

SUNDAY SHOWS UP AGAIN IN ALBANY

Sen. Julius S. Berg, whose Sunday legit show measure got the brush in Albany last semester, will introduce a similar measure during the forthcoming session of the New York State Legislature. To offset the opposition contention that legality of Sunday legit would mean a seven-day labor week for actors, he will insert a clause requiring that actors receive at least one night off during the week.

Principal opposition to the Berg measure last year came from Equity and the church factions.

This time the Senator claims the support of ASCAP, Dramatists' Guild, League of New York Theatres, License Commissioner Paul Moss, New York Repertory Co., Theatre Guild, George S. Kaufman, Sigmund Romberg, Max Gordon, Arthur Hopkins, Lee Shubert, Lawrence Langner, Eva LaGallienne and others.

GILMORE LAUDS EQUITY ON COAST

Hollywood, Oct. 22.

Frank Gilmore, Equity head, addressed a group of his organization members this (Monday) afternoon in the Blossom Room of the Roosevelt hotel. He spoke to them about the progress of the organization's work in the radio field and also of its general activities in the CWA work in the east, for which he felt Equity was entitled to all the credit in obtaining employment for the out-of-work theatre people. He also discussed current conditions and told them that he figured stage work would be considerably multiplied over the past year during the current season, and that Equity would stand by any reputable people, who would produce shows, to make conditions tolerant for them. Gilmore, after Tuesday's meeting with the Screen Actors' Guild group, leaves for New York Wednesday (24).

Burr's Theatre Yen

Courtney Burr is negotiating either for the Barrymore or the Blithero to house his forthcoming "Ladies' Money," new play (his third on Broadway) by George Abbott, which the author will stage. Burr wants one of these houses on a permanent lease.

Eric Linden, repatriated from Hollywood and Indie Pictures, is set for the lead.

Internal Revenue Department is reported preparing a drive for the government's share of so-called service charges collected principally in legit theatres on Broadway from persons supposedly admitted free on passes. Ruling handed down early this year was to the effect that such moneys should be turned over to the government but apparently the tax collector was not informed as to the status of "pass money."

It comes under the same classification as reduced or cut rate admissions. The present law requires persons who purchase cut rate tickets to pay the same amount of tax called for by the established, or printed price on the tickets. Persons buying \$3 tickets for half the price (\$1.50) must pay 30c federal tax. While such levies are not believed to be equitable the wording of the law is specific.

Same thing applies to free admissions where service charges are made under one guise or another, such as "employees beneficial fund." Where such money is exacted box offices charges 40c. per person, or 80c. on a pair of ducats. Under the ruling of the Commissioner of Internal Revenue, if the regular ticket price is \$3, then 60c. on each pair of free tickets is payable to the collector, the box office being entitled to keep but 10c. on each free admission. Wording of the ruling reads:

"Since a charge of 40c. per person is made, it is held that such charge is a reduced rate admission, under section 711 (a) of the Revenue Act of 1932, and that each person so admitted to any place, at a time when and under circumstances under which an admission charge is made to other persons, is liable to tax in an amount equivalent to the tax on the amount paid by such other persons for the same or similar accommodations."

Pass coin is not tax. Actually there is no federal tax on free admissions. There is a definite stipulation in the law calling for such levies but it is voided by a clause in the National Recovery Act which applies only to legitimate theatres. Reason is that William A. Brady, arguing before a Congressional Committee in an attempt to remove admissions taxes, pointed out that the levy on passes was a tax on revenue that does not exist. Legislators agreed that was true but, because Brady represented only legit houses, the clause in the NRA was so limited.

When the scheme of collecting on passes started, one managerial firm charged a dollar a pair. After the Revenue Act of 1932 was adopted, affixing a 10% tax on all admissions of 41c. or more, the firm dropped its "service charge" to a flat 40c. per person. That was virtual recognition that passes are in reality reduced price admissions and was framed to evade the tax minimum. Pass money collections have been practiced in box offices of a number of Broadway theatres in the past season or two.

Washington has refused to revise the statute to conform with the NRA exemption clause which would mean that tax be affixed on the actual price paid for tickets. However, the act stipulates that all persons admitted free must pay tax, which was figured to include critics. Department, however, quickly upset that clause, ruling that reviewers and others entering theatres on business shall not be taxed.

Kettering Hurt

Chicago, Oct. 22.

Ralph Kettering, former legit manager in Chi for the Adelphi theatre and Al Woods' interests, suffered a fractured skull in a taxi accident Saturday (20).

Kettering is now executive secretary of the Alcoholic Beverage Code Authority.

Article IX
Modification

Article IX
Modification
I. This Code and all the pro
(Continued on page 55)

role and salt

Revised Code Approved

(Continued from page 53)

the industry, which has been expanded to include any individual or group engaged in the management or ownership of theatres presenting or the management of or production of full length dramatic or musical plays, whether so engaged directly or indirectly or through agents.

3. The inclusion of dramatists in the term "employees." Formerly the revised draft exempted playwrights but in the latest version this proviso has been eliminated.

Rehearsals

4. Abuse of rehearsal privileges. Originally managers agreed not to exploit actors; now the code specifies that they shall not misuse rehearsal rights.

5. The provision rigidly preventing members of casts or choruses of musical productions from rehearsing more than 14 hours in any 48-hour period has been dropped; leaving the limitation at 7 hours in a 10-hour period.

6. Theatrical wardrobe attendants and company managers are exempted from hour limitations, with the exception that wardrobe attendants must be limited to 48 hours on the road.

7. Musicians' wages and hours are fixed solely by union scales. The previous revised draft made no mention of either, but the latest version specifically makes hours and wages of musicians subject to prevailing labor agreements, understandings or practices.

8. The code does not refer in any fashion to limitation on the work week of managers or press representatives.

Stock Companies

9. Local jobbers in stock companies who rate as senior actors must receive \$40 weekly, the same as the six regular employed actors. Formerly all jobbers were included in the class of actors for whom the minimum was \$25.

10. Minimum wage figures must be paid in all co-operative productions. There was no such stipulation in previous drafts.

11. Wages must be paid only in "lawful currency." Clause permitting payment in negotiable demand checks has been eliminated.

12. Equity goes right to specify means of hiring actors through agencies. Final draft stipulates that, when hiring indirectly, employers shall take only actors engaged through agencies recognized by and acceptable to Equity.

13. The preamble on vices of the ticket situation, which by implication condemned practices which resulted in defrauding, deceiving and extortion of the public, has been scrapped.

Agents' Bonds

14. The clause permitting the NTA to disapprove forfeiture of agents' bonds within 15 days after a finding of contract violation has been stricken out. This means that only general rights of appeal are available to agents charged with breaking code authority regulations or code rules; also it permits the NTA to disapprove a forfeiture order at any time, instead of only within 15 days.

15. Tickets held at the box office under the 25% regulations must be "conspicuously marked" to identify them as available only at theatre windows. Possession of such tickets by brokers is to be prima-facie evidence of violation.

16. Time for appealing a code authority decision on tickets charges to the NTA is raised from five to seven days.

17. Clause applying the ticket plan only to cities of 5,000,000 population has been modified so that the code authority has power to designate the particular cities in which the system shall be effective.

18. A saving clause has been added reserving the right to inflict punishment for offenses committed under the present code even after the revised draft goes into effect.

19. Date of effectiveness is changed from the second Monday following approval to ten days after approval.

Labor Clauses

Most practical consequences of revision are noted in labor clauses. On the whole, wage figures have been upped and the fix set in August last year, when the first code went into operation. Compared with the present agreement, labor gets a much better break, al-

though actors and chorines failed to gain a number of concessions in which they were interested.

Wage figures in the perfected draft are higher than originally in regard to junior actors, members of the chorus, managers, stock investors, ushers, ticket-takers, scrub-women, attendants, porters and miscellaneous workers.

Both producers and actors win and lose on the changes in working conditions. Principal point gained by employers is the right to rehearse without limitation during the last seven days of rehearsal and after the first public presentation. Actors and chorus members, on the other hand, have obtained a definite restriction on the length of rehearsal, since the previous code merely fixed a 40 hour week limit, while the new version imposes a daily time limit.

One of the alterations in labor clauses presents a peculiar problem to managers and is certain to bring kicks from labor. At the same time it eliminated wardrobe attendants from the class of labor limited to a 40-hour week. The NTA left such employees in the group which is to be paid at the rate of \$30 for a 40-hour week.

Hours

Forty hour limit applies only to companies playing in their own houses, and does not apply on the road except that wardrobe attendants on tour are subject to a 48-hour limit. Stage hands, motion picture machine operators, electrical workers, house tinsmen, and so forth, are subject to no limitation except union agreements while on the road.

Change in composition of the code authority will follow promulgation of the revised pact. New set-up is three representatives of the National Association of the Legitimate Theatre, three from the League of New York Theatre, two from the National Dramatic Stock Association, one from the Theatre Ticket Distributors, Inc., and one from the Theatre Ticket Brokers Association of Greater New York in addition to labor representatives. Stock and ticket members may vote only on questions affecting their interests.

Powers of the code authority have been broadened materially in the revisions, while the extent of the administrative agency's authority has been more specifically defined.

Most important consequence of revision of the old code, however, is found in the tight ticket provisions, which require agents to enter into contracts which specify a long list of do's and don'ts and to provide bond guaranteeing observance of the regulations.

Moses Finds It Tough To Cast His 'Old Maid'

Edith Wharton's period play "An Old Maid" is slated for Broadway presentation by Moses, but plans are indefinite because of difficulty in casting the leads. Novel was adapted for the stage by Zoe Akins and originally proposed for stage presentation on the coast by Myron Selznick and Leland Hayward.

When the latter let "Old Maid" slide, it was taken to Moses by Helen Menken, manager optioning it. Play calls for two female leads, Miss Menken being verbally engaged for one of them. No contract was issued because the other part has not yet been filled. Billie Burke, who was to have appeared with Miss Menken in the planned coast "Maid" presentation, declines to come east for the Moses production. Genevieve Tobin was reported engaged as the other "Maid" but deal for her services, too, fell through.

'Stevadore' Set for Balto Negro Group

Baltimore, Oct. 22. Colored little theatre, which inconspicuously bowed into being last May with a production of "Craig's Wife" in a church hall, has fortified itself considerably and is planning to expand this season. Group is searching around for a theatre in which to mount fortnightly-run production of "Stevadore" rights to which have been secured from the Theatre Union of N. Y.

Easy Come, Easy Go

Lawrence Fletcher of "Sailor Beware," Lyceum, N. Y., is among the players getting a bit more than minimum salary plus percentage when the gross ups over five G's. Means he averages about \$4 a week. He decided on a week's vacation last week and elected Hollywood as the spot.

Actor hopped for the coast Thursday (17) and is due back this Thursday.

Connelly Turns Actor For One Show; Gets Widely Mixed Reports

Mary Connelly suddenly decided to become an actor in Philadelphia Saturday, and replaced Herb Williams in "The Farmer Takes a Wife" at the matinee. Williams was back in the part for the evening show.

Reports about Connelly's acting are not in accord. Max Gordon, who presents the play, said the author was good, but other reports had it just the reverse.

Equity advised the Gordon office that if Connelly was to appear he would have to join up. Monday, when it was apparent that Connelly was out, Equity was ready to flip back the check for initiation and dues received that morning.

The one performance actor wrote "Farmer" in collaboration with Frank B. Elser and also directed the play. His previous actorial activities were confined to private shows of the Dutch Treat club, and without whisper. Understood that Connelly has been jealous of George S. Kaufman ever since the latter ambled into the cast of "Once in a Lifetime."

JOHANNESBURG'S 1936 JUBILEE EXHIBITION

Capetown, Oct. 3.

In 1936 Johannesburg has its jubilee and will celebrate with a jubilee and empire exhibition; \$1,250,000 will be spent in organizing the affair and over 1,000,000 visitors are expected to come along.

B. M. Bellairs, expert and exhibition manager of the Federation of British Industries, has been engaged by the town council to handle the business end.

Litter on Own

London, Oct. 13.

Enile Littler has severed his connection with Sir Barry Jackson and the Birmingham Repertory company, to devote all his activities to his own enterprises. At present he has on tour Martin Flavin's "Broken Dishes" for the English production of which Flavin permitted Littler to do an adaptation. It is now touring under the title "Too Young To Marry."

Littler is making ready a musical version of "The Charm School" which will be titled "Leave Love Alone."

Legit Code

(Continued from page 54)

thereof are expressly made subject to the right of the President, in accordance with the provisions of subsection (d) of Section 10 of the act, from time to time to cancel or modify any order, approval, license, rule or regulation issued under Title 1 of said Act.

Article X

Monopolies. No provision shall be so applied as to permit monopolies or monopolistic practices, or to eliminate, oppress or discriminate against small enterprises.

Article XI

Prohibition Against Subterfuge. No member of the industry shall use any subterfuge to frustrate the spirit and intent of this code, which is, among other things, to "increase employment" by universal consent, to remove obstructions to commerce, to shorten hours of work and to raise wages to a living basis.

Article XII

Saving Clause. The promulgation of this amended Code shall not affect nor in any way impair for change, the operation of any penalty, forfeiture or punishment for offenses committed against provisions of the Code of Fair Competition for this industry approved on the 16th day of August 1933 during the period of its effective time to time to cancel or modify any order, approval, license, rule or regulation issued under Title 1 of said Act.

Article XIII

Effective Date. This Code shall become effective 70 days after its approval.

'Mary of Scotland' Tour Off, Perhaps Altogether; Guild Had High Hopes

Publisher Stern's Sons Have Legit Yearnings

Philadelphia, Oct. 22. Offspring of J. David Stern, publisher of the Philly Record and N. Y. Post, have gone for the theatre in a big way. Jill Stern, the oldest, is appearing here currently in "Wee and Leventhal's Noel Coward" and play "Home Girl" while Tom Stern, controller of the Record, has turned playwright in his spare moments.

Result is a completed play which W. & L. read last week. Indications are that the opus will go into production after minor changes have been made.

St. Louis 'Follies' Date Starts Hot Inter-City Fight

St. Louis, Oct. 22.

Legitimate theatre interests are waging a hot fight against the showing of strictly legitimate attractions in the new Municipal Auditorium. Battle was waged, instigated by the booking of the Ziegfeld Follies into the Auditorium week of Nov. 4.

Led by Paul Beisman, manager of the American, St. Louis' sole remaining legit house, opponents have succeeded in getting various civic organizations, including the Chamber of Commerce and the Real Estate Exchange, to join in the protest. Also of obtaining a promise from Alderman Waldman to introduce a bill in the Board of Aldermen this week prohibiting theatrical attractions for the Auditorium.

Theatre owners and managers contend that in so doing the city is usurping the rights of private business. Picture house managements have joined in the protest, too, on the theory that low prices to be charged by the Follies (\$2.50 to 50c) will interfere with their business, also.

Meanwhile, Manager James E. Darsit of the Auditorium is holding his ground, asserting positively that the contract, signed several days ago, will be fulfilled. Powers that be in the city administration, including Mayor Dickmann, have not spoken on the subject, but it is presumed they are backing the manager's stand. Legality of the contract was approved by City Councilor Hay before it was signed.

Frank McGrann, 'Follies' advance manager, upholds Darsit in his assertion the Shubert interests will refuse to play St. Louis if the Auditorium is not made available. Moreover, McGrann has declared that should the administration cancel the contract, which he contends it cannot legally do, the 'Follies' management not only will pass up the city, but will sue it.

In the event of cancellation, McGrann declared, the course likely would be to lay off the show for the week and demand a court action that the city pay the potential profits. He said the 'Follies' declined an opportunity to play a Milwaukee theatre at a guarantee of \$22,000 in order to accept the St. Louis booking.

Real issue in the controversy is not so much over the booking of the 'Follies' as future attractions. Darsit has stated other big musical shows now on Broadway are anxious to play the Auditorium in the event the 'Follies' engagement proves profitable.

Mrs. Bowes' Estate

Mrs. Margaret Hamilton Bowes, wife of Major Edward J. Bowes, managing director of the Capital, N. Y., a famous actress in first 20 years of the century, left a gross estate of \$39,550 and a net of \$12,151, according to a transfer tax appraisal filed yesterday (Monday).

Mrs. Bowes died in March. Major Bowes was named sole beneficiary and executor of her estate.

Theatre Guild expects the delayed tour of 'Mary of Scotland' will get under way about mid-January, but it is doubtful if the Broadway smash of last season will go on. Indecision on the part of Helen Hayes, who with Philip Merivale topped the original cast, is the principal factor. Tour was regarded a good thing by the Guild and the actors, most of whom were under run of the play contracts. Guild has transferred Merivale for 'Valley Forge,' its next attraction.

Miss Hayes is reported to have been disappointed when 'Mary' was presented on the coast during the summer, because she planned to appear there herself. Star, however, does not say that is the reason for not touring in 'Mary.'

Metro schedules filming 'Vanessa' with Miss Hayes early in November, she leaving for the coast next week. Understood the studio has no other script ready, which would release Miss Hayes about Jan. 1. Metro's contract calls for her exclusive services, that similarly applying to Miss Hayes' contract with the Guild so far as this season is concerned. There is the possibility of a damage action against the star by the Guild, should she not start the delayed tour. In light of the stipulations in the picture and stage contracts star would lay off after filming 'Vanessa,' unless going into the show.

SHUBERTS CALL OFF 'MARIE'

Plan to revive 'Rose Marie' was indefinitely postponed by the Shuberts last week when it became known that the authors had instructed their attorneys to apply for an injunction on the grounds that all presentation rights reverted to them when Arthur Hammerstein failed to pay royalties. Shuberts alleged they obtained the rights after the severance of the Rose Marie Corporation was ordered to accept \$500 advance royalty on the stock privileges.

Motion for a restraint was not filed last week, but authors' attorneys will go into court for an order of intervention, which would have the same effect. Call for chorus girls was issued by the Shuberts and several leads were cast before J. J. Shubert called the show off.

Otto Harbach, Oscar Hammerstein, 2d, Herbert Stothard and Rudolf Friml, who authored 'Marie,' propose sending 'Marie' out again under Arthur Hammerstein's direction. Tour may be held back until next season. When the contest over the show's rights started, and Hammerstein, the original producer, was declared out, the authors nailed him up. That jammed up the Shubert plans.

SAVING \$500

Gambling With Grace Fields Costs Palladium \$1,500

London, Oct. 13. In recent years Grace Fields' salary for the Palladium has been \$3,500 per week. For her last engagement, just terminated, she insisted that with her enhanced film reputation she was worth \$1,600. George Black refused to pay the extra \$500.

Finally they compromised, and agreed to her getting \$2,500 and with a percentage of takings over \$20,000.

Takings in three weeks of her stay averaged enough to make her pay envelope around \$5,500.

Taking No Chances

Tokyo, Sept. 30. Marcus Show, which got back into the country after all, has been at the Kabuki-cho, Osaka, since Aug. 28, playing to good business, but nothing like the smash record in Tokyo. Osaka police have been playing nurse to the whole outfit, escorting them from theater to hotel and from hotel to theater. Troupe hasn't even been allowed to go sightseeing, lest presence of so many girls corrupt the morals of the impressionable populace.

Plays on Broadway

L'AIGLON

SEXES AND SEVENS

Farmer Takes a Wife

HOME CHAT

Personal Appearance

He doesn't help it any. Rolland's more sympathetic, but there's a little lost in the overacting of the weak-spined husband. Leading Oliver is quite good as a father, and Hading-Town is capital in his brief appearance as Steward. The other women, Katherine Standish, Rosalind Ivan, Wendy Atkinson and even that fine veteran, Daisy Farnmore, give indication of needing direction, and plenty of it. In fact, the whole play cries for it. The reason that is all right, even for the most fastidious audiences, but wouldn't a ghost of a chance on Broadway in a season that will bring it

(Withdrawn Saturday; played half a week; printed for the record.)

LOST HORIZONS

Rowland Stebbins, who prefers to be known as Laurence Rivers, came into the Broadway scene with the enormously successful *The Grass Pastures*, which is playing its fourth season on tour. He took up *Horizons* after other shows showed it aside, but that was true of *Pastures*, too. New play was considered, in fact purchased by a picture firm (Metro), but it was probably figured a stage presentation would make the film version more

Waters

Philly Weeping Copiously; Only Cut-Rates Do Biz; 'Farmer' \$4,500

Philadelphia, Oct. 22. Philly's legit season really opened only a week ago and already the grief and woe hang heavily in the lobbies and the managers are trying to figure just why Philly should be so much worse than other cities. As one of them said last week, it's not a question of hits and failures but the abysmally low grosses that all shows turn in.

Max Gordon's expensive production, 'The Farmer Takes a Wife,' winning several rave notices at the Garrick and having such people as the June Walker and Herb Williams in the cast, was dragging in nightly grosses of less than \$400 and even with an end-of-the-week improvement couldn't hit \$450. Fortunately it was booked in for only a week.

'Scores and Sevens,' Shubert importation from abroad, got considerably less than that down at the Chestnut and canceled its second week.

'Aiglon' opened Thursday (18) at the Forrest. Big production and quite a gala affair. Notices were by no means all laudatory, although critics liked 'Eye Le Gallienne.' Top-heavy biz is indicated for nine-day stay. Balcony trade was strong Thursday, Friday and Saturday, but orchestra was decidedly off except at Saturday and Sunday. Last week's verbal scrap between Le Gallienne and Barrymore and the Philly chummen isn't helping attendance any.

Part of the matter is that only real biz last week was done by two cut-rate 40-cent pass-tax houses. Broad and Erlanger. Former had fifth week of 'The Pursuit of Happiness' which held to better than \$7,000 again, while 'Home Chat,' at the Erlanger, picked up nightly and turned in a profitable \$6,500. These two houses have only had one losing week between them so far, that being the second week of 'Mrs. Quinley Hound.'

Subjects who were in town last week to attend the openings blame part of their troubles on this cut-rating. Rest they blame on Philly not having the money to spend. At the first-named it looks like the last logical reason.

'This week finds one opening, Sinclair Lewis' 'The Jayhawker,' at the Garrick. Engagement for a single week only.

'The Walnut has 'She Loves Me Not,' which opened Saturday night. Management denies that it is going to use 40c. pass-tax system. A \$2 top is being used.

With the Chestnut dark, there are three hold-overs, 'L'Aiglon,' at the Forrest, 'Pursuit of Happiness,' at the Broad and 'Home Chat' at the Erlanger.

Next Monday (29) Sam Harris will tryout Jack Benny's 'Bring on the Girls' at the Forrest. Broadway run is listed. Also scheduled is 'Love Flies Out of the Window,' John Golden tryout, at the Erlanger.

November 5 brings in 'Brittle Heaven' with Dorothy Gish at the Garrick and 'Her Master's Voice' at the Erlanger. 'America Sings,' which is reported in and out several times a day, is now about two months after first scheduling. On Nov. 19, George Cohan's 'Ah Wilderness' comes to the Chestnut.

'The Pursuit of Happiness,' now in its sixth week at the Broad, is set for two more, giving this comedy eight in all on the cut-rate basis.

Estimates for Last Week
'L'Aiglon' (Forrest, 1st week). Very disappointing, three days. Opened Thursday. Upstairs sale encouraging. Nine and one-half days.

'Pursuit of Happiness' (Broad, 6th week). Very satisfactory. Approximately \$7,000 or better for fifth week. Eight weeks planned.

'Farmer Takes a Wife' (Garrick, one week only). Did about \$4,500, despite fine words. 'Jayhawker' this week.

'Home Chat' (Erlanger, 1st week). Notices mixed but good. About \$6,500. A little better for this cut-rate attraction. Two weeks in all.

'Scores and Sevens' (Chestnut). Scheduled for Monday but such had biz that one was cancelled. Under \$4,000.

'She Loves Me Not' (Walnut). Opened Saturday night. Cheap scale noted. Chance \$5-50.

L.A. Spots Snail Pace

Hollywood, Oct. 22. Mrs. Leslie Carter's engagement in a revival of 'The Circle' wound up at the Playhouse Saturday night after five moderately profitable weeks. Gross on last seven estimated to have dropped to around the \$1,200 mark, which is below previous weeks' takes.

Contemplated continuation of 'Blood on the Moon' for the current week at the Mayan, failed to materialize late Monday, and house continues dark indefinitely.

Playhouse resumes tonight (Monday) with 'Woman on Trial' by Ayn Rand.

PASTURES' HOT \$8,000 IN FOUR SHOWS; PITT

Pittsburgh, Oct. 22. Playing its first show in four weeks, the Nixon had 'Green Pastures' for a three-day engagement, and the carnival favorite, in its second visit here, elicited to approximately \$8,000 for four performances. Could easily have stayed a full week, but previous bookings prevented. Show played here a fortnight last season and opened this time to an advance equal to the show's first booking here. Balcony and gallery were virtually capacity at every performance, with downstairs only a little less so.

This week the Nixon has Fritz Leiber in Shakespearean repertoire, doing five plays in eight performances. After Leiber's engagement, nothing is in sight until the week of Nov. 12, when 'As Thousands Cheer' comes in.

Current Road Shows

(Week of Oct. 20)

Abbey Players, Parsons, Hartford, Oct. 22-24; Court, Springfield, Oct. 25-27.

'Ah Wilderness,' Plymouth, Boston, Oct. 25-27.

'As Thousands Cheer,' Shubert, Cincinnati.

'Bring on the Girls,' National, Washington.

'Follies,' Grand Opera House, Chicago.

'Fritz Lieber,' Nixon, Pittsburgh.

'Home Chat,' Erlanger, Philadelphia.

'Jayhawker,' Garrick, Philadelphia.

'L'Aiglon,' Forrest, Philadelphia.

'Men in White,' Majestic, Boston.

'Pursuit of Happiness,' Broad, Philadelphia.

'Roberta,' Ford, Baltimore (22).

'Say When,' Shubert, Boston.

'She Loves Me Not,' Walnut, Philadelphia.

'The Farmer Takes a Wife,' Colonial, Boston.

Walter Hampden, American, St. Louis, Oct. 22-24; Coliseum, Evansville, Oct. 25; Memorial, Louisville, Oct. 26; Ryman, Nashville, Oct. 27.

Two shows in town are going along nicely. 'Pursuit of Happiness' has picked up at the Blackstone and may stick around for a while. 'Ziegfeld Follies' is doing profitable trade at the Grand and has decided to stick until Nov. 2, with 'As Thousands Cheer' following on Nov. 5 at the house.

'Run Little Chillun' is the new bidder for local patronage, coming into the city on a week-end basis. Other than these indications, the town is awaiting 'Mary of Scotland' as the first of the Theatre Guild-American Theatre Society subscription plays.

Shuberts are now considering bringing 'The Thoroughbred,' which is now in Milwaukee with Florence Reed starred. Shuberts have a couple of dark houses in town which would use the attraction.

'Chorus' show at the Harris is a

Shows in Rehearsal

'Valley Forge' (Theatre Guild), Guild.

'Calling All Stars' (Law Brown), Cosmopolitan.

'Brittle Heaven' (Dave Scholer), Biltmore.

'Anything Goes' (Vinton Freedley), Alvin.

'Dark Victory' (Alex McKeig), Plymouth.

'Oedipus Wrecks' (William Hargis Jr.), Morosco.

'Revenge With Music' (Selwyn and Franklin), New Amsterdam.

'Ladies Money' (Courtney Burr), Golden.

'All Rights Reserved' (Life Wants Pudding) (Joseph Pollock), Vanderbilt.

'Waltz in Fire' (Harmon & Ullman), Masque.

'Love Out of the Window' (Octagon) (John Golden), Morosco.

'Allure' (Dreifuss & Gernhard), Empire.

'Varieties' (Earl Carroll), Adelphi (Craig).

'America' \$11,500; Geo. M. Cohan

14G's in Boston

Boston, Oct. 22. Business continues to look healthy for Boston, although pleasant weather all last week kept legitimate figures except where the subscription season made attendance steady itself against roadhouse lure.

'America Sings' at the Shubert laid off Saturday (20) night for drastic book corrections, with Lee Shubert personally shouldering some of the heavy worrying. He still has faith in the production and, in addition, there is much heavy money already sunk which may be salvaged. Week ran close to \$11,500, a couple of thousands more than was expected.

'Ah Wilderness' at the Plymouth on its third week was strong with approximately \$14,000. Friday night was extra heavy due to night-before football and cafe activities.

'Men in White' on its first week at the Majestic grossed approximately \$10,500, saved by the Group Theatre subscription advance sale. Tonight (22) brings Ruth Draper to the Wilbur for a single week, sold nearly solid to a dozen different charities, and the Colonial reopens with 'The Farmer Takes a Wife,' in which Marc Connelly debuts as an actor. Tomorrow night will be a sell-out at the Shubert for the premiere of 'Say When' with Harry Richman.

Kinseys in Canton

Canton, O., Oct. 22. Repertoire was revived here after an absence of three seasons, with the opening at the old Grand opera house of the Kinsey Players, headed by Madge and Kathryn Kinsey. House, which has been dark since the closing of the Edith Ambler Players three years ago, has been entirely reconditioned.

Opening bill is 'Where's Elmer?' Vaudeville will intersperse the drama.

Estimates for Last Week.

'Pursuit of Happiness,' Blackstone (1,200; \$2,500) (3d week). Has picked up on word-of-mouth selling and waxy stick around a month or so. Hit \$7,500, fine, last week.

'Run Little Chillun,' Harris (1,100; \$2,500). Local production opens Oct. 23.

'Ziegfeld Follies,' Grand (1,300; \$2,300) (4th week). Holding up remarkably well. Gross is up to around \$1,000. Will stay to Nov. 3.

Other Attractions.

San Carlo Opera, Auditorium. At \$1 top grossed almost \$90,000 in its three-week stay. Could stay three weeks more, but other bookings prevented. Booked back in house next April.

First B'way Comedy Hit, 'Personal,' Doing Big 15G; 'Waltz' Ups to 45G; 'Life's' \$41,000 Capacity

First straight comedy hit of the new season arrived last week, when 'Personal Appearance,' a travesty on sexy Hollywood feminine film stars, bowed in at Henry Miller's theatre. Show was in an ideal spot to register and the notices reflected the joy of the first nighters.

Tickets for 'Appearance' were in strong demand immediately after the opening. Judged from the Friday and Saturday attendance, the new comedy will gross \$15,000 this week, figure being capacity at the scale (\$3.30).

Two other entrants last week drew unfavorable first night reaction. Biggest disappointment being 'Lost Horizons,' which lagged thereafter at the St. James. First week, about \$7,000, was poor for a show running into exceptionally high new 'Hipper's Holiday' was taken off after three days at the Elliott.

Business on Broadway again edged upward, although the early days were merely so-so. Three important football games Saturday afternoon took away much of the native trade, but attendance bounced back to big figures that evening.

'The Great Waltz' moved higher and the gross was close to \$45,000. 'L'Aiglon' is the number one show and got \$21,500 last week; 'Doris' is a strong second; 'The Distaff Side' is another real hit, and now 'Appearance' has joined the leaders.

Advance sale for 'Conversation Piece' points to the imported operetta joined the musical leaders. Other entrants among the heavily crowded current premiere card are 'Within the Gates' and 'Between Two Worlds.'

Next week will be even busier for 'L'Aiglon,' Broadway-hurst (Saturday, Nov. 3); 'The Jayhawker,' Cort; 'The Farmer Takes a Wife,' 46th Street; 'Tath of Glory,' Mansfield; 'Allure,' Barrymore; 'Allure,' Empire; 'Waltz in Fire,' Masque; 'All Rights Reserved,' Vanderbilt.

Added closing last Saturday was 'Lucky Errand' 4th Street. 'Divided by Three' will either move or close this week. 'Dream Child' suddenly folded last Wednesday.

Estimates for Last Week

'A Sleeping Clergyman,' Guild (3d week) (CD-1,100-\$3.30). Extra sale in papers for endorsements, but business about same as first week; approximate gross \$10,000.

'Between Two Worlds,' Belasco (1st week) (CD-1,000-\$3.30). Presented by Elmer Rice; written by same; drama aboard ship opens Thursday (25).

'Continental Varieties,' Little (4th week) (R-500-\$4.40). Drawing class audiences; rearrangement has strengthened performance of imported specialists; around \$10,000; probable.

'Conversation Piece,' 44th St. (1st week) (O-1,323-\$4.40). Presented by Arch Selwyn, H. B. Franklin and S. B. Cochran; imported from London; unusual interest in premiere Tuesday (23).

'Divided by Three,' Barrymore (4th week) (D-1,098-\$3.30). Little change in business; \$6,500 the approximate pace; not certain after this week.

'Dodsworth,' Shubert (28th week) (resumed engagement) (D-1,436-\$3.30). Only 'Merrily We Roll Along' getting more among dramas; clicking to around \$18,000 weekly, sure bet.

'Dream Child,' Vanderbilt. Withdrawn abruptly last Wednesday (17); played three weeks; house gets 'All Rights Reserved' next week.

'Errant Lady,' 49th St. Withdrawn Saturday; played five light weeks.

'Geraniums in My Window,' Longacre (1st week) (C-1,050-\$2.75). Presented by Phil Baker and Laura Wilke; written by Samuel Ornitz and Vera Caspary; opens Friday (25).

'Goodbye, Please,' Ritz (1st week) (C-918-\$2.75). Presented by Edward Mendelson; written by Kurt Chiffon; opens Wednesday (24); Solera Royle replaced Phoebe Foster.

'Hipper's Holiday,' Elliott. Yanked Saturday after three days.

'Judgment Day,' 47th (7th week) (D-915-\$2.75). When moved here under changed management scale was reduced; first week in new spot also \$5,500, some profit.

'Kill That Stork,' Ambassador (7th week) (C-1,055-\$2.75). Was short lived when first presented; making some money with cut rate pass tickets \$3.00.

'Life Begins at 8:40,' Winter Garden (9th week) (D-1,438-\$4.40).

No let-up in capacity drawn by recovery should run through winter to real cash, \$1,000.

'Lost Horizons,' St. James (2nd week) (D-1,520-\$3.30). Costly drama drew mild press, but added Sunday comment may help; first week disappointing, around \$7,000.

'Merrily We Roll Along,' Musie Box (4th week) (D-1,013-\$3.30). Smash; matinees are only performance not capacity; \$21,500 last week was a big improvement; easily tops dramas.

'Order Please,' Playhouse (3rd week) (C-865-\$2.75). Murder comedy must improve to stick; paced around \$1,000; no better than even break.

'Personal Appearance,' Miller (2nd week) (C-941-\$3.30). First straight comedy hit of season; high praise from all reviewers; \$8,000 in first five performances; capacity gain of \$15,000 indicated.

'Sailor Beware,' Lyceum (56th week) (C-923-\$3.30). Run leader going along to moderate, but profitable business with present set-up; \$5,000 last week was under previous pace.

'Small Miracle,' Golden (Royale) (5th week) (D-900-\$3.30). Matinees weak, but night attendance strengthening; paced around \$8,000 last week, okay.

'Spring Song,' Morosco (4th week) (CD-893) (\$3.30). Moderate money; up slightly last week with theatre party aiding; slightly under \$6,000.

'Tabasco Road,' Forrest (53d week) (C-1,107-\$3.30). Has been grooved at better than \$7,000 since moving here; liable to run through winter.

'Distaff Side,' Booth (5th week) (C-704-\$2.75). Capacity for English piece at about \$11,300; previous week over \$12,000 included extra matinee.

'The First Legion,' 46th St. (4th week) (D-1,375-\$2.75). With strong church plugging highly regarded all-male drama should get across; some improvement to around \$5,000; moves to Biltmore next week; 'Farmer Take a Wife' follows here.

'The Great Waltz,' Center (5th week) (C-3,700-\$3.30). New high mark for operetta at about \$45,000 last week; strong advance sale indicates run for Broadway gross leader.

'Within the Gates,' National (1st week) (D-1,164-\$3.30). Presented by George Bushar and John Tucker; written by Sean O'Casey; another of week's card accorded exceptional advance attention; opened Monday.

Other Attractions

'D'Oyley Cart,' Opera Co.; English G. & S. troupe continues clean-up at Martin Beck.

'Stevordore,' Civic Rep theatre, 14th street; probable final week for rep.

'The Green Stick,' Provincetown.

'The Drunkard,' revived merry sticks in old church on E. 55th street.

Carlo Opera Co. Grosses \$90,000 In 3 Chi Weeks

Chicago, Oct. 22. San Carlo opera last night (21) finished a smashing three-week stay at the mammoth Auditorium. Company smashed all opera records in this town, grossing around estimated \$90,000 on the three-week run, with the total net not averaging more than \$1,000 each week.

Opera could easily have stayed another three weeks, but had to go on for other bookings. Detroit, which gets the show next, is already sold out for the first three performances. Fortune Gallo will bring opera back to Chicago next April. In between he is figuring on a trip to London.

Mary Brian 1st

Hollywood, Oct. 22. Completing work on Par's 'One Hour Late' Saturday (20) night, Mary Brian hoped the chief Sunday for New York, where she goes into Low Brown's 'Calling All Stars.'

This is her first Broadway show.

LOUISE LATIMER BACK

Louise Latimer returned to New York yesterday (Monday) after completing 'A Always Tomorrow' for Universal.

She is going into a new Vera Murray play for Broadway. Rehearsals start in 10 days or two weeks.

Brookfield Gets a Break

George M., Native Son, Gives Town First Star Legit Show in Its History

North Brookfield, Mass., is scheduled to be the smallest town in the U. S. to hold a ranking Broadway star and his direct from New York road company for a one-night stand when George M. Cohan takes his 'Ah Wilderness' troupe into that Berkshire hill village for a special 'favorite old' performance Monday, Oct. 29.

Not even in the old ten-twenty-three days did road shows of the lowest water admit that North Brookfield existed—but that was before Cohan was perched in the driver's seat of his own company. Announcement went out Wednesday night (17) to the east at the Plymouth, Boston.

Most of the troupe had never heard of the town until Cohan explained that he and baseball's Connie Mack were kids together in North Brookfield, and that once he promised his friends back home that he would let them see him on a stage.

Advance man is three-sheeting the town, undertaker is breaking out with extra chairs, electrician is borrowing some 100-watt bulbs for the foots, general store is stocking autograph albums and local band is rehearsing 'Venus, My Shining Star,' Cohan's first song, written in North Brookfield.

One of Cohan's plays, 'Fifty Miles from Boston,' was also authored in North Brookfield, just that distance from the seaboard.

London 'Drunkard'

London, Oct. 13.

Jack Haskell's idea of producing the old meller 'The Drunkard' at the Queen's Hotel fell through at the last minute, due to difficulty with the licensing authorities.

Now likely show will be put on in conjunction with Paul Murray at the Casanova, an eatery adjoining Trafalgar Square.

LOST HORIZONS

(Continued from page 56)

29 scenes. Revolving platforms are used.

'Futility of suicide is the topic of "Horizons," and, while the theme has been used as a story background before, it is ultimately likely to have a more forced exposition. Its manner of treatment here is so involved that the performance seemed something of a problem to the audience.

Opening scene gives the clue. A young actress, discarded by her attorney lover, who goes to New York to become assistant district attorney, walks into the bathroom and shoots herself. Following scene, labeled the Hall of Records, either in heaven or hell, shows the girl given the task of reading the lives of people she might have come in contact with and whom she might have helped on the path to her own happiness had she lived.

This is a sort of prolog. In five other scenes in act one and eight in act two events are mostly not correlated until the last act. Janet Evans, the young actress who sultrified in a stock theatre in Kansas City, gets the leading part in a play by Adam Thayer, director-author. She scores, and the play is bought by a Broadway manager, with subsequent scenes at the try-out in Atlantic City, where the show looks like a sure thing. Near the end, Janet and Adam are affianced, tenderly in love. That would have happened had Janet carried on. It would have happened, too, for Adam, who in an earlier scene drank iodine, despondent over the failure of his play in the hands of another actress.

Prior scenes bring in other angles of the play. Lodging house in Montreal has Elsie Marshall deserted, instead of married to a chaser, who is next seen wooing rich Diane Reynolds in New York. In Atlantic City Elsie's brother, at the point of a gun, forces the fellow to tell where she is, and a phone call saves the girl from a worse misstep. Diane, who is eloping with the man, finds out about him at the same time. Friend of the Reynolds' who insisted Diane's suitor has a bad record, in a previous scene, is found mur-

dered shortly afterwards. An innocent youth is connected, but the real killer is named by the jilted mistress of a wealthy youth who tossed her aside to unsuccessfully woo Janet.

So, had the young actress lived she might have done much in aiding others and she might have lived to love happily. Nothing wrong with that theory, and if it gets to some who may be considering the Dutch act, 'Lost Horizons' would be worth its weight in gold.

Play brings Jane Wyatt further forward. She is particularly effective in the later scenes as the sweet Janet who should not have snuffed out her life. Walter Gilbert as Adam, the other suicide, impressed favorably, as did Ruth Lee, Betty Lancaster, Cynthia Rogers, Forrest Orr and Charles Laite. Number of bits, too, were well taken care of.

'Lost Horizons,' with 44 players, over 30 of whom have speaking parts, calls for more than moderate money to operate successfully, another high cost item being the stage crew of 42 men.

Kid Strippers

(Continued from page 1)

carrying on. Older one was faking the guitar and the tiny first-grader was singing his lungs out, holding on for the two bucks each was scheduled to get. In another bar room a pair of 12-year-old twins were found doing a modified striptease which had been taught them by the manager of the place when their tap routines failed to get business.

Cases are numerous, the department has found, in which youngsters from seven to ten have been working from nine in the evening until as late as two o'clock in the morning.

Dancing schools, specializing in 'stage' courses, are held responsible for many little girls working in the beer spots. Unscrupulous managers switch them to dances and songs not in their school lessons and have resulted in creating what the department terms a 'vicious situation.'

The 'viciousness' is also found to extend to waitresses, many of whom are youngsters ranging from 16 to 18 years of age. In many spots, it was said, they are required to do specialty numbers in addition to slinging the soda. 'Cabaret singing' with the girls doing song numbers while walking from table to table have resulted in plenty of undue roughness.

'We are going to clean up this situation,' declared Buckingham. 'We have no objection to entertainment, nor any type which the crowd prefers—but they can't pick on kids and get away with it.'

The Shubert Idea

Newark, Oct. 22.

'We would greatly appreciate it if you would broadcast any or all of the enclosed for the Shubert theatre, in return for which kindly present this slip at box office Monday night for a pair of seats. Thank you.'

Above memorandum accompanied publicity story for Fritz Leiber's repertory company submitted to Stations WOR and WOL last week.

WOR's evening time rate is \$750 per hour. WNEW's is \$250 per hour.

STATE, TRENTON, JOINS WEE, LEVENTHAL WHEEL

Trenton, Oct. 22.

O. D. Wilkinson, owner of the State theatre, has changed his mind about bankrolling a new season of stock for the State Theatre Players. Instead, house will get WEE & Leventhal wheel shows, relighting next Monday (29).

Operation of the house will be under personal direction of Wilkinson, with the inaugural attraction to be 'Queen Hollis,' starring Irene Rich. Stage director of presentation is Frank McCoy, who was a director of the Trent Players here for four years.

Other attractions booked are 'Pagan Lady' with Lenore Ulric, a new play starring Pauline Frederick, 'Wind and the Rain' with Glenn Hunter, Noel Coward's 'Home Chai' with Rollo Peters and Edith Taliferro, 'Dear Beloved' with Sidney Fox, and 'Pursuit of Happiness.' Stage at one time was one of best known legit try-out houses in East. Went bad for a while but Wilkinson decided to bring it back to life last year. Installed stock and let it go 24 weeks, despite mostly red, in order to return it to legit prestige, figuring it worth the coin.

DEMOCRACY

Okay in Theory but Equity Officers Like Platforms

Equity has rescinded the resolution which provided that the Council sit with the members during the quarterly meetings. At the time the amendment was voted calling for four general sessions annually, an actress proposed the rule, calling for all members except officers to take places on the floor, on the grounds of 'greater democracy.'

Although the suggestion was adopted, officers regarded it as one person's whim. Matter came up at last week's Council meeting and when it was pointed out that the governing body should rightfully be spotted on the platform, rule was promptly voted out.

Future Plays

'Mother Lode,' authored by Dan Totheroh and George O'Neill, has been acquired by J. J. Vincent, who plans immediate production.

'The Closed Garden,' from book by Juan Green, will be produced by Elihu Glass in association with Henry Forbes. Broadway bow scheduled for late November.

'Old Love,' comedy by Samuel Raphaelson, will be Crosby Gage's first offering of the season. Now casting and production under way. 'All Rights Reserved,' new Irving Kaye Davis play comes in to the Vanderbilt, N. Y., Nov. 2.

ENGAGEMENTS

Joseph Schildkraut, Rachel Hartzell, Clyde Fillmore, Maurice Wells, Margaret Waller, Eric Wolcott, Josephine Dunn, James Spottiswood, Constance Meloy, Gladys Feldman, Claude Roberts, Diantha Pattison, Francis Compton, Alfred A. Hesse, Sue Moore, Wells Richardson, Tucker McGuire, Nelly Malcolm, Jack Leslie, Frank Marino, Sara Peyton, Tom Manning, Conway Washburn, Ann Tonetti, Osceola Archer, Lee Ellsworth, Elmer Brown, Arthur Sanford, Rose Burdick, Buddy Proctor, Ned Glass, Sam Bonnell, Ruth Tomlinson, Jole Brown, Jr., Lester Lonergan, 3d; Janet Fox, Leonard Penn, Polly de Loss, Birrell Rawls and Editha Balthie, 'Between Two Worlds' (complete cast).

Shirley Gale, King Calder, Shirley Gibbs, C. E. Smith, Ruth Sheppard and Ollie Burgoyne, 'All Right Reserved.'

Pull Revue Satire On King Alexander At Critics' Request

Paris, Oct. 13.

Dramatic critics who had already arrived for presentation of 'The review' at the Varietes Tuesday night (8) got together under the leadership of their association president, Edmond See, and asked Managers Max Maurey and the Soda brothers to call off the show on account of the shooting of King Alexander of Yugoslavia and Foreign Minister Louis Barthoin that afternoon.

They knew that the revue, which was full of political satire, contained cracks on both Barthoin and the King, and they didn't think the moment was opportune. Everybody agreed and went home.

Lambs Club Re-elects Entire Officers Slate

For a while prior to the annual election last Thursday (18) the Lambs club was in a panic—Robert L. Hague, the Standard Oil of N. J. man, who has been the club's angel for years, having declined the nomination for treasurer. Every available member was sought to signature a telegram asking the magnate to reconsider, and he re-elected.

Hague, who is the husband of the varrier, Mary Lewis, has aided the Lambs to saving an extent since it met with financial reverses several years ago, that it has been one of the few clubs to weather the depression.

Election continued the same set of officers as for the past year; Frank Crumit, Shepherd; Arthur Hurley, Boy; Bert Lyle, recording secretary, and Robert L. Hague, treasurer.

ANNUITIES

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Woolcott, Chief Builder-Upper

Strength of Alexander Woolcott in the book world is again demonstrated by 'Lost Horizons' (Morrow), written by James Hilton, who has since written 'Goodbye, Mr. Chips,' a best seller. Woolcott, on returning to the air two weeks ago, went into a verbal rave about the earlier book with the result that it boomed into the best seller ranks.

Woolcott is the only man in the United States credited with being able to materially affect book sales. There are but six major book critics in the country, whose signatures mean anything to book buyers. They are John Chamberlin, William Soskin, Hershel Brickell, Lewis Gannett, Burton Rascoe and Harry Hansen. There are several others who have a large local following, but none of them singly mean book sales to the extent that a series of broadcasts over WBAF. Sponsored by Sidney Statensky, head of the American Book Bindery-Stratford Press, Inc., he will be limited to reviews of books printed by that outfit.

Harry Hansen started on the air yesterday (22) with a series of broadcasts over WBAF. Sponsored by Sidney Statensky, head of the American Book Bindery-Stratford Press, Inc., he will be limited to reviews of books printed by that outfit.

Liberal Now Judging Imports

Book publishers are happy over the appointment of Huntington Cairns, a Baltimore lawyer, to the Customs Bureau of the Treasury Department.

Cairns, known to be a literary expert, is a liberal. Barring of books or art by the Treasury Department will now be discussed first with Cairns and he will be the expert in charge. Publishers feel that the department will thus be run on a safer and saner basis.

From the Customs Department standpoint, moves were brought about by the fact that the department has met with several serious reversals in the courts recently.

Mag's Title Switch

Because it was frequently mistaken for a radio mag, Listening In, the philosophic and scientific mag, has undergone a change in title to Everman's Magazine.

Coincidentally with putting on a new masthead, William Gordon, the publication's head, has moved the editorial offices to New York. Now divides his time between New York and the mag's plant at Scranton, Pa.

Midwest Femme Publication

Chicago Federation of Women's Organizations making plans to issue a mag for Midwest women. Title will be Women, and the publication will be devoted to the interests and activities of women in and about Chicago.

Editorial selections now being made.

Expected that publication will start around the first of the year.

New Daily for St. Paul

St. Paul may have a third daily sheet, tentatively titled St. Paul American. St. J. Culbertson is announced as head of the proposed publication.

Intention is to start the first press run as soon as 50,000 subscriptions have been secured. Expected that the sheet will make its bow on Nov. 1.

Reorganize Literary World

Literary World is being reorganized with the December issue. Dr. Victor Robinson replaces Angel Flores as editor, with the same staff of associate editors remaining. Same time printing order for the mag will go up, with 25,000 copies being attempted instead of the 5,000 currently.

Issuing 100% Society Mag

Marian Moore Hall, who has been identified with various publishing activities in executive capacities, turning publisher on her own. Will issue a new society mag to be called The Smart World on Nov. 10. Frances Johnston will edit. Formerly a member of the editorial staff of Spur.

Bratton Rejoins B'klyn T-U

Dave Bratton, former radio ed of the Brooklyn Times-Union, returned Monday (19) to the sheet's payroll after strengthening out salary differences. In the daily's recent shake-up, Bratton was asked to take a cut. He elected to take a vacation instead.

Hearing 'Em Tough Enough

City News Publishing Co., which published The Special Calendar for nearly 25 years until its suspension recently, getting out a new mag called 'Vital Speeches of the Day.' This is to be issued weekly and will carry complete important addresses by leading individuals in various activities. P. F. Daly editing.

Planned by City News Publishing Co. to resume publication of The Special Calendar in the near future. That mag listed coming events in the metropolitan area.

City News Publishing Co. has no connection with the City News Association, the news-gathering organization.

Trend, Buffalo Wkly, Quits

Trend, Buffalo news weekly, this week suspended publication. Founded several years ago by a group of young local writers, the publication obtained some prominence through handling of local situations openly and in a manner not touched by the local dailies. But, although enjoying fair subscription patronage, it was unable to enlist business support.

New Co-op Firm

What is reportedly another one of those co-operative book publishing ventures is in the making. Behind the new enterprise are Anne G. Barton, Irving Feigenbaum and Charles Rohman. Will call it the Sutton Publishing Co.

There have been a number of co-operative publishing organizations since the idea was first tried by the Equinox Publishers. Said to be working out well in many instances, with the publication of various books that would not ordinarily see print.

Pegler's Coast Month

Westbrook Pegler left last Friday (19) for a month's stay on the Coast. By rail, as he has to send back that daily column. First to Los Angeles, then El Paso. The lurch is that he's west to do a series on the Sinclair situation for the Scripps-Howard papers.

Looks like Pegler's trip is the jaunt Brown has been ducking for six months.

Second Dinner for Indigent Lit.

Artists and Writers Dinner club arranging another party for additional funds with which to feed indigent scribblers and artists. This is to be held at the Barbizon-Plaza hotel, Nov. 9.

Booksellers and publishers are donating autographed books to be auctioned off, the entire proceeds to go into the fund.

Ed Miller's Sideline

Edward A. Miller, publisher of the giveaway, Gotham Life, harboring a new book-publishing concern called Strand Publishers. Not financially interested, however, the Strand Publishers' head, L. W. Allen, doing his own financing.

Plans are modest. Will issue a small list of slim non-fiction books to sell at \$1.

R.C.'s Three Giveaways

Outside competition looms for the proposed Radio City Giveaway, the Rockefeller Center Weekly, which is to be the Rockefeller's own affair. Group headed by Zelda A. Jaffe is planning a giveaway to be known as the Radio Center News. Meanwhile, the Radio City Music Hall has its own giveaway, to further complicate matters.

Great Neck's New Boast

Walden Press, established by Herbert Lasky, will issue works of fiction only. Betty Richmond of the editor, and she's picked 'If Tomorrow Comes,' by Louis A. Reitmeister, as the first novel to carry the Walden imprint. Company is located in Great Neck, L. I.

Ted Weber on Chi Times

Chicago Daily Times is adding Ted Weber as manager of the amusement advertising department, which was formerly handled by Leo Abrams, business manager of the tab.

Weber was formerly publicity chief of Chicago's White City amusement park.

Beth Brown Back

Beth Brown got back to N. Y. last Thursday with a graphic account of her pursuit by holdup men outside Cleveland. She stepped on the gas and kept ahead of them until she met up with a trooper. Seen in Hollywood for material for a fan mag stories.

Scribes Take It in Havana

The going is getting tough for the scribes in Havana. The communists, the government and others are hot on the trail of the news-gatherers.

Carlos Garrido, editor of a so-called scandal sheet, was kidnapped one night from the swanky Union club, taken to the suburbs and administered a large dose of castor oil. Next day the action was repeated with Manolo Sahas, his city editor. Two days later Garrido sailed for Miami.

Last week the castor oil was given to Miguel Angel Quevedo, editor of Bohemia, weekly magazine. Five men armed with machine guns took him out of his home in Malecon.

Last Wednesday the building where the morningstar 'Ahoru' was published burned down, with a complete loss of the print shop and the rotary press. 'Ahoru' is the only co-operative newspaper here. Everybody, from the printer's devil up to the editor, shares on the profit and loss, and there is plenty loss.

Then the combination merger of Pils and Information, two afternoon sheets, left out in the cold more than 100 men. The result was that an enraged reporter sent a bullet through Santiago Claret's arm. He is the managing editor of the new merger. Claret left for Miami.

Communists have warned all newspapers that all papers and personnel will be destroyed.

New Pub. and Sales Firms

New fiction book publishing house called the Phoenix Press gets going shortly. Sales agent for the outfit will be another new concern, the Outlook Book Co. Latter, in addition to handling the Phoenix books, will handle remainders and special-priced editions of all publishers.

Guiding spirits of the Phoenix Press remaining anonymous for the present because of other publishing affiliations. Editor is E. Wartell. Phoenix publishing plans call for Western book stories for the present. Other types of fiction may be put out later.

Head of the Outlook Book Co. is N. Wartell, a brother of the editor.

CHATTER

A year for Esquire, the mag.

Irina Skarlatina back from abroad. Hugh Findlay publishing his own poetry.

Ivor Brown here on his first visit to this country.

Leo 'Spike' Taylor talking of going to Ireland again.

Phil Stroud in town with the manuscript of a new novel.

William Bolitho's widow, Sybil, comes over from England shortly.

Victoria Cross, author of 'The Girl in the Studio,' is really Vivian Cary.

Robert Innes Center has joined the editorial department of Dodd, Mead.

The Woodstock season begins and ends with the arrival and departure of J. P. McEvoy.

Arthur Stringer back in Jersey, after being lost in a snowstorm in the Hudson Bay territory.

'After a few days in New York, Rom Landau has gone to the Coast. Will pick up some data there for a new book.

Faith Baldwin in Hollywood confabbing with Ilunt Stromberg at Metro on an org. she's going to scribe for him.

John Held, Jr.'s new novel, 'I'm the Happiest Girl in the World,' will be unique in that the jacket will be without a single blurb.

On Arthur Brisbane's last N. Y. huddle of all the Hearst by-liners an intensive campaign was planned for promotional purposes.

Claude Kendall has signed for a new book on old New York by Bessie Rogow Solomon, who wrote the original 'The Howlers' (U.A.). Hansome Sutton, 65, author, scientist and explorer of a science writer for the Los Angeles Times, dropped dead in the editorial rooms Oct. 16.

'Moscow Carrousel' is the tentative title given by Knopf to the book on the Russian city by Eugene Lyons. Lyons formerly U. P. and Variety correspondent there.

With an eye to on-air advertising, all the N. Y. dailies are now devoting more space to nite club news. Ted Friend for the Sunday Mirror heads a full page of chatter, reviews, etc.

O. O. McIntyre is the despair of his syndicate. Writes all his stuff single-spaced and says he can't do it otherwise. He can double-space his stuff, but he says O. O. has been stymied when it comes to his daily column.

Best Sellers

Best Sellers for the week ending Oct. 20, as reported by the American News Co., Inc.

Fiction

'So Red the Rose' (\$2.50)By Stark Young
'Mary Peters' (\$2.50)By Ellen Chase
'Lust for Life' (\$2.50)By Irving Stone
'Lighthouse' (\$2.50)By Archibald Hinns
'Lamb in His Bosom' (\$2.50)By Caroline Miller
'Appointment in Samarra' (\$2.50)By John O'Hara

Non-Fiction

'While Rome Burns' (\$2.75)By Alexander Woolcott
'Forty-two Years in the White House' (\$3.50)By Irvin H. Hoover
'100,000,000 Guinea Pigs' (\$2.00)By A. Kallet and F. Schlink
'Stars Fell on Alabama' (\$3.00)By Carl Carmer
'Life Begins at Forty' (\$1.50)By Walter B. Pitkin
'English Journey' (\$3.00)By J. B. Priestley

Book Reviews**Diamond Jim**

Probably even a deliberate effort to segregate the business and playboy careers of James Buchanan Brady would not be successful. The two are inextricably woven together. 'Diamond Jim' of Broadway, first night, gourmand as well as gourmet, everybody's friend and the most generous guy on the Street of Spendthrifts, was the advertisement for James B. Brady, railroad equipment salesman. His pleasures fed his business and business fed his pleasures. He cultivated his notoriety because it gave him entrance to the offices of his clients, and his lavish entertainments, eventually becoming second nature with him, were primarily begun to impress those to whom he sought to sell railroad supplies.

In his 'Diamond Jim, the Life and Times of James Buchanan Brady,' (Simon & Schuster, \$3) Parker Morell has made no effort to gild the life, nor yet to trample it underfoot. Primarily it deals with Brady's business career and supplies a vivid picture of the development of the steel railroad era and big business in general. There is no effort at spectacular writing, no endeavor to glorify the protagonist. Morell seems to have realized that there was no need for stress.

It's a book Brady himself would have loved. It's an accurate and convincing history of one of the most spectacular Broadway figures from the '50's to the '20's.

Mantle's '34 Selections

Burns Mantle has completed his annual theatre collection again, 'Best Plays of 1933-1934' (Dodd, Mead, \$3). It is as comprehensive and interesting as usual, and replete with good data of the theatrical season, which, Mantle says in a foreword, will go down in the books as the one in which the theatre came back to life.

Mantle's selection of the ten best plays of the season are 'Ah, Wilderness,' 'Men in White,' 'Mary, Mary,' 'They Shall Not Die,' 'The Master's Voice,' 'No More Ladies,' 'Wednesday's Child,' 'Shining Hour' and 'Green Bay Tree.' Synopsis and hunks of dialog from each are given.

Robust Tome

Victoria Lincoln is good name to mark down and commit to memory. She's going to do some high and funny writing. Her first published novel is 'February Hill' (Dodd, Mead, \$2.50) and if Miss Lincoln only does just as well in her next book she's set; she doesn't have to do better.

'February Hill' is the story of a serene family in Fall River. Virgil is a drunken sot and his wife supports the family by going to parties with 'men friends.' Grandma's past is highly questionable; she's just a bit daffy and she likes to use a lot of rouge and fake jewelry. There are three daughters and one son and all of them, too, are out of the ordinary. The family relations and inter-relations and how they all work out their problems is the story. Not to be read by polite grandparents and it can't be filmed, but almost anyone with a healthy sense of humor and modern life will get a kick out of it.

Colonial Days

Frances Parkinson Keys still sticks to New England for her inspiration, but this time she dates back to the early settlers and lays her story in Plymouth, founded by a little party of Scotchmen in Vermont. The daughter of God family, the family of her father for a supposed but widely innocent lineage are

'The Safe Bridge' (Messner, \$2.50) tells of her struggles to adjust herself to a new life, of her efforts to live true to her lost love, and her eventual marriage to another. Sane, plotted, strongly colored, it holds reader interest completely. Too remotely dated to stand much chance of film acceptance, but well worth reading by those who grow tired of hotcha tales. It will appeal to those who buy rather than rent their literature.

Saroyan's Shorts

William Saroyan's case is an interesting one. It's a prime example of good selling; perhaps the best selling of a name yet. Saroyan is a young Armenian who writes fair to middling short stories. But he happened to wander into the hands of such experts as Whit Burnett and Bennet Cerf and they've made him an important name in literature over night.

Saroyan submitted a short story to Burnett for his magazine 'Story.' Burnett accepted it. Saroyan sat down for the next 30 days and turned out another story on each of them. Burnett saw his possibilities and began building the lad up. He sent a story to the American Mercury and Charles Augoff printed it. Then Bennet Cerf, who publishes Random House books and backs Story mag, decided to publish a book of Saroyan's yarns and began putting his shoulder to the wheel. No better publicizer in the book biz than Cerf. The combination clicked.

Result is 'The Daring Young Man on the Flying Trapeze' (Random House, \$2.50), a book of short stories that's just under average in quality, but is already in its second edition and may go a third.

Fauchtwanger's Plays

Not generally realized that Lion Fauchtwanger ever wrote plays. Author of 'The Oppenheims' and 'Jew Suss' turned out at least three plays between 1917 and 1919 and they are published now by Viking (\$2.75).

Plays are 'Prisoners of War,' '1918' and 'The Dutch Merchant.' They are literally translated, although without much distinction, by Emma D. Ashton. They're interesting plays, but they don't mean a terrible lot to the theatre at this stage of the game. They're really, as a matter of fact, a bit dated.

Peepers Tell All

Fifteen modern apes, modern in the sense they are of recent years, tell of their experiences in twenty-seven colorful tales in 'Modern Spies Tell Their Stories' (McBride, \$2.50). Richard W. Rowan edited and collected the yarns and did a good job of it.

It's a bit hard to realize, at first, that spying goes on all around the world almost all the time. Once the shock of that is passed there's good reading in the experiences. At least half a dozen of them could be used for films, too.

Low Down On Ballet

Arnold Haskell sits at the footstool of ballet and looks at it with worshipping eyes. He can't think of anything more beautiful or more important than ballet. And that's what's the matter with his book, 'Balletomania' (Simon & Schuster, \$2.75).

Following in the footsteps of 'Nijinsky' it may sell a bit, but it is too biased to go far on its own. It tells all about ballet and there are some interesting facts and photographs, but a most odd of it is likely to be lost in the avalanche of miscellany.

Broadway

Grae Moore recording for Brunswick.

David Jay Blumfox has sprouted a hip ledge.

Jack Campbell catching up on Broadway.

Bob Ritchie back to the Coast this week.

Lynn Harrell has become a ping-pong enthusiast.

Rodrigo and Lila into the Cuban-American new revue.

Marcel Achard looking over the plays in New York.

Edward L. Klein, indie film distrib., off to Europe Friday.

Mary Heaton figuring on going back to London soon.

Pauline's Emily Hall flew to Ft. Worth for week's holiday.

Dave Burns is the comic to Gus Edwards' 'Young America'.

Gertrude Grossinger joins the George Lotman p.a. office.

Bob Collier is strictly strong for the Western football teams.

Looking forward to being nearly 95 pounds by means of a milk diet.

Hal Thornton tickling the ivories at Eddie's Little Maison on East 44th.

Lawrence Weber back to his office after beating a heavy chest cold.

They were making book last week on when Walter Abel would get a hit out.

Doug Churchill, Hollywood correspondent for the N. Y. Times, has returned to New York.

Alfred Weiss, formerly of the M.P. Club staff, now handling publicity for Childrod, photographer.

Looking forward to 51 and Seventh, Drs. Michel and Taube's faint night's social hour—six to seven.

Weird Phillips Dodge back on Broadway, not that it's a piece, exclaiming, 'Continental varieties'.

Joe Granaky, formerly connected with the Ball and Chain, now with the Blue and Gold café, Wyndham Hotel.

Times Square nabe gets another Chinese food dispensary when Chew Chow opens his W. 43d St. spot this week.

Alfred Freedman supplying some material for the new Eddie Dowling show, 'His Life of Ziegfeld' off the press next month.

I. Robert Broder has moved his law offices from the Bond building into Maurice Goodman's old suite in the Palace building.

J. D. Goldenberg of the Motion Picture Code, stationed in Washington, is an addition to Gov. Lafoon's Kentucky Colonel corps.

Jacques Dailin, young brother of Leon Helias, living in Paris, may come over. Has done several shows for the Casino and Mistinguette.

Meredith Wilson, NBC's general manager, director in New York, met the 'O. O. McIntyre Suite,' but first met the columnist in New York last week.

Even in these days of strange finance it does seem a little queer to find the Grill Leon of Montclair, N. J., advertising its dollar dinner at \$1.25.

Agents, headed by Larry Puck, bachelor-suppered Maurice Golden at Gerson's last week prior to his departure to Chi for hitch-up with Loretta Penn.

Annie Johnston and Anne Kasper, winners in Monogram Pietska 'Chance for Hollywood' contest, off to the Coast to their first flick, 'Women Must Dress'.

New Sherry-Netherland bar opens Nov. 1 with Alexander Haas orchestra, Gypsy Markoff, Harry Lennon, Maximilian and Louis as cocktail and dinner hour talent.

New bowling alleys opp R.C. Music Hall given special press preview, with ballyhoo under Ben Sonnenberg's news. Specially designed to cater to lounge bowlers.

Seale at the new Tavern on the Green, former sheep house in Central Park, almost off as the seamy C. P. Casino, and the dailies are giving it a little ribbing.

Max Hoffman, Jr., from the Coast, announced intended divorce proceedings, but if there's any legal action Helen Kane (Mrs. Hoffman) states she will sue for the marital split.

Waldorf-Astoria reports 80% rented as against the pre-legal days when it shut off entire floors at a time just to trim the overhead. With abolition of prohibition the Waldorf quickly assumed the lead spot among the cocktail bars and with it came a boom for rooms.

Ches Club now meets at the Friars Montclay at 12:30 a. m., starting yesterday, its second meet. The Broadway Chess Club's see bawled out the delinquent Chessers for the apertures turned out at the opening meeting and threatened dissolution of the club if attendance isn't better.

Miller, maitre at Dave's new Blue Room, knows how to run the room. Vet Boston Post roadhouse owner is now assisting Dave Kieckhefer's new eatery, which is predicted last week with a Hollywood-style opening—lights, a milk, etc.—to introduce the newly decorated straight restaurant which represents about \$35,000 in reconstruction.

Al Davis premieres his Chee Marianne for his wife, Marianne Davis, as hostess-entertainer, early in November, with Bill Farmer's old, Slim Ransom, and a Ch. boy, among the talent.

Vienna

Alfred Roller 70.

Advance drums galore for Toscanini.

Herbert Wanick to produce 'Abram Lincoln' for Burg theatre.

Talk of Ladislav Fodor hiding under pseudonym of Herr Leonhard.

Walter Leonhard's 'Room' Table taken by Gordon Harbord for London.

'When Ladies Meet' by Rachel Crothers, set for Volks, starring Sissana, recovering.

Vilma troupe presenting 'Golem' under Alex Stein at the Jewish theatre on Praterstrasse.

Karl Seitz of Theater an der Wien has fatal accident in bath when touching electric wire.

Dramatist Hans Rischsch returning from London, where he arranged for adaptation of his plays.

Fritz Massary, prima donna widow of late character comedian Max Pallenberg, to go to America.

Mr. and Mrs. Clarence Brown here telling press must that they are on the lookout for new film music.

Stadt theatre to reopen Nov. 1 with musical repertoire, changing program fortnightly. Seats ranging from 50 to 25c.

Stephan Zweig adapting Pirandello's 'One Does Not Know How' for Volkstheater, featuring Alexander Moissi and Leopoldina Constantin.

'Campo die Maggio' featuring Werner Krauss and Rudolf Forsterling, talked in English, German and Italian, by Italian Consortiois co.

Rio de Janeiro

Arthur Loew here for two weeks' stay.

Bidu Sayao's concert here a complete sell-out.

Monroe Ives, Universal boss for S.A., back in R.A.

Totten girls' ballet remains at the Copacabana Casino.

Josefina Pena and Mallo held over on bill at Urea Casino.

Bob Harley, big boss in Brazil, all smiles with Harold Lloyd opening.

International auto race held over the Gavea circuit here in Rio; terrible crash.

Galli Croci concert not so good h.o. attraction here, due advance panning by local dailies.

English Players stock company direct from the Albert I theatre, Paris, opening very week.

World-famous Sarrafini Circus continues under direction of his son since the father's passing away during Sao Paulo engagement.

Mexico City

By D. L. Grahame

Columbia's 'One Night of Love' current big pushover.

Arturo de Caceres, director of Fine Arts (National theatre) given thorough washing.

Educational ministry is making film of the customs of Gulf of Mexico fisheries.

Monte Carlo Ballet Russe appearing at pop prices, 75c top, in the local ball ring.

Roberto Soto, Mexico's fattest actor-manager, here looking for a theatre after a so-so provincial tour.

Fifi D'Orsay flew down here for the week-end, made personals at Jim Crofton's casino at Cuernavaca, and planned home again.

Chinese magazine, calling himself Pu Manchu and advertising that his family has practiced magic since 1688, a smash at Teatro Icaro.

President Rodriguez has asked congress to amend a constitutional article to clarify regulations governing imports of films and the making of pictures in this country.

Strike for a total of \$3,000, claimed as compensation for injuries suffered in a series of accidents that killed about this summer, filed by employees of Mexico's fixed circuits, the Fernandez show.

Cuba

By Rene Canizares

Dorothy Hyton reviews at the 'Campanor'.

Cardinal Suarez, Cuban seminary, to N. Y.

'Water Bar' (WB) currently at El Encanto.

During last strike, picture operators walked out.

American cigarettes now 30c, a tick. Former price was 75c.

Paramount Exchange visited by robbers; \$18,000 cash and securities taken.

Jan Bonich, theatrical and radio critic of El Mundo, married, his second time.

Gonzalo Rolo, conductor of the

municipal band and of the symphonic orchestra, desperately ill.

El Mundo, morning paper, trying to pick up circulation by offering funnies on Thursdays and Sundays.

Cuban hill-billies singing the 'Catastrophe of the Morro Castle,' something like the 'Wreck of the 98'.

Paris

By Bob Stern

Katy Goetz to Budapest.

Boya Reyes at Casanova.

Luna Park closing for winter.

Seven horse cabs left in Paris.

Marie Talbot dancing at Mayol.

Edmee Pavart booked at Bobino.

Liza Gauty and Mireille on ABC hillers.

Hildegard singing at Schere-zade.

Marcel Pagnol cutting 'Angelo' himself.

Leslie Sterling and band at Maxims.

Max Trebor taking his revue on a tour south.

Ninon Vallin back in Paris, before American tour.

Jacques Feyder finishing shooting 'Lendin Mimosa'.

Stephan Zweig out new version of Tabarin show.

Eddie Foy and Ray Binder bands playing at Ritz galas.

Off Dickson, Scott, Henle and her mother, Florence.

Harry Hassan and Jim Witterlind seeing auto show together.

Stanislavsky's Moscow Art Theatre planning American tour.

Marguerite d'Alvarez giving farewell in Rue d'Anjou flat.

Mabel Boll asking Willie Lewis to play 'My Sister Rose'.

Bernstein's 'Assault' on tour, with Solange Moret and Constant Remy.

Annabella (Suzanne Charocent) and Jean Murat married at St. Cloud.

Jean Epstein making film in the Breton language, about life of fishermen.

Max Linder cinema to show first Russian pictures beginning Oct. 19.

Eugene Le Sieur booked at Alhambra, London. Now in Folies Bergere.

Les Tuileries Restaurant opening bar on site of old monastery in Rue de Rivoli.

Frenchmen living abroad kicking that it's hard to get French stations on the radio.

Jean Kemm, French director, suffering face injuries in auto crash near Paris.

Charles Millet three-act 'Nice Boy,' to be played at Comedie des Champs Elysees.

Louis Besson, former manager of the 'Comique,' taking over the Trianon Lyrique.

Theatre des Arts to reopen with 'Gout du Risque' ('Love of Danger') by Alfred Moret.

Henry Bernstein starting rehearsal of 'Bois' ('Hope'), play he wrote this summer.

Studio de l'Etoile giving battle of Latin perfumery to each guest at gala opening of 'Mascarade'.

Marcel Achard sailing for Hollywood to write French dialogue for 20th Century's 'Folies Bergere'.

Louigi opening niteroy on Rue Balzac with Viennese attraction; Hermann Leopoldi and Miskysky.

Snobbery, certainty and Sam Barlow reading 'Mon Ami Pierrot' to actors who will play it at Opera Comique.

George Hirsch's Apollo getting socked for letting paying guests crowd out the newspaper critics on opening nights.

Following success of dubbed version of 'Scarlet Empress' at Paramount, original version opening Oct. 9 at Agriculteurs.

Paris millinery imitating Victoria Hopper's tyrolean hat in 'Constant Sympath' and naming it 'Tessa,' name of character Miss Hopper plays.

Gina Carlton, producer of 'Last Waltz' film in French and English simultaneously, being shot at Hillingdon, entertaining Paris press.

Suzi Solidor playing at Salon de la Femme, new advertising combination in a series of accidents that killed about this summer, filed by employees of Mexico's fixed circuits, the Fernandez show.

London

Hannen Swaffer getting over 'flu.

Noel Coward writing a new musical comedy.

Sherkot being tested for films by British International.

Dorchester floor shows likely to touch big provincial cities.

Tomson Brothers would like Constance Bennett for their new revue.

Richard Tauber's air appearance again being relayed from Vienna.

Edward Everett Horton expected here to do another film for Gaumont-British.

Arthur Loew expected here in a month. Coming over direct from South America.

Johnny Weissmuller and Lupe Velez in spot of bother at the ritzy Claridge's hotel.

Henry Philipson throwing a luncheon at the Savoy for his English film executive friends.

Eddie Pola called in to do some dialog for 'The Dictator,' Toeplitz film.

Robert Brown first venture.

Claude Rains used to teach Charles Laughton in the Royal Academy of Dramatic Art days.

British International likely to mount Val and Liane Stanton as permanent gagmen for future films.

Jack Rubens negotiating formation of a new British film corporation to be headed by Mack Sennett.

Margaret Churchill being dictated for by British International, and may do one if she likes the script.

Frances Carson has given up acting and is now in the casting department of T. Hayes Hunter's agency.

Harry Anderson, in booking department of General Theatres, out now located with Richards & Marks.

Jack Hytton going into the Palladium again in February, with management building a show around him.

Jack Taylor to stage the next show at the Garrick theatre in conjunction with the lessee, Harry Bradbury Pratt.

Bunty Paine, wife of Kid Berg, one of the show ladies in Charles Cochran's 'Streamline.' Only working a kill time.

William Baudine, brought over from America to direct 'Dandy Dick,' Will Hay's second for British International.

Deanna Durbin creating plenty of interest among film people, with Hollywood paying particular attention to the 'French gal.'

H. C. Byrd (Inks) Stevens' play 'The Immortal' coming to the Whitehall after its tryout at the Shilling theatre, Fulham.

Theatre Royal, the renamed 'The Royal,' going to the Lyric instead of the Queen's, as 'Moonlight in Silver,' at the latter, is holding up.

Mary Read's 18th Century pirate play by James Briddle, in London films next offering at His Majesty's theatre. Opens at Manchester early in November.

Contrary to expectations Noel Coward will not appear in 'The Ringmaster,' due in the West-End around Christmas, Laurence Olivier will replace him.

Montreal

Liquor prices down all over province.

Abbie Wright may manage Imperial.

Don Reid teaming up with Rupe Caplan.

Cy Landry pantomiming at Chez Maurice.

Kennedy Crane publicity man for McKim's.

Max Chamito beating the maestro to it on piano.

Leo G. Bullock and Sealing Wax getting nice press notices.

Durnberger, Kramer and Melvar orchards rated Montreal's finest.

Phil Maurice getting set for opening of Stanley Grill end of month.

Walter Downs handling N. H. L. broadcasting in English over CFCF.

Leo Le Sueur organized now cigarette bill over four Montreal stations.

Martha Allan, social registerite, starts up season for Montreal Rep theatre (amateur).

Jack Des Balleis is French commercial announcer for coming N. H. L. season here.

B. M. Garfield, Imito manager, elected fourth term to North-End Business Men's Association.

Frolics cabaret holding up nicely while brother Cecil waving Canadian banner from El Chico.

May Adorable loses Inez and turns out to be Mary Malles, already heard over CHLP year ago.

More undercurrent gossip has it that the 12-year-old daily, to be sold, has been in red steadily for years.

Hector Charlesworth, chairman, Can. Radio Council, denies having any commercial in program at the house of Sid Albright, United Artists rep here.

Hollywood

Gill Pratt planned to Chicago.

Sonia Lee in Gotham on vacash.

Mervyn LeRoy goes east in two weeks.

Spencer Tracy to Hawaii for vacash.

Frank Gillmore in town on Equity matters.

Herman Zohbel is from the Radio h.o.

Doiores del Rio may hop East for production.

Ray Noble at Par to work with Nat Pfinston.

Karl Freund and the misass back from Hawaii.

Arthur Klein joining John P. Zaniff agency.

Charles Laughton sunning at Palm Springs.

Charles Laughton in town o.o.l.g. Radio matters.

Fred Kohlmar, Sam Goldwyn aide, east on vacash.

Max Baer looking over script of his next Par pic.

Gene Austin opening the Club Malibu in Frisco.

Paul Robeson back from N.Y. and visit in Cleveland.

Hal Roach back on the polo field first time since op.

Harry Britwar and the misass o.o.l.g. the studio.

Joe E. Brown, back from Toledo, and the world series.

Helen Mack had tonsils plucked at the studio.

Ernie Ottati, of the St. Looney Cards, is limping about.

Buck Jones en route to Honolulu with daughter and daughter-in-law.

Harney Glazer back from Philadelphia, where father was ill.

William Seiter and wife, Marian Nixon, back from the honeymoon.

Harriet Arthur conferring with Marco on Partmar Coast operations.

Inner working of Central Casting Bureau aired via 65 stations by C.B.

Officials of IBW visiting in Hollywood, en route from Frisco confabs.

Frank Wright Bromley, exec. asst. to Frank O'Heron at Radio, has resigned.

'Parents' mag awarded medal to Adolph Zukor for producing 'Mrs. Winckler.'

Franklin Underwood here for week of story confabs with Barry Zanuck.

Jeannie Macdonald back from N. Y. to ready for 'Duchess of Belmondo's.'

Noll Gurney leaves the Schulberg-Fleming agency to return to Selznick-Joyce.

Alf Goulding has filed petition for bankruptcy in Federal court, listing \$13,000 debts.

Con Conrad and Jack Scholl have finished the big production number for 'Ziegfeld.'

Trailers attacking Upton Sinclair's candidacy for governor being used throughout state.

Tom Mix-Sam Dill circus due here around Nov. 1. Probably'll winter at some beach.

Borden Chase and Raoul Walsh going East to arrange for distribution of indie production pic.

Jimmy Durante's demurrer against Bert Levine's suit to recover \$3,000 for radio material assertedly furnished on an oral pact was sustained by Superior Judge Rogue on grounds of ambiguity.

Walt Disney Productions and Technicolor named in separate suits against the 'Duchess of Belmondo' court by Leo P. Douglas, of Menlo Park, Calif., who claims alleged infringements of camera device and Technicolor process.

Mrs. Bing (Dixie) Crosby affectionately calls him 'the groaner' instead of the crooner. When Bing whiffs 'em on the links it is a wise snarl, the groaning of somebody he gives his intimates the office with a familiar groan.

Joseph D. Walters, vet West Coast exhibitor, has retired after 35 years in biz and has moved to Balto to reside. Walters was once assistant general manager of the old Orpheum circuit. He is also accredited as the first operator of a pic house in Seattle.

Tokyo

By Barton Crane

John and Harriet Griffith, ballroom dance team, scored solidly.

Alexandre, the violinist, composer and pianist, gives a concert of his own works on Sept. 29.

Reports from Osaka say that the Dante Magic Show has been doing well.

Alexander and Clotilde Sakharoff, dancers, arrived from Marselles and will give five dance recitals.

Al. Uchida, nine-pipe actor, has moved into the Florida ballroom with a year's contract. Formerly was at the Little Club, Shanghai.

Ernesto Feuermann, pianist, starts a series of four concerts on the evening of Oct. 4. Was formerly instructor at the Berlin Academy of Music.

Manchurian authorities are demanding that censor books in Japanese be supplied. This means that the Manchukuo market must be serviced.

Hollywood visitors now in town are Josef Lampton, violinist, and Adele Lacy. Later is recovering from a bad cold, in the house of Sid Albright, United Artists rep here.

Football

By Benny Friedman

This week's intersectional battles again favor the west. Southern Methodist should take Fordham handily and the rest of the list shows a decided balance of power towards the sun in each of these games.

One good chance of an eastern upset, though, Penn. with its sophomores, is apt to come through to take Navy. The Midshipmen may have a letdown following their Columbia victory, but they can't afford to be careless this week. Likewise Michigan, with Renner and Reeves back, also has a chance of surprising Illinois.

The other two big eastern games will finally uncover just what Army

Hanover Hopes

Hanover is full of hope this fall and the Cambridge affair ought to provide definite information as to whether Dartmouth is going to toss off its New Haven jinx. If the Green possesses what it thinks it does, Harvard should provide the stiff workout Dartmouth needs for the following engagement in the Bowl, but the Crimson doesn't figure to be on the long end of the count.

The way the Coast teams are stumbling through their schedules doesn't make anything sure—fire along the Pacific U.S.C. seems far short of what it will take to plaster Stanford. Besides which this is one game Palo Alto always wants to

Probable Football Winners and Proner Odds

October 27

By Benny Friedman

GAMES	WINNERS	ODDS
So. Methodist-Fordham	So. Methodist	8.5
Columbia-Penn State	Columbia	5.3
Georgetown-N. Y. U.	Georgetown	9.5
Purdue-Carnegie Tech.	Purdue	8.5
Dartmouth-Harvard	Dartmouth	5.3
Holy Cross-Colgate	Holy Cross	6.5
Princeton-Cornell	Princeton	9.5
Navy-Penn	Navy	5.4
Army-Yale	Army	10.5
Alabama-Georgia	Alabama	8.5
Vanderbilt-Louisiana	Vanderbilt	7.5
Michigan-Illinois	Illinois	8.5
Ohio State-Northwestern	Ohio State	3.2
Notre Dame-Wisconsin	Notre Dame	7.5
Stanford-U. S. C.	Stanford	8.5
Washington-California	Washington	Even

(Predictions based on fair weather)
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and Dartmouth have this season. The annual Cadet-Bulldog fracas in the Bowl promises to be a pip, with the boys throwing the ball all over the lot. Yale, on the basis of its Columbia game, promises to be a tough November team and there is every indication that Eli is going to keep that promise. You can bet Princeton has got something to worry about as far as Yale is concerned, and the Soldiers are also apt to lose a little sleep before the Saturday. On paper, experience gives the Army an edge, besides which two other reasons might be Buckler and Stancok. But it's going to be a tough either way.

win, and maybe the temperamental Californians will quit kiddin' around for one Saturday.

Holy Cross and Colgate again bring up the picture of a good big team against a good little squad. That was the situation last week between the upstarters and Ohio State. However, it's doubtful if Holy Cross has the amount of power Ohio State can produce but hasn't yet applied for full efficiency. Another angle is that the Buckeyes probably snapped much of Colgate's strength last week. Hence, if Holy Cross plays its game it should win though not too easily, for Colgate never quits.

French 'NRA'

(Continued from page 11)

the occasion to revive the Vandal report.

Joint report was made by Raymond Lussiez, head of the exhibitors, and Paul Charles Biver, general secretary of the independent producers' and exhibitors' association, recommending complete freedom. These two sides are backing the American idea.

Their argument is that French being the language of the country there is a natural obstacle in the way of films originally made in other languages, so that there is no point to erect artificial barriers. Point out that in actual gross for the entire country there never have been, at any time, more than 20 foreign films a year which really compete with the good local made. Foreigners can get by in the Paris showcases but the big money, made by multiple copies, is only for the few, so why worry about quotas they argue.

The author's idea. Third report was made to the commission by Burquet, representing author's league. It favors collection of royalties nightly at the box offices, and a check of receipts to protect authors and producers against faking by exhibitors. This is an old story.

Reports of the big trade groups were far from confined to importation recommendations. Commission is to draw up a complete code for the industry, and proposals for tax reform and other general suggestions were submitted, notably a block booking ban.

Meanwhile, further attacks on Bernard Natan, Pathe chief, are being prepared. Robert Drier,

stockholder and financier, has prepared an extensive brief for submission to the Commerce Tribunal alleging mismanagement. American concerns are watching the procedure closely, both because of Natan's quota stand and because some local distributors for the U. S. outfits feel that Natan, despite his denials, has actually been out to get distribution of their product in his hands and thus do them out of their jobs.

Important politicians are reported interested in the Natan affair, with idea of possibly making capital scandal of it in the Chamber of Deputies.

Whole film situation is made uncertain by political jumpyness, which may interfere with all reform plans. Slaying of Foreign Minister Louis Barthou means that the delicate balance of Domergue cabinet is threatened, and upsets may come over Barthou's replacement. Rumors of armed preparations for trouble by both right and left wing sympathizers, which, if the materialized, would mean worst street fighting than ever, are persistent.

BIRTHS

Mr. and Mrs. William Hall, son, Oct. 14, in Chicago. William Hall is a single in vaudeville. Mother was one of the O'Connor Sisters.

Mr. and Mrs. Frank Mann, daughter, Oct. 14, in Chicago. Father is a musician with NBC.

Mr. and Mrs. Bob Burkhardt, daughter, in Los Angeles, Oct. 16. Father is on Fox Coast publicity staff.

Mr. and Mrs. Jack Matheson, son, in Chicago, Oct. 19. Father is Chi radio performer, while mother is the former Rosalie Ince from legit.

Strauss to U. S.

(Continued from page 1)

by Fischer-Stein as good advance agents for the imported maestro. Stein sailed for London, Friday (19) to open to London branch for MCA in association with Jack Hytton, London maestro-manager. Stein and Hytton will be partnered in the London MCA for an interchange of Anglo-American bands and artists. The Ray Noble deal for Paramount pictures, after much question, is believed to have broken down the American Federation of Labor resistance. The bands will work on board ship en route from both shores.

Strauss' American debut will be into Chicago, with New York to follow. The Johann Strauss orchestra will go to the French Casino when the 'Polles Bergere' departs from that Chi spot. 'Polles' hies to Broadway, to the former Earl Carroll (Casino) theatre at Seventh avenue and 50th street, which too will be renamed the French Casino. Some \$75,000 is the budget investment for the renovation of the Carroll, with Haring, Blumenthal, Harry Schiffman, Stein and Fischer sharing the costs.

When 'Polles Bergere' departs from Broadway into the picture theatres, Johann Strauss will be brought from Chi to New York, and by that time a third big spec will be imported for the Chi French Casino.

Among the wrinkles slated for the Broadway theatre is an Apache cabaret in the basement, concessions in the lobby a la the original Polles Bergere theatre in Paris, and a 100% recreation of the Continental revue styles. Only thing that will be taboo will be the tips for the ushers and for programs, a 'must nuisance' abroad.

Strauss is also slated for radio commercials when he hits the U. S.

For Reorg.

(Continued from page 3)

That was via the fact that Burkan also is attorney for Columbia Pictures and a member of that firm's board.

The examination was adjourned unfinished until yesterday (Monday) morning. At that time Judge Kelly asked for leave to withdraw his petition without prejudice. Federal Judge Manton granted the petition.

Blumey was in court on this occasion. Previous to the examinations aforementioned Attorney Palmer had asked the court for a body attachment on Blumey for the latter's failure to appear in one of the earlier sessions.

On Thursday (18) at the conclusion of the session, Blumey made his exit via a rear door, presumably to elude the process servers.

Prior to Blumey's own testimony, Judge Manton threw out the claim of another petitioner to the Fox Theatres reorganization.

Technically, Blumey to withdraw the petition for involuntary reorganization of Fox Theatres goes over until after Nov. 8 at which time Referee Courtland Palmer begins sifting the various claims in the equity receivership case. The petitioners may then renew their action under leave from the court.

It is not expected, however, that a renewal will be had by the same petitioners.

French Films

(Continued from page 1)

versity showing before the piec leave France.

Film's historic and literary nature will be favored, provided they are not too slow. Lighter films will be used if not too risqué.

Committee in charge of showing films at Harvard will trust the judgment of the French committee and will not preview. Mentioned for members of the Paris board are Governor General Olivier, president of the French Line; Mmc. le Verrier and Georges Roth, who was liaison officer of the French army at Washington during the war.

MARRIAGES

Elsie Larson to Keith M. Dunda, in Agua Caliente, Mex., Oct. 14. Bride is a picture player, green a songwriter.

Julius Buffano to Sue Peshad, artist, Oct. 18, in Seattle. Buffano is m.c. at Paramount, Seattle.

Loretta Dennison to Maurice Golden, Chicago, Oct. 20. Bride was with the 'Polles' there. Groom is a vaude performer.

Inquiring Reporters with Sound Cameras as Anti-Sinclair Stunt

Hollywood, Oct. 22.

Suds Spots Drop Sunday Closing Threat in Spokane

Spokane, Oct. 22.

After a bitter controversy, local beer dealers will not attempt to enforce authorities to close theatres and restaurants on Sundays. The action followed the request of some dealers that they force the state authorities to enforce the state Sunday closing laws everywhere as well as in the beer and wine retail trade.

Many of the beer sellers think discrimination is being shown.

\$131,000 GROSS FOR RODEO, 11 DAYS

Rodeo at Madison Square Garden, New York, is running well ahead in attendance and receipts over last season's events, again under the direction of Col. W. T. Johnson. Taking for the first 11 days of the 19-day date were approximately \$20,000 higher. Gross within that period was over \$131,000, as against \$111,000 last October.

Whereas last season single performance grosses rarely reached the \$10,000 mark, that figure has already been topped on five different nights. Largest gate was recorded Friday (19) when the take was \$12,900.

Lorraine Graham, 14-year-old equestrienne, was added to the casualties last week when her leg was fractured during practice with a menage horse. Youngster was crushed against the concrete wall of the arena.

Ruth Roach was again injured, sustaining a broken arm when bucked off by a bronc. Bob Murray was hurt early in the meeting, going out with several broken ribs. Tex Hays was lamed, with a skull fracture indicated.

Hub Whitman of Clarksville, Tex., won the bronc riding honors Sunday night (21) by sticking on Hell's Angel. Claimed the first time the buckler has been ridden in three years. Whitman, in top form, then won the evening's steer bulldogging event.

Balto Pro and Con Over Wrestling Shows Bid for Ancient Lyric

Baltimore, Oct. 22.

Burg is in throes of an argument whether or not to municipally controlled Lyric, old and traditional opera and concert hall, shall be rented out to razzing bouts. The theatre has been panting financially for past few years, even though granted special concessions, such as having been declared free from municipal taxation as a property.

Ed Contos, sports promoter, wants to use the site for a weekly grand 'n' grand card-throutabout the winter. Some of the members of the Lyric Committee, composed of social, industrial and musical Balto big shots, are inclined to suggest he have it. But majority of committee is not. General public, which should have a word, is apathetic. Newspapers also are non-committal. If razzing was in, fire laws would have to be revised. Just now smoking is barred in Lyric with exception of fayer and expressly built smoking chandlers.

Pug Gets Jug

Waterloo, Ia., Oct. 22.

Norman Wetzler, Jr., 20, known in the prize ring and entertainment circles as Kid Valla, will do his stuff for the next three years at the Anamosa state reformatory.

Up twice before on state charges of drunken driving and, warned Wetzler failed to heed the warning. If you must drink, do so, but don't drive.
Can get out in a year.

Inquiring, reporters, carrying sound cameras and recording apparatus along, are interviewing voters in the outlying neighborhoods and smaller Southern California towns on their preferences for the three gubernatorial candidates, Frank Merriam, Raymond Haight and Upton Sinclair.

The checkers are ringing doorbells in various districts, and if a registered voter gives definite arguments as to why he is for or against any candidate, the reporter asks if the individual will step out on the sidewalk or lawn and express his views before the sound camera.

Sound truck and camera are handy, with the voter going overboard most of the time for a chance to get mugged and recorded. The stunt is being used in the Governor Merriam campaign for re-election, and only interviews that had Merriam take cracks at Sinclair are printed.

The interviews are being edited into single reels and distributed in theatres around the state. Pictures taken in any town or district are especially spotted in a theatre in the vicinity, so that the voters interviewed can see just how they register on the screen. In addition to giving the picture houses material in the battle against the election of Sinclair, the reels draw families and friends of those shown in the shorts.

Station KNX straw vote on the governorship race shows Upton Sinclair far in the lead. Of the 25,642 votes mailed in from all over the state by post card, 16,943 have been polled for the Democratic nominee, 6,482 for Merriam and 2,217 for Haight.

Voters are also being sounded out by Literary Digest, 500,000 cards having been mailed out. Result will be announced in the first November issue.

N. Y. American Drops Benefit Show Series In Xmas Fund Drive

New York American is curtailing its Christmas Fund money-raising activities this year so far as benefit shows are concerned. Hearst daily is planning to hold but one gratitulent show on Broadway between now and Xmas, against its regular Sunday night shows between October and January in previous years. To take the place of the benefits, the American is planning a 'Comic Strip' ball at the Astor hotel, for which patrons will impersonate characters in the comic strips, and a night racing meet at one of the tracks around New York, probably Empire. Best of the money the charity enterprise needs is expected to come through direct contributions.

Date and place for the one Broadway Christmas Fund benefit show have not been set.

BRUNSWICK-BALKE SEES BOWLING BIZ COMEBACK

Brunswick-Balke-Cullender Co., America's biggest bowling alley and billiard table builders, believes that bowling has a good chance for a comeback with repeal, and is sending out 100 instructors in 100 keys to pep up the alley biz. The bar-and-club will be stressed as a means for social conviviality. There is a particular view to getting the fannies interested in bowling as a slim-waist-keeper means of exercise.

Brunswick estimates also show that the bowling biz is in existence at the moment, and others under way, are largely predicated over by a revived socializing and cheap farmer show field. Brunswick-Balke sees in this a further asset with the ex-tremes making good hosts and unofficial m.c.s. for their bowling alley activities.

Brunswick made the opening of a new bowling alley opposite Radio City Music Hall last week the occasion for much exploitation.

East

For a second month traffic through the Holland tunnel exceeded 1,000,000 cars in 30 days, September tailed August into seven figures.

Elizabeth Miele, whose "Blaze of Glory" flickered off ignominiously in Springfield, Mass., is at it again. This time it's "The Hundred Grand" by Philip Bartholomew.

Distilling concern using heavy newspaper space to urge its customers to go lightly. Feared that too much drinking may bring back prohibition.

Selma Royle has replaced Phoebe Foster in "Gouldie, Please."

Yvonne Printemps' diamonds, reputed to be worth around \$300,000, got more attention than she did when she hit the dock last week (18).

N. Y. garage men threaten to skin the blue eagles unless NRA forces all the night parkers under shelter.

Narcotic squad in Brooklyn discovers patches of cannabis indica growing near Brooklyn Bridge. Leaves form the marijuana "cigarettes." Seeds are basis of hashish. Biggest find since the Long Island city catch of a couple of years ago.

N. Y. Traffic court using a picture reel to educate careless drivers.

Mechanic killed but four others saved when the Fox Movietone men meet the assassination films from France, 650 miles at sea. Used a bombing plane and a poor landing lost a pontoon.

Mary Larkie de Phillips, who with her husband Charles de Phillips form the wire act of the flying Phillips, fell from the wire at the Rocky Wednesday 17 and fractured her skull. Died in the hospital shortly after.

Outstanding veterans of the World War made mass picketing demonstrations against the Mayfair, Globe and Central theatre Wednesday, (17) denouncing employment of "company union" members. Three patrol wagon loads picked up by the police. Others were gathered up for similar demonstrations in the Bronx.

Mary Carney, who said she once teamed with Max West in a sister act, and who was held for sentence for turning in a false fire alarm in Brooklyn, given the air on suspended sentence.

"Farmer Takes A Wife" to go to Boston instead of opening in N. Y. tomorrow (Wednesday) as scheduled.

All Woods takes "That Certain Thing" from Gustav Davidson. It had a tryout last summer.

"Life Wants Padding" changed to "All Rights Reserved." In production now after several false starts.

Late Maurice Grau, son of the operatic impresario, left a gross estate of \$18,987 and a net of \$15,980. To relatives.

Radio companies told to send to Washington copies of all continuities aired between Nov. 15-30. Or the July batch 161,466 of the 150,577 scripts were passed still under study for fraudulent announcement, etc.

Harry M. Warner told the students of N. Y. U. about picture production last Thursday (18). At the Wash. Sq. branch.

WNYC lost several minutes of the evening of the rioting in the Congressional investigation of Nazi activities. Someone cut the wires.

Musicians Emergency Fund can-

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.

paired starts to raise \$400,000 for unemployed musicians. Mrs. Vincent Astor presided at a meeting at the home of Dr. Damosch. Fund has spent \$300,000 in the past three years and figures the new sum will last at least three years.

Philip Melville back to the payroll of the Theatre Guild. To go into "Valley Forge."

Having received a license through court order, Max Wilner will open the Apollo with Allan Gilbert as producer.

Harvard University views with alarm student aversion to beer. Stands to lose much of the \$600 it paid for a license to serve beer in commons.

Breakfast Club, group of equestrians who ride early, protest to the Park Commissioner that the blaring of the band at the converted sheep-pen will scare their mounts.

Coushish assured them the band won't blare.

Ramon and Rosita, dance team, split.

By the will of the late Edward Browning his wife, "Peaches," will receive only \$2,000 a year from his estate.

Dudley Digges in from Hollywood to do a little stage directing.

Monte Carlo Casino goes outside the principality to take a lease on Frank Gould's casino at Nice.

New train schedules to cut time to Miami to under 23 hours for the winter.

Marion Claire, of "Great Waltz," asked to appear with the Chicago Opera Co. But she has a job.

Clint Walker looking Eway over for the first time in two years.

Newest racket is forging watch dials. Mostly for second-hand trade to step up value of cheap timepieces with well known names.

George Givot to go backface in "Callings All Stars."

Bill Robinson working to preserve Harlem's "wishy tree," cut down by the park department for safety. The dancer saved a five-foot length of the trunk, which will be set on a pedestal in one of the island parks along 7th avenue. Also trying to establish, at his own cost, a playground for children in the same district.

Philadelphia picked for tryout of "Africa" to revive.

Mrs. Joseph Ponchurak, of Yonkers, had her husband committed to jail for back alimony. Found he illicit, but had him turned out of the house and the warren tossed him out.

Douglas Fairbanks, Sr., flew west last week. Asked reporters to stop asking him on his marital affairs.

Central Park officials cracked down on the idea of opening the new tavern with a \$25 dinner for two. Opened company denies it.

Jack Dempsey and Hannah Williams refuse to permit the new baby to be photographed by newspaper. Fear identification might aid kidnappers.

Moe Weingart, also known as Joseph Ross, manager of Paradise dancehall, gives three to six years in the first trial under the new dancehall morals law.

Joseph Vermer Red offering \$500 to anyone who'll steer him against a producer who's been back.

Lilly Pons had to cancel European engagements when stricken in London with appendicitis last week. Kickpoo, days coming back.

American Association of Actors plants 100 entertainers to tour drug stores and play up a patent tonic. All players on Code salaries.

Many requests for the old opera chairs tossed out of the Metropolitan. City asks 400 for workhouse on Welfare Island and a Bronx branch asking for the old chairs. Seats are luxury time in spite of their antiquity.

Joseph Schickel arrived in Southampton Friday, presumably to play in the "Lovers of Oberon." Told reporters arrangements have not yet been made.

License Commissioner Paul Moss rules that theatres are responsible for all accidents whether or not they carry liability insurance. Decision made in the case of Joseph Hockstein who collected \$24 for a fall sustained in Minsky's Brooklyn theatre.

Cornelia Otis Skinner back in New York after a long tryout of her new "Lovers of Oberon."

Robert Lamph, whose stage name is Donald Bruce, in Night court Saturday on complaint of his wife in Chicago.

The judge asked a demonstration of his ability. Lamph did a Harry Lauder and won a suspended sentence.

Brandon Tynan again elected

prez of the Catholic Actors guild. His ninth time.

Allice Barber, of the Renard Girls, aerial act, hurt in Meriden, Conn., Saturday, when she dropped 20 feet to the stage, fracturing her spine.

Rose Walling goes into Supreme court tomorrow (Wednesday) to amend her suit for \$100,000 breach of promise against Anthony G. Young, playwright.

Stanley Ridges may go into "Valley Forge" for the Guild.

"Spring Freshet" was turned over to the actors, with the theatre to get the first \$1,600. Week's receipts before closing were \$1,300.

Laurette Taylor for Eway in "At Marians," written by her father, which comes with the stamp of approval by Ogunquit, Me. Will dog it a couple of weeks first.

"America Sings" withdrawn for a new book, "New People and a New Cast." Then it will be tried again.

Albert Belin's "Let Freedom Ring" no longer wears the Guild brand.

Lawrence Langner thinking of reviving "Streets of New York" for the holidays.

Helen Gahagan and Melvyn Douglas set the heads in the Guild's "Rain from Heaven."

Reversing the usual custom of filming stage plays, the Guild has "Storm Song" under consideration. It was suggested by picture, "Man of Aran."

William Harris, Jr., looking for a new title for "Oedipus Wrecks."

Causing buzz for "The American." WOR taking large newspaper space to advertise broadcasting value. Includes WGN, Chicago; WJW, Cincinnati; and WJZ, Detroit.

Herb Williams, owner of Farmer's Wife" cast and back again with concessions. Marc Connelly played the part for one show.

Vincent Minnotti director at Music Hall, to show his first work as stage Thursday (25).

Charles A. Coulter, theatrical agent, died in Leon and Eddie's club Sunday night.

Professional models complain society debs are taking their places. Threaten to picket.

Coast

Wallace Beery has filed suit in L. A. against two non-professors to collect \$600 rental on his house.

Harold Lloyd, actor, has bought a 30-acre ranch at Van Nuys, Cal.

Jackie Coogan is out to become a cheer leader at the University of Southern California.

Hollywood physicians believe they have found a cure for the mystic fever that's downed Edwin Booth five years ago when she made "Trader Horn" in Africa.

Kay Redell, actress, and her husband, W. A. Keith, have been arrested in Hollywood, charged with hitting a \$1 money order to \$100.

Ethel Meglin, head of a dance studio, has engaged the Los Angeles Municipal theatre to present her Meglin Kiddies on Nov. 1.

Izzy Friedman, musician, has filed suit against Mr. and Mrs. Itube Wolf in Los Angeles, seeking \$75,000 as damages.

Marjorie Crawford divorced in L. A. from Eddie Dowling. Latter is not the stage performer.

William Castle, 70-year-old actor, died last week in St. Louis, but arrived too late to see her dying sister. She has returned to L. A. to do picture work.

Elissa Landi awarded \$1,207 because her L. A. bank account was wiped up during a court suit.

Maureen O'Sullivan is spending 10 days in a hospital on advice of her physician. She recently returned from a trek to Europe.

Seeking \$2,300 which she claims due her in alimony, Mrs. Mariam G. Weiss has filed an attachment against Raoul Walsh in L. A.

Thelma Cortez Alley, picture player, sentenced to serve from one to ten years in the women's prison at Folsom for conviction of first degree manslaughter in connection with the death of William P. Redmond, Hollywood studio technician, in an auto accident.

Uncle Sam has collected \$11,200 income tax from the estate of Marie Dressler.

Midwest

Study Wiedoft won his suit for \$30,000 in the Appellate court of Chicago against Frank Holton & Co. for claiming a contract for \$24.

George Kleiser of San Francisco was re-elected prez of the Outdoor Advertising Association of America at a director's meeting in Chicago.

Janet Fairbank was signed by the Chicago Grand Opera Company. Columbia's WBMM broadcasting Traffic court and only to help reduce reckless driving in Chicago.

Radio Chatter

(Continued from page 45)

then back to the studio for another half hour of the show, which now has six sponsors. Studio has added 30 to original cast of old favorites, and Gene Loffler continues to announce.

Studio and lobby of KSO filled to overflowing with kids and their parents at 8 a.m. last Sunday morning when the kids were invited to see the broadcast of the reading of the Sunday comic pages. Hour is sponsored by bakery. Kids all took home miniature loaves of bread as a memento of the occasion.

Harold Fulton, former Register and Tribune logger, added to the advertising department of KSO, while Edna Bergard, former R-T employee, now merchandising manager for the station.

"Dutch" Kaegan covering all Iowa U. games for "Wheaties" over WOC-WIIO.

WKBB, Dubuque, Ia., has lined up the Buy List Groceries for 13 weeks, Thursday, Friday, and Saturday morning at 9:15 on a brevités and musical interludes program.

A late risers' program, 8 on, is being featured by WKBB, Dubuque, Ia. It will air at 8:15 on a brevités devoted to early morning plugs, music and a potpourri of news and informative matter, including frequent time calls, with bluffs and puns to 9:15 on a brevités.

Record for continuous time by any local on WHO-WOC. Des Moines, goes to the Katz Drug Co. chain, who have spotted a daily feature that runs from 7 a.m. to 8:30 a.m. on a musical clock program, popular songs, time signals every five minutes, weather reports and a potpourri of miscellany of interest to those who must do their strutting at that early morning period.

WOC-WHO got break over KSO last week when power went off at the local plant, the latter being out nearly an hour in a burned-out reactor was cut out at the light plant. With the WOC-WHO transmitter located at Mitchellville local interference does not affect the station.

Break came at an important time just at the peak rush period start, around 5 o'clock.

Pacific Northwest

Placer Hotel orchestra participated in the fourth annual celebration of station KFIH, Great Falls, Montana.

In bitter election fight for governor is fulfilling its promise of plenty money for radio stations in the state of Oregon.

Mosha Pelz, pianist and conductor who has been affiliated with KGW and KEX, has returned from San Francisco. Pelz is going in for grand opera and will prepare production for broadcast.

Al Marincou and his orchestra have opened the new Hofbrau, Spokane, and doing some broadcasting on the side.

Jack Bain and his Club Victor orchestra began a series of programs over KOIN recently. Appearing nightly except Sunday.

A new feature has been introduced each Saturday afternoon. Grady Cole takes a microphone down on the street and asks passersby pertinent questions about current affairs.

Charles H. Crutchfield, program director at WIT, just recovering from the semi-annual confusion of switching from one to the other. Dewey Long, the commercial staff of WBT, Charlotte, celebrated a birthday last week.

North Carolina

Archie Grimaldi, recently added to the announcing staff of WBT, Charlotte, N. C., assigned to 5-minute strip six days a week to present football dope. Formerly sports editor of the Augusta, Ga., Chronicle.

Man on the Street being returned to WBT each Saturday afternoon. Grady Cole takes a microphone down on the street and asks passersby pertinent questions about current affairs.

Charles H. Crutchfield, program director at WIT, just recovering from the semi-annual confusion of switching from one to the other. Dewey Long, the commercial staff of WBT, Charlotte, celebrated a birthday last week.

Dick Hartman, young Tennessee Barber's looking small theatre and country school time between radio appearances.

A program of beautification is on at WBT, Charlotte, N. C., where a new neon sign has been installed over the entrance to the main reception room and all the hallways and most of the way are receiving a new coat of paint.

Bo Buford has resigned WBT, Charlotte, N. C., to join her husband, Bill, in Florida, where they will do radio and news work.

Jimmie Gunn and his Dixie Ser-

enaders are back home from a successful trip through the north. They have resumed their old 8 o'clock Sunday night spot at WBT, Charlotte, N. C.

A. K. Sutton, Inc., Carolinas Public Relations, have replaced Boots Downing with John McAllister on the Philco program over WBT, Charlotte, N. C.

WBT, Charlotte, N. C., station personnel from General Manager Earl Gluck capable of at least one other function other than the one for which they were hired.

A publicist department at WSOE, Charlotte, N. C., has been reorganized and renamed the press relations department, with Paul W. Norris, charge.

Marie Davenport and Jane Bartlett have created a new program for WBT, Charlotte, N. C. It is a combination of organ, violin and voice. Miss Davenport presides at the console (in the Carolina theatre) and Miss Bartlett plays her violin and offers occasional vocal numbers.

The sustaining list at WBT, Charlotte, N. C. The newcomer is Jack Stern Orchestra.

Maryland

Philip Morris program's "Johnny" flashed through Friday.

John Elmer and George Reeder, WGBM, slipped over to Washington to testify before Federal Radio Commission about religious-educational movement for security of freedom.

Kirk Harris, announcer at WGBM, who recently hopped up to NY for a spot in production dept. at CBS, reported as having already written programs under personal thumb.

Sascia Jacobsen, class fiddler, signed by WBAL for series of 13 sustaining spots for the city.

Stan Powell, bass sustaining warbler on WFBI, the Republican candidate for sheriff of this burg in the election coming up next month.

Bob Medina, who has his mug on a Westinghouse ad.

Ray Tompkins' program for May Oil burner has been renewed over WFBI.

Dorothy Hall, current in "Dawn Glory," current at the legit Maryland, will answer quizzes popped at her this week by Nancy Turner over the ether.

Meredith Janvier, spicer with once-weekly commercial over WBAL, made new head of science dept. at Baltimore Country School.

Joe Imbroglio's mother passed on.

WBAL now on ether half hour earlier over Dixie local stations now start from scratch at 7 a. m.

Dr. Naomi Riches, guest speaker on special program over WFBI last week, developed coughing fit and could not continue. Henry Rickman, announcer at time, snatched up her script and finished out remaining mins. First occurrence of kind in last two years; gal fainted dead away that time.

Prosperity promenading through WFBI: Hope Harroll, Bob Maslin and Ed Kicker all bought new cars last week, and Parnell Gould finished paying for his.

Pennsylvania

Earl Reichternach, concert pianist, heard frequently over WGAL, now crashed WFBI with script show, titled "The General Store," a honey show.

John Howers, remote control announcer for WGAL, is taking time out to supervise the corn cutting on his plantation.

Bernard Garland, college student announcer, addressed F&M College Goethean Literary Society (12) on the Radio Announcer and His Job.

Made no new announcements.

Rabbi Daniel L. Davis returns to the air with a new season.

Tom Dawson, WCAU singer, was held up last week to the tune of a 15-cent snicker all bought new cars.

I. D. Levy is sporting a new powder-blue V-12.

Dr. Mallis, Philly dentist, has crashed WFBI with script show, titled "The General Store," a honey show.

WCAU engineer, Ray Stahl, is part-owner (by will) of a Nebraska ranch, miles from the nearest r.r. station.

Ron and Dum, WDAS comics, are entertaining once weekly in Philly public school.

Frank Wellman, WDAS sales manager, is the Voice of the New Deal in a series of discs made by the State Democratic committee.

LETTERS

When Sending for Mail to VARIETY Address Mail Clerk, P.O. Box 100, New York, N. Y. CIRCULAR LETTERS WILL NOT BE ADVERTISED LETTERS MUST BE IN ONE ISSUE ONLY

Anderson Hob Quigg William Baker Walter Brady Thomas Schultz Carl Swift Fred Conditars M P Vaughn Kay La Plante Jay La Reine Fred Weeks Bert

New York Theatres

THEATRES

86th ST.

Wed. 10 to 12
Oct. 24 to 26
"Bachelor Bait"

"Bachelor Bait"

"Hut, Coat and Glove"

"Bachelor Bait"

"Hut, Coat and Glove"

"Bachelor Bait"

"Hut, Coat and Glove"

"Bachelor Bait"

"Hut, Coat and Glove"

"Bachelor Bait"

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"Hut, Coat and Glove"

"Bachelor Bait"

"Hut, Coat and Glove"

"Bachelor Bait"

"Hut, Coat and Glove"

"Bachelor Bait"

"Hut, Coat and Glove"

OBITUARIES

THADDEUS GRAY

Thaddeus Gray, old-time actor and director, died in Boston Oct. 18 as the result of exposure during an open-air performance on Boston Common, Columbus Day. Suffering from a cold, he insisted on going through with his part, and his condition grew rapidly worse. He had played with Mrs. Fiske, Nanee O'Neill, Madge Kennedy, George M. Cohan and had once been stage director for Mary Anderson. Survived by his wife, Mrs. Pearl Gray, and a brother.

JOHN CALLAHAN

John Callahan, 82, bandmaster, died Saturday, Oct. 13, at the home of his daughter, Mrs. J. R. Sterley, in Libertyville, Ill., following a two-weeks illness of pneumonia. He had spent 45 years of his life in Akron where in 1878 he organized the Doylestown band. The body was returned to Akron for funeral services at the Trinity Lutheran church and burial was made in Akron.

BENJAMIN STERN

Benjamin Stern, 40, manager of Warner's Albany theatre, Albany, died Oct. 15, of heart trouble. He had been ill several months. Mr. Stern had been with Warner Brothers for 10 years, serving in Albany, Troy and Philadelphia. At one time he was treasurer of the former Empire burlesque theatre, in Albany. Mr. Stern's wife died about a year ago. He is survived by a son, Harold.

SADIE DUNBAR

Sadie Anne Platt, professionally known as Sadie Dunbar, dancer, was buried in Culver City last week. She was prominent on the stage in the days of Tony Pastor and Koster & Bial.

She is survived by her husband, Clifford Platt, a son, Charles, with Metro, and Mary Dunbar, of the current team of Dunbar and Thorne, also her granddaughter, Tudor Dunbar, recently with the Billy House Co.

ANDRE BRENDLIN

Andre Brendlin, 23, French film actor, was drowned Saturday (6) while swimming in the Marine with his friend, Marc Berthelmeu, composer. Brendlin, seized by a heart attack, sank a few feet from the shore. He had last played in "Le Rossu" ("Hunchback") and had been signed up by Julien Duvivier for a part in his passion film, "Golgotha."

MARY L. DE PHIL

Mary Larkin de Phil, of the wire act of the Flying Phillips, fell to the stage of the Roxy theatre Oct. 17, sustaining injuries from which she died in the Polyclinic hospital shortly after.

Survived by her husband, Charles de Phil. A more complete account appears in the vaudeville section of this issue.

OTTO W. MILLER

Otto W. Miller, 74, circus troupier of half a century ago, died at his home, Denver, Iowa. He was known in northeastern Iowa as the "Wapsie Nightingale," and an accomplished singer.

Interment was at Beaver Dam, Wis., home of his people.

DENNIS F. McSWEENEY

Dennis F. McSweeney, for more than 20 years business manager for John McCormack, died in the New York hospital Oct. 19, after a brief illness. McSweeney was not only manager but one of the closest friends of the singer.

CHARLES A. COULTER

Charles A. Coulter, theatrical agent with an office in the Film Center, died in Leon and Eddie's club Sunday night of a heart attack.

He had flown in from Chicago that afternoon and was dining with two friends with whom he had made the trip.

JOSEPH FREEMAN

Joseph Freeman, 35, carnival man of Philadelphia, died in Morrisania hospital, N. Y., Oct. 16, of injuries received in an auto accident the night before.

THOMAS GREELEY

Thomas Greeley, 64, minstrel comedian, died in Youngstown, Ohio, Oct. 16, at the home of his sister.

Mrs. Ellen Woods. He had been associated with many important minstrel troupes including George Evans, Gus Hills and others, and had played the RKO time.

CHARLES B. MARTIN

Charles B. Martin, 74, for many years owner and operator of "The Pines" night club, died Oct. 13, at the home of a daughter, Mrs. Clark B. Hatch, in Newark, O. Burial in Newark.

Roy Harrington, aged 49, father of Ron Harrington, assistant manager of Fifth Avenue theatre, Seattle, died in Portland, Ore., from heart attack Oct. 15.

Jean Vigo, 29, French film director, died Saturday (6) of septicaemia at his Paris home. He had made only two pictures, but had a reputation for originality and weirdness.

Ernest G. Dobney, 41, president of the Stockton, Calif., musicians' local, died Sept. 28 in French Camp, Calif., from appendicitis. Widow and two children survive.

Mrs. George Hassell, 55, wife of George Hassell, English comedian, died in Hollywood, Oct. 15, following a brief illness. Hassell recently was contracted by Universal.

Joseph Mueller, 47, a musician, died in Los Angeles Oct. 15, following an operation. He is survived by his widow.

David Edward Gish, 74, uncle of Lillian and Dorothy Gish, died Oct. 18 at Springfield, O.

State Fair Secs in Chi To Bid on World's Expo Buildings and Props

Chicago, Oct. 22. Several of the State Fair men of the country have been coming into town during the past week to catch the World's Fair before closing and to make bids on material to be used after at their own fairs. Officials are accepting bids to be acted on after Nov. 1. P. T. Streeter of the Florida State Fair, Victor Desautels of Montreal, Harry Travis of Nashville, Ray Lee and Lew Warner of the Minnesota State Fair, and Elmer Hughes of Toronto are among those that have showed up so far.

Races for Cook County Fair Grounds in Chi

Cook County Fair Grounds are under negotiation to be taken over for auto races, horse races and county fairs. Lessors angling are Joe Van Cise and William Newberry, who plan to close the deal as a corporation.

Rodeo Holog In

Charlotte, N. C., Oct. 22. California Frank's stampede and roundup is playing Asheville under American Legion auspices. Col. C. F. Hafley, owner, is negotiating for permanent winter headquarters near Asheville.

Fair to Camp Meeting

Storm Lake, Ia., Oct. 22. The curtains have rung on the Casino amusement park, properties having been purchased by the Assembly of God church who will use it as a summer worship gathering place.

Asks More Coin

Lincoln, Oct. 22. Submission of the State Fair budget to the Governor here last week showed an increase in demand of some \$65,264 over the reduced amounts allowed by the last legislative session, not including the \$4,407 deficit of the 1934 show. In addition the board asks for \$50,330 to cover the remainder of the 1931-32 deficit part of which was paid by the last legislature in the amount of \$46,466.

Takes to Rollers

Lancaster, Pa., Oct. 22. Roller skating is doing a comeback in this section. For several months rinks in a local amusement park and at a big road stand have been cutting a fair piece of business for themselves.

Now the old Convention Hall here has been converted into a home of the wheeled hoofs. Driving for business with coupon newspaper ads good for a 20-cent rebate on a ticket and free instructions in roller skating both plain and fancy.

ZACK TERRELL RE-ENTERS CIRCUSES?

Hollywood, Oct. 22. Recent purchase here of a five-tiger act from the California Zoo; six-male-lion act from the Gay Lion farm, and three elephants from Mrs. William Hall of Lancaster, Mo., by Zack Terrell indicates that despite previous denials, Terrell is figuring on re-entering the circus field.

Incorporation several weeks ago in Indiana of the Indiana Circus Corp. by Jess Murdin and Fred Schortemeyer, neither with previous circus experience, and the reported sale of the John Robinson title to the new company plus about 25 railroad cars point to the entrance of a new trick in the outdoor field next season. Terrell's name has been linked with the new company as operator but he denies the connection.

If the new outfit comes to light it will be the first new railroad show to go out in the past 10 years.

BARNES SHOW \$150,000 AHEAD

Hollywood, Oct. 22. Barnes circus closes its season at El Centro Monday. (29) after the longest and most profitable tour in the past five years. Trick left winter quarters at Baldwin Park, Calif., in May, traveled north to Canada, through the Provinces to Nova Scotia, returning through Canada to Michigan. Turning south it went west, after Kentucky, Arizona through Kansas, Texas and Arizona back to California. During the last two weeks it will have the Dill-Mix outfit as opposition. D-M is due in its Long Beach winter quarters Nov. 9.

Barnes show will have a profit of around \$150,000 on the season. It has been unusual for any of the circuses to come home out of the red for the past five years.

Mix outfit will also show a healthy profit on the season. Trick has been cut to the bone on expenses with most of the money being allocated to the Mix act and the Flying Wards (Mrs. Tom Mix). With both Mix and his wife doing plenty of double work, rest of the performing personnel is at a minimum.

Expo's Press Gifts

Chicago, Oct. 22. World's Fair last week handed out 15 wrist watches to news men on the grounds representing the key radio stations, newspapers and press services. Major Lenox Lohm made the presentations.

Dallas Fair Booms

Dallas, Oct. 22. State Fair at Dallas closed its 16 days Oct. 20 to a reported excellent business. Estimated count at the gate was about a million admissions. The auditorium, playing Barnes & Caruthers' "Show of a Century," totaled about 180,000. Gate prices were lower this year but total count is expected to be the best in several years.

Indies-NBA'ites Take Sides, Indulge In Personalities at Warm Washington Hearing on Burlesque Code Budget

Washington, Oct. 22. Heated open fight over proposed \$21,400 budget for Burlesque Code administration today (Monday) resulted in a bitter discussion of personalities and a wide-open spat between independent and major members of the code authority. Following three hours of government debate, Deputy Administrator William F. Farnsworth concluded the hearing, subject to recall. Next stop is problematical, but indications are NRA will reject the proposed budget and demand a new method of assessment.

Major fight centered about method of assessment, while employment of I. H. Herk as executive secretary at \$10,000 salary was second important issue. Retention of Paul Weintraub as \$3,000 a year counsel provoked more bitterness. Claiming to represent 20 theatres and insisting only 35 houses are now operating, Harry Goodfriend of Philadelphia directed the assault on the code as well as the budget.

Revising the old argument that theatrical business is not interstate commerce, Goodfriend, as counsel for three independent members of the code authority and other managers, charged the National Burlesque Association organized by Herk is being unloaded on the remainder of the industry, and said the proposed expenditure would be absolute waste of money, and advocated inclusion of burlesque under the legit code authority.

Terming the proposed \$10 week levy per theatre "grossly unfair," Goodfriend said there should be no budget, but that if the NRA is bound to go through with the financing plan, levies should be based on a sliding scale, method of operation and other factors, which would make for more equitable distribution expense.

Backing up their attorney, Jimmie Lake, Izzy Hirst and Anthony Romano, three recalcitrant indie members, frequently engaged in bitter personal tilts with Herk and Weintraub, accusing latter pair of attempting to "sandwich" a majority of the industry.

Noting that under the Burlesque Actors' Association set-up labor complaints are speedily settled, Lake claimed no justification for such a large outlay. Romano accused Herk of getting \$25 weekly from each of several New York theatres to act as censor and protested paying him \$200 salary code authority official unless outside jobs were cut out.

More Charges

Charges that the code authority has functioned for sole benefit of New York operators, Hirst said the National Burlesque Association was formed by New York producers who wanted to kick Herk upstairs and get control of the code administration.

Taking no part in the dispute over equity of levies, Tom Phillips, head of B. A. A., served ultimatum on the entire industry that unless producers speedily got together and took steps to observe labor provisions, actors would be forced to resort to wholesale strikes to get the benefits of NRA.

"The fundamental provisions of the code are null and void," Phillips asserted, "unless the NRA does something. If the industry can't get together we will have to take back our promise to keep the peace. There are hundreds of violations of labor clauses. We have refrained from making trouble, but we are entirely willing to match our strength with them."

Expressing the hope code authority meetings will be infrequent, Herk defended the proposed outlay on the ground that the code administration cannot be undertaken without an adequate supply of funds. He said the only way to raise cash is to impose a flat levy on all houses alike, since there is no sufficient information to dope out any differential plan.

Marking it "rather bad taste" to discuss his salary, Herk promised he would put in full time on code administration. Weintraub frequently paid high tribute to Herk and said burlesque is fortunate to get such a high type man

for \$10,000. He said there had been no real objections to paying \$10 a week until recently, when indies began kicking.

Levy of \$10 was termed fair and the budget was said to be within financial capacities of the industry by Max Rudnick, who advocated a stiff assessment to drive chieftains and fly-by-night operators out of business.

Question of whether to accept proposed budget turns largely on the number of houses operating and the relative amount of support commanded by Herk and the indies.

If Goodfriend satisfies the NRA he is speaking for two-thirds of all operating burlesque theatres, the budget undoubtedly will be ash-canned, while if Herk demonstrates he has the majority support, levy probably will be approved.

Code Undecided On Exemptions; Labor Is Silent

Washington, Oct. 22. With a strong protest on file from the Labor Advisory Board, the petition of the King Amusement Co., Detroit, Saturday (20) remained under consideration from the National Recovery Administration, with the outcome of the appeal for exemption from labor clauses of the burlesque code uncertain.

Despite the militant attitude of the Burlesque Artists Association, NRA attaches said no complaints against the proposed exemption had come from employees who might be affected by the suspension of minimum wage and maximum hour clauses. Time for protests is not up, however, until Tuesday (23).

HERK SUING LAKE ON WASH. HOUSE

Washington, Oct. 22. Seeking dissolution of the partnership, I. H. Herk, head of the burlesque code authority and president of the National Burlesque Association, last week sued James J. Lake, operator of the Gayety here and one of three independent representatives on the code authority, for an accounting of receipts of the local house.

Herk, in a petition filed in District Supreme Court, stated that he believes Lake has been receiving more than his share of profits from the town's sole burlesque house and an adjacent restaurant. Claiming no accounting has been made by Lake since May, Herk asked court to dissolve the tie-up and appoint a receiver to manage the venture until the lease expires, Sept. 1, 1936.

Columbus Gets Burley

Columbus, O., Oct. 22. "Parisian Follies" will be the first burlesque show presented by the organization of Art Moeller and James Spoon, who will reopen the Lyeum theatre as a burlesque house Friday, Oct. 19. Their company will offer stock burlesque with a new bill each week and there will be a ladies' matinee each day.

Moeller & Spoon have signed a lease for the theatre for five years from the Chittenden estate and they will operate with two shows a day, with a midnight show every Saturday night.

CIRCUS ROUTES

Week of Oct. 22. A. G. Barnes. Oct. 22, Albuquerque; 23, Gallup; 24, Winslow; 25, Phoenix; 26, Prescott; 27, Phoenix; 28, Phoenix; 29, El Centro (Arizona); 30, El Centro. Hagenbeck-Wallace. Oct. 22, Pensacola; 23, Mobile; 24, Gulfport; 25, Hattiesburg; 26, Laurel; 27, Meridian; 28, Tupelo.

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HOUSEWIFE. Mrs. Charles Daly, who comes from Marquette, Mich., says: "My way of renewing energy is to smoke a Camel. Camels pick up my energy when I feel tired, and they have a mild, delicate flavor that a woman likes."

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CAMEL CARAVAN with Glen Gray's Casa Loma Orchestra, Walter O'Keefe, Annette Hanshaw, and other Headliners—over WABC-Columbia Network. Tuesday, 10 p.m. E.S.T.—9 p.m. C.S.T.—8 p.m. M.S.T.—7 p.m. P.S.T. Thursday, 9 p.m. E.S.T.—8 p.m. C.S.T.—7:30 p.m. M.S.T.—8:30 p.m. P.S.T.



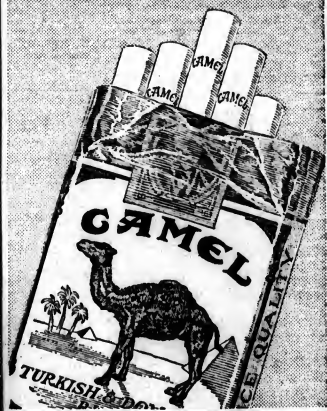
SPORTSMAN. Rex Beach, famous big game fisherman and writer, says: "When I've gotten a big fellow safely landed my next move is to light a Camel, and I feel as good as new."



AIR HOSTESS. Miss Marian McMichael (R.N.), of American Airlines, says: "When the run is over, my first move is to light a Camel. I find that a Camel quickly relieves any feeling of tiredness."

TOBACCO MEN
ALL KNOW:

"Camels are made from finer, More Expensive Tobaccos—Turkish and Domestic—than any other popular brand."



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VARIETY

PRICE
15¢

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Vol. 116 No. 7

NEW YORK, TUESDAY, OCTOBER 30, 1934

64 PAGES

HIGHBROW MET UNBENDS

B'way Engagement Percentage Up; 1,092 Actors in Current 48 Plays

There is a definite increase in the number of players engaged in Broadway legit shows this season over last fall, it also being indicated that there is more back stage labor employed. Figures are based on 48 attractions playing or in rehearsal.

Count has a total of 1,092 actors and extras. Among extras included in the total are some Equity members so engaged temporarily because of circumstances. Other atmosphere people not required to join. Not included are 450 players in free shows performed in New York and Civilian Conservation Camps by means of city, state and federal relief funds. A percentage of the latter players takes in vaudevillians.

Few musicals, which usually require the most populous casts, have arrived as yet but there is an unusual number of large cast dramatic productions. There are 13 shows employing from 30 to 90 persons on (Continued on page 48)

GAS STATIONS' 'WALTZ' BALLY

Further publicizing of 'Great Waltz' Center (Radio City), N. Y., may include lithograph stands at Standard Oil gasoline stations in the Midwest and south. The S. O. tie-up is possible through the Rockefeller interests which participated in financing the show.

In addition to the outdoor paper ads, literature about 'Waltz' may also be distributed to motorists. This plan is in the formative stage, with how cost of the paper, etc., is to be divided a question. One slant is that there would be no charge made by the gas stations.

Show is now getting free publicity via radio, through the NBC connection, and by trailers in RKO theatres, 'Waltz' being in one of that circuit's houses.

H'WOOD DOUGH BOYS KEEP LAMBS GOING

Depleted-by-Hollywood ranks of the Lambs club is being kept flourishing by the more affluent members, now on picture payrolls, who are purchasing \$500 life memberships. The same group of moneyed actors has also donated its second mortgages to the Lambs club treasury.

The 60th anniversary gambol of the club occurs Dec. 8 at the Waldorf-Astoria, New York, at \$15 a head, from supper through breakfast.

Alias

On the Radio lot they have a nom-de-celluloid for 'The Little Minister,' now in production. It's the 'Wee Rabbi.'

40% Honest Injun Extras in H'wood; 60% Are Mexican

Hollywood, Oct. 29.

Even the Indians in Hollywood are phonies.

Extra Standing Committee in its task of reclassifying the extras under NRA regulations assigned Jim Thorpe and Chief Many Treaties to the job of chasing the antecedents of the more than 300 registered American Indians to find which are the McCoy.

Indian committee of two spent considerable time and work in visiting various Indian reservations and in correspondence with the Department of the Interior to trace the genealogy of the red men extras. They report only 40% genuine. The other 60% are Mexicans.

Almost all Indians here claim the title of 'chief.' Thorpe and his companion found that among the so-called chiefs only a small percentage are on the up and up.

Phoney Art Is Alleged In Hobo Jab at Sinclair

Hollywood, Oct. 29.

Downtown dallies, all on the same side of the fence for once in their opposition to Upton Sinclair, have been digging into studio files to get stills of hoboes to run as 'proof' that the out-of-workers are already flocking to California to get in on Sinclair's EPIC easy pickings.

One paper ran a two column still identified as from Warner's 'Wild Boys of the Road.' The film colony soon recognized that the chief 'hobo' was Frankie Darro, and the other itinerants are extras used in the Warner film.

Same day another paper used a picture, which the Sinclair headquarters claim was posed by Central Casting registered extras for a price.

PASTEURIZED NEWS

A certification seal of authenticity on news releases is an idea which the A.M.P.A. will take up at its next closed meeting.

Idea of the film publicists is to curb some of the wild stuff the columnists and chattering print, with the A.M.P.A. seal indicating the release is fortified by some fact.

NO PEEKING

Rockefeller Niterly Figures Out the Femmes' Cute Gyp

The femmes have been flocking to the Rockefeller Roof (85th floor of the RCA Bldg.) for 40c cocktails knowing that the price alone is the tariff to see the bird's eye panorama from the tower. For the same price they get a drink as well.

The Rockefellerers are wise to it and now they don't permit going out on the terraces for the free o.o. of the city. You come up to the Patio now (which adjoins the swank Rainbow Room) just to drink or eat—but no free peeping.

One of the captains confided that it would be better for the Rockefeller gross if they screened off the Rainbow Room. Tourists in the afternoon can peek into and get an idea of the swank interior without having to do up and pay the fancy tariffs at night.

Author Squawks B'way Producers Doin' Him Wrong

Harmon & Ulman, legit producers, were served with a letter by the Dramatists' Guild yesterday (Monday) ordering them to drop all rehearsal or production activities of 'Waltz in Fire.' Action is at the demand of David Hertz, author of the play, his first, who claims dissatisfaction with the production. Play is to open tomorrow (Wednesday) night at the Masque theatre, on Broadway.

According to the author, the producers are incompetent and are not giving him the kind of production needed. Producers are the same ones who last season put on 'Men in White,' Pulitzer prize play.

Producers immediately called in their attorney, John J. Wildberg, and took action to see that the opening is not interfered with.

(Continued on page 62)

Nazis Ban Lace Pants

Berlin, Oct. 29.

Censor hit a new all-time high in his banning of 'My Weakness' (Fox).

Flicker was tabooed because 'the lace panties on the girls would contaminate the morals of New Germany.'

Warners Shrug Off Coal Baron Jitters Anent 'Black Hell'

Hollywood, Oct. 29.

Certain eastern coal mine operators attempted to stop production of Warners' 'Black Hell,' coal mining story starring Paul Muni, by filing protest with the Producers' Association.

Squawk was based on argument that capital-labor situation inherent in the Warners drama might tend to create agitation at this time, against the best public policy.

'Black Hell' is two weeks along, under Michael Curtiz direction, and studio, believing it has an exceptionally strong story, refused to be budged on production plans.

American Stars Dress Better Than French?

Paris, Oct. 29.

American femme film stars are getting a big hand, in this world's fashion center, for the way they dress.

Kay Francis in 'Mandalay' (WB), now at the Apollo, is latest to get raves for her clothes from critics, who also cite Mariene Dietrich, Greta Garbo, Joan Crawford and Irene Dunne as knowing their sartorial stuff.

French film stars, on the other hand, are plenty panned for dowdiness, including Fiorella, Gaby Morlay and Marie Bell. French fashion propaganda is suffering because Hollywood is so good, is the theory.

OPERETTA POLICY FOR OPERA HOUSE

Success of 'Great Waltz' Leads Sponsors to Belief Similar Items Would Help Opera House

MAYBE NEXT SEASON

Light opera or operettas are being considered for the Metropolitan, New York, in a plan to expand the Met's field of patronage. Glancing ahead, it is believed that change of pace from the usually more or less heavy musical fare would not only popularize the famous theatre, but should eventually cultivate interest in grand opera among playgoers who rarely witness that type of show, if ever.

Met's sponsors and backers have evinced more than usual concern over the organization's future ever since city authorities closed the doors of the opera house last spring and ordered new electrical equipment. They huddled quickly, secured a mortgage of \$500,000 or more and ordered the house put in order. Reconditioning includes new seats and the exterior is also being cleaned.

Understood the success of 'The Great Waltz' at the Center inspired the Met bunch with the idea that similar presentations should be in (Continued on page 49)

JIMMY WALKER AS FILM PROD.

Hollywood, Oct. 29.

Organization of a new company to produce films here and abroad is nearing completion, according to word received from Al Rosen, Hollywood agent, who has been in England launching the project. Rosen is due to arrive in New York Wed. (31).

Jimmy Walker and Mack Sennett are said to be associated with Rosen in the enterprise. Listed as financial backers are Morton Carlyle, retired Scotch distiller, and Lady Carlyle. Tentative plan calls for production of 20 features and 60 shorts at the Sennett studios here, now in receivership, and at Elstree, England. First film will be 'Mad Dog of Europe.' Distribution deal not yet closed.

It is reported that Walker will be representative abroad and that Rosen and Sennett will look after the film making here. Accompanying Rosen from England are a group of foreign actors, whose pictures would be geared for foreign release.

55,000 Radio Ducats Weekly

NBC 30,000, CBS 25,000—Two N.Y. Legit Theatres Have 24 Programs

Columbia network's two former legit houses in New York, the Hudson and the Avon, will by Nov. 1 be catering to around 25,000 non-payees a week. Web expects to have within that time 24 programs originating from the two spots. Together the houses seat slightly more than 2,000 persons. Total guests at the NBC broadcasts in Radio City average 30,000 a week.

With CBS the top ticket demand is for the Fred Waring (Ford) programs. What helps pull 'em to this event is the 30 to 45 minutes of added entertainment Waring unlimbers following the regular broadcast. Tailing the second biggest ticket call is the Chesterfield series. Next three programs and in that order are Casa Loma-Walter O'Keefe (Camel), George Givot (sustaining) and Lou Gluskin-Block and Sully (Liz Lax).

Rough Kidding on Studio Sets Ruled Out by Hays Office Ukase

Hollywood, Oct. 29.

Rough stuff indulged in on sets as kidding or ribbing must cease. Those who indulge in this sort of by-play will quit or find themselves out.

This edict was issued last Saturday (27) by Fred Beetsen, executive vice-president of the Motion Picture Producers Association, and Campbell MacCulloch, head of Central Casting. A group of top extras were called to MacCulloch's office to be informed of the new deal in handling the extra situation.

Pointing out that those present were not accused of any wrong doing, but were invited to the meeting solely for the purpose of acquainting the rank and file of extras with new conditions and regulations, MacCulloch frankly stated the group had been selected for their ability to broadcast certain salient facts.

Seriousness of the situation as regards the rough stuff emphasized by both Beetsen and MacCulloch who pointed out that neither the Producers Association or the Stage Industrial Commission (I.A.H.R.) would stand for it. This also goes for directors and name players.

Although this angle proved the highlight of the meeting, main purpose of the get-together was for MacCulloch to explain the new set-up of Central and that any interference with the plan by groups or cliques would not be tolerated.

Rumors of Rebellion

MacCulloch frankly stated that rumors of plots, rebellions and combinations to defeat the purposes of the new administration had reached him. He was reported to have told the group of extras that the offices were open at all times for individuals to register complaints. The Central Casting head also stated he was fully aware of the problems of the extras, was solidly behind every sincere worker in the business, but declared that no individual was indispensable to the industry, and if obstacles were thrown in his way he would develop an entirely new group of top extras for the studios.

Ill Health Forces Nolan Out of U After 6 Years

Hollywood, Oct. 29.

Bill Nolan, co-producer with Walter Lantz on the Oswald cartoons for Universal for the past six years, has received cancellation of his contract with Universal due to ill health.

Lantz will continue as producer of the cartoons, and Nolan plans to take a two-month vacation to recuperate.

HAMMETT AT METRO

Hollywood, Oct. 29.

Dashiel Hammett arrived here yesterday (Sunday) from New York to work at Metro on a writing pact. He will scribble for the David O. Selznick unit and write a sequel to 'The Thin Man.'

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Wrong Again

The Hollywood Reporter's story of yesterday (Monday) that VARIETY is being offered for sale is another of those things.

VARIETY is not now and never has been for sale, same going for VARIETY DAILY.

Cantor's European Exploitation Jaunt Kills B'way Show Bid

Eddie Cantor's combination business-pleasure trip to Europe, with the biz on behalf of his Goldwyn picture, 'Kid Millions,' will start on or about Dec. 1. Cantor is reported receiving \$25,000 from Goldwyn to bally the film over there.

European trip killed off possibility of Cantor going into the Lew Brown-Warner stage musical, 'Gaiety All Stars.' Charlie Morrison tried to swing a deal, but Goldwyn said the show would interfere with plans already made abroad.

On his return Cantor starts on his new CBS commercial, Pebeco.

FILMS IN ON DRIVE OF JEWISH FEDERATION

Motion picture and theatrical division of the Federation for the Support of Jewish Philanthropic Societies has pledged to raise \$100,000 in the coming drive of that organization. Goal is \$2,000,000.

Picture division was established at a meeting last week, with Major Albert Warner as chairman. The drive begins officially Nov. 11 and ends Dec. 31.

Another meeting of the division is scheduled for today (Tuesday), also at the Motion Picture Club.

Executive committee of the division includes Al Lichtman, David Bernstein, Eugene Zukor, Phil Reisman, Louis Nizer, Jack Allicote and Max Gordon.

LAUGHTON-THALBERG

Metro Producer Puts Britisher Under Personal Contract

Hollywood, Oct. 29.

Following Charles Laughton's request to be taken out of the Mickey part in 'David Copperfield,' Irving Thalberg signed him to a personal contract for one picture, likely to be 'He Who Got Slapped.'

Laughton, who has been in the hospital twice during the last two months, is currently resting at Palm Springs.

W. C. Fields, borrowed from Paramount, goes in as substitute in 'Copperfield.'

Lanny Exits Par in Row

'Mississippi' Mixup Causes Radio Songster to Breeze

Hollywood, Oct. 29.

Before departing for New York Saturday night (27), Lanny Ross insisted on his contract release from Paramount for picture activities over the next five years.

Player and studio got into an argument about two weeks ago with company finally replacing him in 'Mississippi' with Bing Crosby. Whether or not Paramount consents to contract cancellation, Ross claims he is through and will not make any further pictures for Par under the present ticket.

Departure of Ross to the east upsets plans of General Foods for the Log Cabin broadcasts over NBC Wednesday nights. Program, which started a few weeks ago, goes out to eastern stations at 5:30 p. m., with second airing three hours later for the western division. General Foods will transfer the program east.



WILL MAHONEY

The Brighton Evening Argus said: "Will Mahoney got on good terms with Brighton people on his first visit to the town yesterday evening. The noted American comedian had the Hippodrome audience in roars with his funning and frolicing. He can dance, he insists on singing, and he gets the most amazing musical results by dancing on a huge xylophone."

Direction
WM. MORRIS AGENCY
Mayfair Theatre Building
New York City

Shirley Temple Sans Song, Dance or Smart Crack Is in Prospect

Hollywood, Oct. 29.

In answer to the fans who have been writing in and squawking that Shirley Temple is always cast as a smartie or else connected in some way with underworld characters, Fox is preparing a yarn for her that will neither have the kid sing, dance nor deliver a wisecrack.

Picture is 'Heaven's Gate,' from a Good Housekeeping yarn by Florence Leighton Pfalsgraf.

25 Parts Filled in One Day's Casting

Hollywood, Oct. 29.

Standout job of mass meeting for important players in a single production was registered at the weekend by Darryl Zanuck for 20th Century's 'Clive of India.' Tickets for 25 parts were handed out in a single day for the picture, which is scheduled to go this week.

Casting included:
Gilbert Emery, Montagu Love, Wyndham Standing, Etienne Girardot, Lumsden Hare, Mischa Auer, Ferdinand Munler, Robert Grieg, Eily Malloy, Boyd Irwin, Ann Shaw, Daisy Lloyd, Edward Cooper, Vernon Downing, Neville Clark, Peter Shaw, Ian Wolf, Leo Carroll, Keith Kenneth, Charles Evans, Phyllis Clark, Douglas Gerrard, George Hegas, Joseph Tozer, Connie Leon.

Rogers' London Pic

Buddy Rogers' London film dates off until later in the winter. Until then he will make stage appearances, the first set for Nov. 9 at Earle, Washington.

Sherman Back with U After First of Year

Hollywood, Oct. 29.

Lowell Sherman, who recently finished 'Night Life of the Gods' for Universal and moves to Radio to direct 'Becky Sharp,' is slated to return to U after the first of the year.

Studio is negotiating with Sherman to direct talker remake of 'Lady of Quality' or a modernized version of 'School for Scandal.'

MacLeod Draws Baer

Hollywood, Oct. 29.

First Par assignment for Norman MacLeod under his new contract is direction of Max Baer in 'Kids on the Cuff.'

Pic sked to answer the gong next week.

Washington Miffs Five-Fivers

Agent Group Protest Capital Hearing, Actors Resent Walkout Inference

HAINES-MG TALKING

Player May Return to Lot Where He Starred

Hollywood, Oct. 29.

Metro is negotiating with William Haines to bring him back to the lot to be topped in 'Marines Have Landed,' a picture in which he starred silent. Haines currently is being used in pic of same title at Mascot.

Haines has been out of major production for a couple of years, and recently clicked in some indie pictures.

Hughie Walpole Pays \$100 for 'Police Card,' Yells He Was Taken

Hollywood, Oct. 29.

If Bob Dunlap, George Baxter, Billy Hunkley and other kinsmen of the We Boys dynasty were around here now they probably could explain things to Hugh Walpole, eminent British word contriver who contrives for Metro-Goldwyn-Mayer.

Hughie this week made quite a pother about someone clipping him for a century in return for a membership in a police protection association. Hughie told the City Attorney's office of the regretful circumstances of being amputated from a yard by persons connected with the Burbank police dept. Latter said the money was for charity, but that the blessings accruing to him would be manifold. These, it seems, included absolute protection from traffic violations, safeguarding against schemers, rackets and all the other little things that a person with 100 smackers needs to be protected against.

Cops involved freely admitted that they'd contacted Hughie; that they'd taken the blue chips from him, but conversely, they had presented him with a gold card bearing his name and certification that he was a member in good standing of the Protective Order of Police. Reduced to its essential initials, this title is close to infringing the POI, another police protective order that was evolved by a group of expert Hollywood ribbers some years ago and used to put the shake on tightwads of the colony who couldn't be divorced from coin in any other way.

Taking the Pinchers

Experts in the art of maul cheek mugging, always gutting but never hosting parties, these spawn of Uriah Heep (provided Ury had any progeny) were cajoled, wheedled, influenced, argued and otherwise sandbagged into loosening up for charity via POI.

Hughie's tragic experience seems to have been founded in the same routine, and it is not far-fetched to hazard an assumption that the philanthropically disposed Burbank beggars may have been coached by mischievous Hollywoodsmen. At any rate, John Law gave Hughie a sympathetic hearing and promised to prove the tomes to see if there's been a violation of anything except Hughie's faith in human nature.

One thing Hughie did accomplish by squawking: He smoked out about 18 others who had been taken for sovereigns, guineas and fractional amounts by fast talkers. Inflationary talk someone has singled out the British colony for taking.

City Attorney will file charges in some of the cases this week.

WOO SCRIBBLING COLTS

Metro Prowling Colleges, News-Rooms for Young Author Blood

Hollywood, Oct. 29.

Metro, pressing the idea of attracting young collegiate and newsroom writers to the studios, has named Dr. Garland Greever, former English professor at University of Southern California, as intermediary.

Greever is communicating with colleges and alumni associations, also newspaper offices, in order that they may submit test material. Those whose scribbles look promising will be brought here on nominal contracts.

Hollywood, Oct. 29.

Washington, directly and indirectly, has fired two local groups of code five-fivers to such an extent that they have been moved to public exposition of their feelings via the statement route. One protest comes from Ralph Blum, agent counselor, who petitioned President Roosevelt, Sol Rosenblatt and Will Farnsworth to order a change of venue in the agency code hearing. The other statement is from the actors' five-five reps anent a story from Washington that said they were ill-advised in walking out of the code negotiations and turning to Equity for solace.

Ralph Blum, who urged the powers to switch the Agency hearing from Washington to Hollywood in order to let witnesses testify orally rather than by brief, said that a petition circulated by him, signed by every one of the large agents and almost every one of the smaller agents, was forwarded to President Roosevelt, Farnsworth and Rosenblatt under date of Oct. 12. On the 15th day of October, Blum was advised by the President's secretary that the petition had been turned (Continued on page 58)

Mae West Not Dicking For London, Set for 'Lady'

Hollywood, Oct. 29.

Report that Mae West is dicking for some British personal appearances is incorrect. Her next feature, 'Now I'm a Lady,' is asked for a start the first week in December.

Yarn is based on episodes in the life of Mrs. Jack Gardiner, of Boston's Back Bay social crowd, whose exploits gave the newspapers plenty of material in the 1920s days of the century.

Radio's Diva, Pons

Interest in big voices for the screen has led RKO Radio into negotiations with Lily Pons, who is now in London. A contract is expected to be signed shortly under which the opera star will go to Hollywood next spring or early summer.

Miss Pons is tied up in opera meanwhile.

Recall Tracy-Trevor For 'Dante's Inferno'

Hollywood, Oct. 29.

Spencer Tracy and Claire Trevor are reporting back at Fox's western plant in time to start 'Dante's Inferno' on Nov. 5, as scheduled, but it now looks like picture will not be ready to go until Nov. 12, under Harry Lachman's direction.

Tracy is due back from Honolulu vacash on Nov. 3. Miss Trevor is expected in from New York today (Mon.).

Hales Foreign O. O.

Chester Hales, recently appointed dance director of Metro who is perfecting a new type of ballet dance for 'Flooded Jim,' is planning a tour of Europe.

He will go over in December in search of ballet material as well as to inspect the European top schools, many of which abroad are using the Hales system of dance instruction.

SAILINGS

Nov. 7 (New York to London). G. B. Cochran (Aquitania).
Oct. 27 (New York to Paris). Robert Hurel (Champlain).
Oct. 27 (New York to Los Angeles). Mark Sandrich (Virginia).
Nov. 2 (New York to Los Angeles). Lee Marcus (California).

ARRIVALS

Gertrude Stein. Ninon Vallin. Jean G. De Cavaignac.

EQUITY'S GUILD CONTROL

Getting Jr. Laemmle Europe-Bound Almost Floors Jr. and His Stand-In

Hollywood, Oct. 29. When Junior Laemmle leaves for Europe it's quite an occasion. Between the gags and the actual preparations the excitement is tremendous.

Junior must be measured for clothes, he must take physical examinations, his teeth must be attended to. It's a terrific job for one man and one man can't and doesn't do it. Junior takes refuge in stand-ins.

Because his kin, Alfred Stern, is the same height and strength as him, Alfred stands in for all but the last fitting for the clothes. Then Junior steps in for the take. Alfred can't do much about the physical condition, so Junior has to make personal appearances for those okay.

Story department of Universal spends several days collecting reading material with which Jr. can while away the hours. Publicity maps out his departure campaign. Steamship company is consulted regarding ideal space for the traveler. European agencies of the company are instructed as to his arrival and the easing of his journey through their respective countries. It's like moving an army, but not that army of Napoleon that traveled on its stomach—for Junior's diet is something that takes particular care.

When the day of departure arrives, as it did Oct. 30, young Laemmle goes through a last-minute routine that would make an ocean voyage necessary. He attended the USC-Oregon game, rushed from the game to the home of John M. Stahl for a bon voyage party. Left the party for the 30-mile trip to Wilmington where he boarded the boat in time to officiate at a 10:30 reception of friends and studio associates.

It's a terrific strain, but Junior finally leaves for Europe in person and not using a stand-in.

BRONZE MONIKERS

Harold Lloyd No. 1 on Seat Backs of Beverly Hills Midge

Hollywood, Oct. 29. No. 1 nameplate in the new Beverly Hills Little Theatre for Professionals, when completed, will bronze "Harold Lloyd." He bought the first dedicatory box and is listed as a founder.

Names of all founder-subscribers will be screwed onto backrests of the 400-seater, now in throes of a building fund drive.

Lloyd's mother, Mrs. Edw. G. Robinson and Sam Hardy are on the coin-raising committee.

Vallee's B. I. P. Bid

Hollywood, Oct. 29. Rudy Vallee is trying to get an extension of his leave from the Hollywood restaurant, N. Y., so he may accept British International's offer make one picture in London.

If obtaining he will accept the proposition adding eight to ten weeks of restaurant time on the end of his current contract.

Sues Jimmy Durante For Air Script Material

Los Angeles, Oct. 29. Bert Levine has filed amended complaint in his Superior Court action charging that Jimmy Durante failed to fulfill an agreement to pay him fully for radio broadcast material the schmo is asserted to have ethered.

Levine, claiming unlawful discharge on the writing engagement, demands \$3,000 for 15 weeks' work.

MARIE PREVOST COMEBACK

Hollywood, Oct. 29. Marie Prevost, 30 pounds lighter, is testing for a term at Warners.

Jittery Trojans

Pittsburgh, Oct. 29. An echo of the U.S.C. game here is the persistent report that throughout the final quarter the Pitt team used 'Boo' as a starting signal.

Barton Signs Radio Pix, but Legit Claims A Run-Play Contract

Radio Pictures has signed James Barton and expects him on the coast by Dec. 6 to start film work. Means that he will have to be out of 'Tobacco Road,' legit show in which he is currently appearing on Broadway, before that date, although the legit management claims this is impossible.

Barton has a run of the play contract with 'Tobacco Road' with a six-week cancellation clause for picture purposes. Up to noon yesterday (Monday) Barton had not handed in his notice, however, meaning that at best he would not be able to leave the show before Dec. 8.

Management of the legit is somewhat annoyed because of a feeling that they may have to close the show if Barton leaves it, casting being difficult. With Barton, it's figured the show can continue for the rest of the season, in spite of the fact that it's a holdover from last year. Barton succeeded Henry Hull in the role when Hull was taken by Universal.

Gordon, Revel to Coast On Two-Year Par Paper

Mack Gordon and Harry Revel, Paramount staff songwriters, are vacationing east for a fortnight's quickie, during which time they're contacting some of the big plugs as is their wont. As commercial songwriters they emphasize the direct personal contact with name bands, for which reason, when they leave Thursday (1) to return to Hollywood, they're stopping off in Chicago and other keys en route to say hello to the band boys.

Gordon and Revel have just signed a new straight two years' contract with the Par studio. Their next, upon return, is the Ben Bernie pic assignment, which will also include Iris Adrian, Hollywood restaurant (N. Y.) showgirl, making her film debut. Songsmiths also have an indef operetta assignment thereafter, but no intimation as to star or directors.

FIRST NEW SEASON BUY

Par Takes \$400,000 Figure

'Picture rights to 'Small Miracle,' moderate current season's hit produced by Courtney Ruland, have been purchased by Paramount. It's first play buy this season. Reported price is \$40,000.

Par had none of its present players in mind on buying the play. Joseph Spurrin-Calea, featured in 'Miracle,' has been signed by Metro to start at conclusion of the Broadway run.

Radio Builder-Uppering Anne Shirley; 2d Pic Set

As a buildup for Anne Shirley, Radio has acquired screen rights to Anatole France's 'Crime of Sylvester Bonnard.' Production will be immediate; with Shirley featured, George Nichols merging and Cliff Reid supervising.

Play was formerly Dawn O'Day, and changed name after completing 'Anne of Green Gables.'

TIES UP ACTORS EAST AND WEST

Coast Org. Has Local Autonomy, but Equity Retains Jurisdiction—Guild Dues Payable to A.F. of L. Through Equity—Council Meets Today

LOOKS IN

Looks like Equity at today's (Tuesday) meeting of its Council will agree on the Screen Actors Guild of Hollywood affiliation. Only slight changes are expected to be made in the general setup agreed on with Equity's head, Frank Gilmore, and the Guild during his recent coast trip.

Guild would actually be part of Equity, but would have the power to act on its own—local autonomy. Equity, however, does not relinquish its jurisdiction in the picture field, that is, should the Guild not be permanent the agreement would terminate, nor could the Guild assign its American Federation of Labor hook-up to any other organization without assent of Equity.

Granting that the affiliation goes through, Equity members going to (Continued on page 23)

Grant Says Screen Names Out for Air, Then Switches Plan

Hollywood, Oct. 29.

Jack Grant, fan scrib, becomes the publisher's rep of the former Stanley Gibson publications, Movie Classic and Motion Picture also succeeding Jimmy Fidler, resigned, as the Maybelline ailer.

Fidler recently refused to promote film names for radio guest stars, Grant saying he wouldn't either but then showed up with George Brent and Fay Wray and using Thelma Todd last night (Sunday).

This is the situation where the sponsor is accused of offering either scribblers up to \$300 for themselves for each name by influencing the celluloid guest stars to cut their efigures.

British Santa Clausing

Free Round Trips Revealed as Geo. Fitzmaurice Signs with Gaumont

Hollywood, Oct. 29.

Indicative of the desire of British producers to get American name players and directors is seen in a deal consummated between George Fitzmaurice and Spiegel Productions (Gaumont-British) whereby the merger gets expenses to England and back with the proviso that if he does not like the story he can call off the negotiations.

Fitzmaurice left here today (Monday) for London and will sail Nov. 2 on the Majestic.

Unusual feature of the deal, negotiated by Hawks-Voick, is that while the picture company is bound by the contract, Fitzmaurice is given the option of turning the contract down when he gets to England if he finds the story does not shape to his liking.

Sam Wood, beckoned by Gaumont-British to direct at least one pic for them, planned east Saturday night from San Francisco after the U.S.C. Stanford football game, to read four stories awaiting him in New York on cable instructions.

If the director likes any one, he will take the first boat for London to start meg contract.

June Knight Walkout on Lupino May Upset U.S.-British Entente

Still Pushovers

Hollywood, Oct. 29. Picture mob of Trojan rooters remained true to the local team but chiefted considerably to get points on the U.S.C.-Stanford game last Saturday (27), receiving 13 and 14.

Odds against the U.S.C. with-out points ran from two-to-one to three-to-one, with but few takers.

Canary Shortage Has MG on Limb With 11 Musicals

Hollywood, Oct. 29.

Problem of casting musicals at Metro becomes tougher. Studio has 11 tune pictures on the schedule for the next six months and only four singing stars on the lot. Problem is to get the singing quartet in as many of the pictures as possible without using the same combinations. Vocalizing stars are Jeanette MacDonald, Evelyn Laye, Ramon Novarro and Nelson Eddy.

Miss MacDonald and Eddy are set for 'Naughty Marietta,' Miss MacDonald also goes into 'Paris to New York' with Ramon Novarro, and 'The Life of Johann Strauss,' with non-vocal Fredric March.

Novarro also works in 'Live While You May,' with Evelyn Laye. Same team are penciled in for 'The Night Is Young,' William Powell and Joan Crawford will do a musical for David Selznick, as yet untitled. Numbers in this picture will be handed to other members of the cast who sing, but have yet to be discovered. 'Piccadilly Jim,' with Robert Montgomery as the main male, will also need several voices. Still to be cast with singing leads are 'Movie Crazy,' 'A Lady Comes to Town,' 'Three Wise Guys,' and 'Broadway Melody of 1935.'

Meanwhile, Metro's New York (Continued on page 49)

Hollywood, Oct. 29. June Knight came very close to being the center of international industry complications this week. Even may do so yet.

W. H. Mooring, one-time trade paper authority in London and currently in Hollywood to write trade stories for English consumption, was commissioned by Stanley Lupino and other British picture interests, on leaving London, to keep his eyes peeled for American names that could be used abroad. First deal in which he engaged was for Lupino, who selected Miss Knight as the lead for his first picture venture.

He and her new agent (she's currently being lamed by Leo Morrison for back commissions), Nat Goldstone, signed a letter form contract for her services, calling for five weeks' guarantee at \$1,000 net per week, with expenses both ways and British income tax paid. She was to be in London Oct. 26 to prepare for a start Oct. 31.

Due to various excuses, Mooring says, Goldstone kept postponing her leaving date after they signed the pact Oct. 11. Finally, last Sunday, he says, Goldstone notified him that the actress would be unable to sail, because she'd been served with a court writ that barred her from leaving California.

Two days later it was publicly known she had been signed to a term contract by Metro and pencilled in for a top spot in remake of 'Broadway Melody.' Mooring says he then made inquiry and learned the writ had nothing to do with her delay; that she'd been processed long before the time Goldstone claimed.

Mooring put the matter up to the Conciliation branch of the Academy, and indication is that the girl will be permitted to stay here, with a small cash settlement being paid.

This, however, is not expected to end the matter, so far as England is concerned. Lupino, when notified the girl could not be in London Oct. 26, put back start of his production a week, to Nov. 7. It still is dated that way.

Brittishers here assert that, aside from the financial loss and annoyance caused to Lupino, the British industry may interpret the action of Miss Knight's agent as a direct affront to their country and a blow at the currently building entente cordiale between the picture leaders of Britain and America.

Schulbergs Reconcile; She Will Drop from Ag'cy

Hollywood, Oct. 29.

Ben Schulberg and his wife, ad, reconciled after a 30-month separation. He meeting and kissing her upon her arrival at the local airport from New York, on Saturday (27).

It is believed the Sylvia Sidney thing is cold; also that the wife will retire from the Schulberg-Feldman-Gurney agency biz.

Arlliss Sailing

London, Oct. 29.

George Arlliss sails from here Nov. 14 for Hollywood. Purpose is to do 'Nicholas Nickleby' for 20th Century.

Arlliss is here due back over here in the spring for two Gaumont-British pictures. His G-B starting dates are May 1 and Sept. 1.

Offer Constance Bennett Par 'Sailor Beware' Lead

Hollywood, Oct. 29.

Constance Bennett has been offered the lead opposite Bing Crosby in 'Sailor Beware' at Paramount.

Film treatment of the Broadway play has passed the Joe Brown standards, with the girl's part considerably built up over the show.

WB Signs Ev. Marshall

Everett Marshall, legit and radio baritone, is set for pictures by Warners. He doesn't start till June 1, 1935, due to his current engagement for the Lew Brown-Warner stage musical, 'Calling All Stars,' which opens next month.

Warners has Marshall for one picture, with an optional contract for two a year. Matty Rosen arranged the deal.

Sten East for Locations, No Personal Apps.

Anna Sten arrives in New York tomorrow (Wednesday) on a quick trip, and will return west Saturday (3).

The Goldenwyn star will go up to Connecticut tobacco country for some scenes for 'Wedding Night,' on which there has been some shooting already. She will not make a personal appearance at Radio City Music Hall Thursday (1), when 'We Live Again' opens, as planned, nor any p.a.'s elsewhere.

Mystery \$750,000 Bid for Fox Theatres Is Traced to Bill Fox

Trade is wondering about reports that would have an upheaval in the present receivership setup of Fox Theatres Corp. Such accounts as are around would have William Fox angling for control of the company. Fox is stated already to have offered \$750,000 for the corporation's assets. The idea apparently hark of such an offer from William Fox would be that if he gains control the present \$2,000,000 suit by Fox Theatres against Bill Fox could be washed up.

The Fox Theatres' assets are variously estimated to be worth around \$2,000,000. Of course, if there is any chance to collect from Bill Fox, the assets would have greater potential value. It is reliably accounted that the \$750,000 offer was nixed and that Bill Fox may raise the ante to maybe \$1,000,000, or even more.

Atkinson Moves
Resignation of William Atkinson as receiver of Fox Theatres is handed from certain sources as impelled through the Fox movements. Recently Atkinson was made the subject of a court petition by Bill Fox for examination of Atkinson before trial in the matter of the Chicago Title & Mortgage suit against Fox, et al, revolving around certain matters pertaining to the Roxy Theatres Corporation. Unconfirmed accounts would have Archibald R. Watson resigning as president of Fox Theatres, in the latest Bill Fox maneuvering around the biz, and also Watson & Willgus resigning as counsel for Fox Theatres, under the conditions as mentioned. Such resignations have been denied by Ralph O. Willgus as having taken place or being contemplated.

Presently Milton Weisman, attorney, is receiver for Fox Theatres. Were William-Fox to gain control of Fox Theatres and quashing of the action against him effected, this would leave only the \$5,000,000 suit by Fox Films standing against the former-film magnate. This one hinges on William Fox's possession of the American rights to Tri-Ergon patents among other things.

Par-FWC Operating Deal Up for Court Scrutiny on Coast

Los Angeles, Oct. 29.
U. S. District Court action on Fox-West Coast Theatres' proposed agreement with Paramount on theatre operation, last of the major legalities in the FWC bankruptcy proceedings prior to sale of the assets, is due tomorrow (Tuesday) before Referee Samuel W. McNabb. Proposed Paramount agreement is before the court on petition of the F-WC trustees, Charles P. Skouras, William H. Moore and Charles C. Irwin. If approved, the pact for operation of Paramount theatres in San Francisco, Seattle, Portland and Oakland, would wipe claims totaling \$108,818.70 off the bankrupt circuit's liabilities.

PAR NEWSREEL'S NEW PATTERN IN DECEMBER

With the opening of the next Congress in December, Paramount News will appear in new dress, along the lines of a screen newspaper but not copying Fox Movie-tone, and at the same time will introduce an innovation in covering Washington political matters. With new Congress plan is to shoot out one big story at least from there each week and more if warranted.

BEN SERKOWICH AT COL.

Herschel Stuart is adding Ben Serkowich to the reorganized Columbia Pictures advertising and publicity staff. Serkowich will be in charge of special exploitation under Ed Olmstead, regular exploitation manager.

Another change at Col has Charlie Curran moving over from the Strand theatre, N. Y., to succeed Gregory Dixon. Latter is leaving to go into an advertising agency.

Flying News Clips

From Australia

On the England-to-Australia Air Derby, Paramount News has arranged with two of the contestants to fly the films back from Australia to London.

The fliers, Cathcart Jones and Kean Walker, who finished fourth in the derby, have already started and are due in London, Nov. 2. Films will be shipped immediately and are supposed to reach New York, Nov. 8.

RKO AND LOEW'S DIVVYING UP PIX

With ironing out of question as to which of the Fox, Columbia and Universal films RKO is to get, under recent relinquishment of product by Loew, the RKO chain is starting to book and date product immediately. First Fox picture, with several early season's releases going to Loew's is 'Judge Priest'. From this picture on, RKO gets everything Fox releases. Loew took 'Cat's Paw', 'Servant's Entrance', 'Charlie Chan in London' and 'World Moves On'.

On the Columbia and U programs, RKO gets half of the pictures of each but will not be able to pick up any for a couple of weeks, with Warner, Radio and Paramount product available to be played meanwhile. On Loew's half is the Grace Moore Col. picture, 'One Night of Love'.

GB's 100% Sales Outlets

Gaumont-British has concluded deals placing GB product into every first run situation in the U. S., according to George W. Weeks, company's sales manager.

Among the circuit deals made are ones with Publix, Loew, RKO, Fox-West Coast and Warners. Al Steffen will use all the pics in the northwest, Feiber-Shea in northern New York and in all first runs controlled by Harry Arthur, SI Fabian and AIP.

Goldwyn's 35G Guaranty From Music Hall on 'Live'

Sam Goldwyn's deal with the Music Hall on 'We Live Again', predicated on a two week's booking, is a guarantee rental for the 14 days of \$35,000, plus percentage. Advertising budget to be borne by Goldwyn, to be substantially smaller than that on 'Nana', which was \$31,000.

'Nana' went in for two weeks on a percentage arrangement without guarantee. It was 70% over \$65,000 each week.

WB's Philly Campaign May Include Mastbaum Reopening with Rothafel

Philadelphia, Oct. 29.
Warners has launched a drive for local patronage which includes possible reopening of the Mastbaum with S. L. Rothafel (Roxy) as managing director. No final word yet on Rothafel but overtures are on.

The trade is watching Stahley-Warners' experiment here in tagging all pictures at their neighborhood houses either A (suitable for adults) and F (family pictures). Plan has been in effect only a few days.

Exhibits are doubtful of the F tag. They're worried that it will suggest 'kid pictures' and something educational and so may keep a large group of potential patrons away.

More Luxers Due

With its third house opened Thursday night (28) in downtown Brooklyn, Trans-Lux is under way with two additional newsreel spots. One will be opened shortly also in Brooklyn, at Flatbush and Church, while later on T-L will launch a fifth in Philadelphia where construction has just started.

COURT RULES OUT MASS PICKETING

Greater New York exhibitors won a signal victory in the booth strike situation last Thursday (25) when Magistrate McHenry found a number of men guilty of disorderly conduct in connection with mass picketing in front of the Globe, Central and Mayfair theatres. Sentences were suspended, but the action of the court in giving judicial affirmation to the police order against mass picketing was hailed by the Broadway exhibitors as an important victory in their warfare with the booth unions.

It developed during the trial that the pickets, contrary to their claims, had no authorization from the A. F. L. to conduct picketing in front of the mentioned theatres. Allied boothmen are employed there.

PERELMAN'S 2-FEATURE PHILLY SUIT NOV. 2

Philadelphia, Oct. 29.
The 'double feature' case, brought in Federal Court last summer by Harry Perelman, local exhibitor, comes up for hearing Nov. 12. Perelman is asking a permanent injunction against six major distributing companies to prevent them from exercising the 'no double-features' clause in their contracts.

Perelman asked a temporary injunction before, but the judge refused, expressing the opinion that the case was too involved to be so dismissed.

Departure of Schiller Ends Building Threat

Hollywood, Oct. 29.
Departure of Col. Ed Schiller, Loew's theatre operating chief, for New York this week, is accepted as a signal that there will be no MG building of houses in the immediate future.

Schiller came here in May, announced from Elstero that a string of houses would be put up to back the Golden State circuit in north California. Adjustment of bookings, however, obviated the need for construction, and the Colonel went to Honolulu. After a long rest, he returned here, stuck around a while and then went east.

FARNOL NOT FLITTING

Lynn Farnol's trip to London in December is off and improbable he will go across this season.

Farnol expects to leave a Gramercy Park apt. and winter in N. Y.

Arzner Interlude

Hollywood, Oct. 29.
Although at Columbia on an associated producer contract, Dorothy Arzner will go to Fox to direct one on a previously made commitment.

Miss Arzner will meg 'Captive Bride' for Jesse Lasky. Picture will follow 'Red Heads', next going in on the Lasky schedule.

HORNE'S ZANUCK HUDDLE

Hollywood, Oct. 29.
Hal Horne, United Artists' publicity head is due here Nov. 10 to confer with Darryl Zanuck on the campaign for 'Barium'. He will remain for 10 days.

Fox's Patents' Coup Has the Film Industry Mustering Its Forces

Rogers Wants Le Roy For 'McFadden's Flats'

Hollywood, Oct. 29.
Charles R. Rogers wants Mervyn Le Roy to direct 'McFadden's Flats', the producer's next for Paramount. If deal is signed, Le Roy will report to Rogers upon his return from vacation trip east.

Le Roy, who holds a contract with Warners, has clause in his agreement that allows him to make one picture annually for another major company during his layoff period of 14 weeks.

FOX AND COL'S Q. T. PATENT RESEARCH

What may prove to be an important and far-reaching factor in the present Tri-Ergon patents situation developed this week with the entry into the scene of Stewart C. Whitman, New York inventor. Whitman, who holds more than 23 patents covering various phases of recording, reproducing, printing, and projecting, claims that his inventions not only do not conflict with the Tri-Ergon rights, but they make it possible to print from separate sound and picture negatives, as well as to eliminate the controversial flywheel from the projectors.

Secret tests, it is learned, have been held for several weeks on Whitman's inventions by both Columbia and Fox, and as a result both companies are considering further tests at the studios under practical conditions.

On the printing device, Whitman holds U. S. Patent No. 1,963,480, issued June 19, 1934, covering the reduction, dubbing, and recording of sound on film. According to the inventor, his patent will enable labs to make prints from separate sound and picture negatives and avoid conflict with the Tri-Ergon patents. The difference between the Whitman and the Tri-Ergon patents, according to the former, lies in the fact that Tri-Ergon covers simultaneous printing of both the sound and the scenes, while the Whitman patent covers consecutive printing. This means that under the Whitman process the sound is printed first, then the film is re-run through the printer and the scenes are recorded in synchronization with the sound.

On the flywheel eliminating device Whitman has a patent application pending in Washington. According to the inventor, his device consists of a revolving motor which has enough mass to produce the same inertia that a flywheel does.

If the inventor's claims are upheld by further tests that both Fox and Columbia are contemplating, the situation is envisioned where the Whitman and Tri-Ergon interests will be competing for business.

Associated with Whitman is P. M. Roggs.

A 'U.A.' OF INDIES

American Artists, Inc., Is New Indie Prod. Combine

Plans are under way for the organization of a so-called 'United Artists' of the independents to be known as American Artists, Inc., and through which unit members of the setup will distribute their product. American Artists will function on a franchise basis similarly to the old First National company when first organized.

Jack Trop, independent distributor, will v.p., with headquarters in New York. A Hollywood producer, as yet anonymous, will represent one of the four production units which will make up the outfit as a starter, says the press of A. A.

One of the units will be made up by Burton King, now in New York discussing details and laying out his producing plans. So far set are four pictures to be made by King with Ralph Graves.

At the request of a committee of lawyers representing various major film companies, Darby & Darby, patent lawyers, have presented the terms under which they would agree to undertake the industry's fight against William Fox and his Tri-Ergon patents. These terms are now in the hands of counsel for the companies which have asked for them.

In the meantime confusion continues in the talker patent war which has been bust wide open by William Fox.

Consternation struck the industry when it was apprised that Swiss Tri-Ergon, foreign patent company of American Tri-Ergon (William Fox), was planning to question Fox's ownership of the American rights to the Tri-Ergon patents. This was a distinct surprise.

The news struck upon the known fact that there is pending in the Nassau County (N.Y.) courts a suit by Fox Films against William Fox involving a similar question as between Fox Films and Fox.

The film companies got a chance for some relief during the past week when a conflict of opinion arose as to whether the patent owned by General Talking Pictures (DeForest), No. 1,888,910, was involved as basic to Tri-Ergon. The patent is deemed valuable and good, but apparently does not concern the Tri-Ergon controversy nearly so much as was believed. The DeForest patent, it develops, is actually what is known as an automatic printing patent.

DeForest is not out of the talker patent situation by any means despite this conflict of opinion, although the particular patent may not apply.

Samuel E. Darby, Jr., of Darby & Darby, represents General Talking Pictures (DeForest). It is very likely that should the industry employ D.D. as counsel it would have to be with the consent of GTP. In such an event an alliance may have to be formed in some manner through GTP and the industry by which the GTP talker patents, of which there are around a score or more, bordering on nearly every phase of the talker field, would be made available to the industry in fighting infringement suits of all kinds.

Suit vs. Loew, MGM, WB

Wilmington, Oct. 29.
With the validity of American Tri-Ergon sound patents established by U. S. Supreme Court ruling, William Fox followed up the advantage by filing suit in U.S. District court here against Loew's, Metro-Goldwyn-Mayer and Warner Bros., asking temporary and permanent injunctions against use of the patents and also asking accounting of profits.

The patents, originally issued to Hans Vogt, Joseph Massolles and Josef Engel, of Germany, are for phonographic devices with linear phonogram carriers, an intrinsic part of widely used sound picture recording and reproducing methods. Current suits are filed on behalf of American Tri-Ergon, a holding company, and Tri-Ergon A. G., a Swiss company formed to exploit the inventions of the Germans who assigned the patents to Tri-Ergon A. G. in 1924.

Date for hearing before Judge John P. Nields has not been set.

Lichtman Realigns UA Sales Organization

Realigning his sales department, Al Lichtman, v.p. of United Artists, has appointed Harry Gold and Paul Lazarus his major lieutenants in charge of the eastern and western divisions, respectively. Charles Stern was appointed assistant to Gold and Jack Goldfarb assistant to Lazarus.

New setup does not affect Paul Burger, in charge of home office sales promotion.

'COPPERFIELD' AT \$2

'David Copperfield' has been picked as the next for the Actor, N. Y., on a two-a-day \$2 top run. Date of opening will depend on how long 'Merry Widow' holds out. Both are Metro pix.

TRUSTEES

IRK PAR EXECS

Fox Film Board Meeting Wednesday, May Ratify New Termer for Sid Kent

On Wednesday (31) the Fox board meets. Among matters to be taken up will be the ratification of a new term contract for Sid Kent to continue as president of Fox Films. Official reports are that Kent has two offers which, if accepted, would take him away from Fox.

This year, under Kent, Fox Films is estimated to net more than \$2,500,000, or at the rate of \$1 per share. Hardly a year ago the company was around \$15,000,000 in the red.

To date, after discounting the summer losses, the company will have netted around \$1,600,000. That's after the strictest write-downs, according to accounts. After discounting the summer losses the company in the third quarter stands to realize a net of \$300,000. Within 60 days Fox West Coast should be reorganized. Kent will presumably be president of that group on reorganization.

When Kent originally signed with Chase Bank his terms are understood to have been such that he was to net around \$350,000 a year. This figure comprised a bonus which was to have been given him in the way of 50,000 shares of stock. His contract called for a percentage of the net. In the complexities of reorganization Kent let the stock thing ride, never getting it.

Cardinal Dougherty Lifts Boycott for Philly Juve Films

Philadelphia, Oct. 29. Cardinal Dougherty has made his first exception to his strict church boycott of films. Exhibitors hereabouts are hoping that this first loosening up is a favorable sign, but so far there is no indication that the Cardinal intends abandoning the ban.

Exemption, announced by the Cardinal, is the Junior Cinema Guild productions for children. Programs are given every Saturday under the joint auspices of the Cinema Guild and the Junior League of Philadelphia. This year they will be presented in the Penn Athletic Club starting Nov. 3. Outfit was considering the Academy of Music, but it is understood the Cardinal would not have made his exemption in that case.

Presented in a club, programs got his okay, and the Cardinal issued the following statement:

"You may advertise that movies such as yours presented at the Penn Athletic Club are not included in the Catholic boycott and that our children will be permitted to attend these films."

RKO-CON. LABS DEAL ON \$1,500,000 LOOKS OK

Because there were no opposition to the proposed new agreement between RKO and the holders of \$1,500,000 notes, Federal Judge Bondy is expected to okay the arrangements. These notes, which are presently owned by Consolidated Film Industries, have been reduced in monthly amounts and their maturity extended over a period of around four years. Instead of having to pay off at the rate of \$300,000 per month, RKO now pays \$25,000 monthly until the last two payments, which will be \$50,000 each. Interest is at 6%.

The agreement is tied in with a revolving credit fund for RKO and new printing contract by and with Comstock. Hearing on the matter was on Friday (26).

McDonough East, West By Plane Within Week

Hollywood, Oct. 29. Flight of J. R. McDonough, Radio Pictures president, to attend board meetings in New York, was a last-minute decision. He went with Ned Delmet and Wm. Mallard. Executive is expected to return tomorrow (Tues.) by plane.

MAJORS READY MOP-UP OF DUAL BIZ

Hollywood, Oct. 29. Figuring to garner a good portion of the business now being secured by independent exchanges because of the general double billing conditions throughout the country, and in view of the NRA film code legalizing double features, major companies are planning material increase of their programs for the 1935-36 season. Added pictures from each company would be of the quickie variety to come under the wire for \$75,000 or less apiece. Majors are out to give the Indies heavy competition with their proposed lesser grade program pictures to be geared for small negative costs. They figure the sales organizations can readily sell the second half of the duals at prices comparable with those obtained by the independents, and a wider distribution spread can be secured because of their ability to force the added product onto theatres that contract for the grade A pictures.

Biggie Sate 20 Quickies. One big organization already is laying plans to turn out 20 of the quickie features for 1935-36, and is talking to an independent producer now making a group of pictures for one of the larger independent franchise exchange outfits. The 20 pictures would be rated at top negative price of \$75,000 each, including studio overhead.

At that figure, however, execs of the major figure the unit producer of the lesser grade product can utilize stock players and talent that is being groomed for featured spots in the major features, and availability of the stock contract group would give the pictures for the lower bracket of double bills better names than can be secured by the independents.

According to the deal being discussed, percentage of studio overhead charged against the minor features would be much less than tagged on regular pictures of the company that carry costs of \$200,000 and up.

Looking for Luck. In addition, execs reason that out of the group of 20 lower grade features there is a good chance that one or two of the layout will click because of exploitation or some other favorable influence, and that they would be able to turn in grosses of \$100,000 or more to hit a healthy profit for the company.

It is known that most of the majors are not taking too readily to the rise or two or three of the top independent producing and distributing setups, and the amount of business being secured on pictures that are made economically.

The majors are thoroughly fine-combing the manpower in the independent production ranks, and it is expected that the next two or three months will see lucrative offers being made by the several big organizations to independent producers who have shown their ability to produce good program pictures at moderate negative cost.

BOARD PONDERES RED TAPE DELAYS

Legal Action by Paramount Without Trustees Reported Reason for Last Week's Board Meeting

NO ELECTIONS

Legal action by Paramount Public itself, not by the trustees who are in charge there under bankruptcy, was discussed at the board meeting held Wednesday afternoon (24), the first called since Par went into receivership. Importance of proposed litigation of an all-encompassing nature so far as Par is concerned is suggested by the fact that the Board was called together to discuss it, but other than confirmation that the meeting took up legal matters secrecy veils the nature of the legal possibilities at this time.

During the past week it has been reported unofficially that Paramount, displeased with the delay in a reorganization plan by outside creditor groups and the trustees, may prepare a plan of its own from within, as against the proposed plan of the creditors. It is no secret that many Paramount folks are impatient over the continued delay in reorganization, and if ready to write a plan of their own, worked out by the Par executive organization, it might effectively hurry efforts outside.

Another report, also without Paramount verification, was that some action counter to the \$12,000,000 directors suit of the Par trustees may be taken. Emanuel Cohen came east from the studio to be present at the board session. He remains on but may go back this week.

No Elections

Board took no action at all on electing new directors to fill vacancies of Sam Dembow, E. E. Shauer, William H. English and Otto Kahn (last three deceased). It was also stated that another date for a board meeting at which these vacancies will be filled has not been set.

It was denied in one quarter that the board met on any matters which concerned reorganization, although when Cohen flew hurriedly from the Coast to be present at the meeting, it was said he came East on reorganization problems.

Report Schenck and Fairbanks Withdrawing from B&D, but UA As Is

London, Oct. 29. Joseph M. Schenck is here on what is understood to be secret business having to do with British & Dominion, product of which company United Artists releases throughout the world. Actually, it is thought he may have rushed over because of the recently announced recapitalization of London Film Productions (Alexander Korda).

London Films recently decided to increase its authorized capital from \$700,000 to \$4,000,000, of which \$3,550,000 will be in 6% first preference shares of \$5 each and the rest in common participating shares. Among the original stockholders were the Sutor banking family, Douglas Fairbanks and Schenck, but feeling here, unverified, is that both the Americans have withdrawn their coin.

Besides the stock participation and, strictly outside of it, United Artists, as a film distributing company, has a deal with London Films, whereby it has world distribution rights. This deal was re-commenced recently during a U. S. visit of Steve Pallas, London's treasurer, v.p., and holds for a long period.

Par Theatre Map Will Be Fully Reorganized Within Next 2 Wks.; Claims Settled, Other Proposals

Beck Mysterious

Hollywood, Oct. 29. Upon his arrival here Friday Martin Beck admitted he's in Hollywood on a picture deal, but refused to go into details.

Veteran flew here with Herbert Biberman, Theatre Guild director, who came to scan talent prospects for Guild use.

G-B ON VELVET IN U. S., SAYS OSTRER

London, Oct. 29. The American expansion venture of Gaumont-British will be on velvet within three months, according to Mark Ostrer, who arrived here Friday (26) from the U. S. Ostrer arrived with Jeffrey Bernard and Michael Balcon. Bernard returns to the U. S. almost immediately to take active charge of future work for the company.

Statement of the group on arrival here is to the effect that it figures on releasing 16 pictures in the U. S. during the first year and, basing the prediction on business seen and contracted for thus far, it ought to mean profit within the first quarter of a year. When they first went to New York, Ostrer says, the company was ready to take a loss during the first year if necessary for the purpose of building, but he says now it won't be necessary.

That is the gist of the report that Ostrer will make at the company's board meeting tomorrow (Tuesday).

Briskin in New York

Hollywood, Oct. 29. Sam Briskin left here Friday (26) for New York. He will spend four weeks around Columbia's home office.

Paramount's theatre map will have been fully reorganized within the next two weeks. That's according to present indications. The last fragments of the Par theatre circuit which have lingered in the process of financial rehabilitation have been revamped. Within the next 10 days reorganization plans will be spoken, in the way of an early company reorganization has been removed. Reported that the Allied claim looks to be mutually settled on a basis of around \$5,000,000. The claim as filed was for \$23,000,000.

So far as can be gleaned, the Hamm people in Minnesota will continue in charge of the Par Minnesota properties under a management arrangement which is stated to be similar to other management deals made by Paramount. Hamm and his associate Charles will be president and general manager respectively of the Par-Minnesota group. John J. Friedl who (Continued on page 54)

RICHARDS-PAR STILL HUDDLING

Although it had been hoped that a new deal would be consummated before this week between Paramount and E. V. Richards as regards future management of the Saenger theatres in the south, so far the matter is still in stages of discussion. Seemingly the entire situation will have to be entirely re-negotiated. But such negotiation is considered a matter of routine and will probably be completed by the close of this week.

Fact that accountants seemed mixed in their figures has held up the matter. Creditors wouldn't okay any negotiations until this particular phase of the situation could be cleared, as under the circumstances the deal would have in all probability been kayed by the referee.

Richards' deal will very likely be on the order of a partnership arrangement such as Par has negotiated with other outstanding operators.

There are around 23 theatres in the Saenger group, all or nearly all highly profitable.

RADIO OGLES B.I.P.'S 'BLOSSOM TIME' FOR U.S.

Radio Pictures is dickering with B.I.P. for the possible purchase of U. S. rights of 'Blossom Time,' British International musical starring Richard Tauber.

Picture was previewed last week by Radio at Proctor's 86th St. N. Y. for purposes of audience reaction.

Al Friedlander, F.D. V.P.

Al Friedlander was elected v.p. of First Division at a meeting of the board last Friday.

Friedlander has been associated with Harry H. Thomas, president of P.D. for 14 years, functioning in various capacities, currently as assistant to the president and in charge of advertising and publicity.

Par Trustees' Att'y in \$12,237,000 Suit Has Difficult Time Making Coles, Secretary, Admit Anything

Par trustees' suit to recover \$12,237,000 from Par directors, past and present, which would come out of the pockets of Adolph Zukor, S. R. Kent, Sam Katz, Ralph A. Kohn and other data is reaching the records. That Paramount in 1931 and 1932 on eleventh-hour action decided principal subsidiaries should declare dividends but wrote up minutes of sub-board meetings as though they were held at dates prior to these decisions, became the subject matter of another lengthy examination Thursday (25) in efforts of the Par trustees to prove Par stock repurchase deals were illegally made. Herman T. Stichman, of Root, Clark, Buckner & Ballantine, counsel for the Par trustees, took all day Thursday (26) to try to pry from Marion Coles many and varied admissions.

In 1931 and 1932 Coles was secretary of Public Theatres Corp., besides holding office, either as secretary-assistant treasurer or assistant secretary-treasurer in more than 200 principal subsidiaries of Par. He was secretary of Public Enterprises, large theatre holding company controlling close to 400 theatres in south and middle west, as well. Coles, now secretary and treasurer of the M. & P. Theatres Corp. of Boston (Mullin & Pisanick), was ordered down from there to testify. He brought with him records of New England Theatres, Inc., subord of Par.

Coles proved a capable and cautious witness, answering questions with reluctance and virtually admitting nothing but what the minute-book showed. Although Stichman at one point even requested Referee John E. Joyce to take a hand, and papers were produced making it appear that minutes as of December, 1931, had been written in February, 1932, but dated back to December, Coles stuck to his declaration that the minutes showed the meetings were held on dates indicated. He refused to concede they had been held later than December and that memoranda of the following Referee suggested the contrary, made the record any different so far as he was concerned.

Identifies Records, But—
Stichman gained little ground with Coles in the witness chair except to mark for identification and otherwise produce for the record many illuminating documents and data in building up the Par trustee suit against Par directors and officers in 1931 and 1932 for recovery of \$12,237,000 on stock repurchase deals—plus other information of value in the sweeping investigation into conduct of affairs of Par, financially and otherwise, prior to bankruptcy.

Norman E. Collier, assistant secretary of Par, on the stand two weeks ago, Coles was asked by Stichman if he had talked to Collier before coming and he admitted he had but that there had been no other conversation relative to examinations begun with Collier except that latter said he had testified and answered questions to the best of his ability.

Stichman, assisted by George T. Washington, also of the Root, Clark firm, questioned Coles in connection with dividend declarations of Par subsidiaries in the fall of 1931 and in December of that year, ostensibly to build up surpluses in Par and to both the Kunsky-Trendle and the Columbia Broadcasting System. Coles stated he had nothing to do with the Kunsky-Trendle repurchase, under which Par would buy back 65,000 shares of its own stock for \$4,875,000. Root, Clark, attorneys, produced records purporting to show that in September, about the time a suit to restrain Par from making the repurchase, it was decided subsidiaries should declare dividends of around \$5,500,000. A note from A. John Michel, assistant treasurer, to Collier & Coles, suggested this action, and to five subsidiaries declare dividends of that amount. They were listed as Public Enterprises, Public New England Theatres, Inc., Public Northwest, Granada Realty Corp. and Crescent Theatres, Inc.

Inter-office memos or letters (Continued on page 21)

1st Runs on Broadway (Subject to Change)

Week of Nov. 2
Capitol—'What Every Woman Knows' (MG) (2d week).
Mayfair—'Student Tour' (MG) (31).
Music Hall—'We Live Again' (UA) (1).
Paramount—'Limelight' (Par).
Rialto—'Six Day Bicycle Race' (WB).
Rivoli—'Trans-Atlantic Merry-Go-Round' (UA) (31).
Roxey—'Kansas City Princess' (U).
Strand—'St. Louis Kid' (WB) (31).

Week of Nov. 9
Capitol—'Outcast Lady' (MG).
Mayfair—'365 Nights in Hollywood' (Fox) (7).
Music Hall—'We Live Again' (UA) (2d wk).
Paramount—'Limelight' (Par) (2d week).
Rialto—'Menace' (Par).
Rivoli—'Trans-Atlantic Merry-Go-Round' (UA) (2d wk).
Roxey—'There's Always Tomorrow' (U).
Strand—'St. Louis Kid' (WB) (2d wk).

32 Pictures
'Man of Aran' (GB)—Criterion (3d week).
'Merry Widow' (Metro)—Astor (3d week).

Leonard, Groz Go U

Charlie Leonard, formerly with United Artists, goes with Universal as advertising manager, filling the spot vacated by Ben Grimm, who moves over to RKO-Radio in a similar capacity.

Another addition at Universal has Carl Groz shifting over from Fox as art-director. Groz held that job with U before going with Fox. Pusan K. Thomajan has succeeded Leonard at Fox as Archie Reeve's assistant in the ad dept. Thomajan comes to Fox from First Division where he assisted Al Friedlander.

Matter of Par Trustees' Fees Up Have Had None for 14 Months Percentage Might Make It Too Much

Having received no fees for 14 months of bankruptcy under the old act and four months under 77B, question of allowances to the Par trustees and counsel is further darkened and may be greatly delayed as result of an issue raised by Referee John E. Joyce. The Referee yesterday (Monday) had all interested parties before him to discuss whether or not the percentage limitations of the old bankruptcy act should hold under 77B and whether or not fees, if figured thereunder, can be based on earnings and disbursements of main Par subsidiaries which themselves are not in bankruptcy.

Problem is admittedly a knotty one and fees to trustees and counsel may be seriously affected by the final decision reached. Arthur A. Ballantine appeared for the trustees, and interpreted in opposition to Referee Joyce's impression, that the court of jurisdiction under 77B has a right to fix fees under the old bankruptcy, without limitations of Section 48 governing percentages to apply. Ballantine also stated that since the Par trustees are in virtual control of main subsidiaries and expenditures by them, that any percentage limitations should take these in. He stated that this might be exclusive of around \$1,000,000 in expenditures by subsidiaries prior to the court-slaying by trustees of disbursements.

The percentage clause of the old bankruptcy act stated that trustees should not receive fees greater than 1% of disbursements or 2% of the extent of business in their control.

Incorporations

NEW YORK
Gustave Rubber, Inc., Albany, fabrics, etc.; capital stock, \$10,000. Betty Glenter, Belle Schwartz and J. Krupa Pollock, all of 331 Fifth avenue, New York.

Movie-Jockey Company, Inc., moving picture machinery, 410 West 47th street, all of New York.

Tower Amusement Corp., amusement devices of all kinds, capital stock, 50 shares, no par value. Milton H. Fox, Harold D. Scharf and Herman Young, all of 110 Broadway, New York.

Thompson Theatrical Corp., pictures, plays, etc.; capital stock, 200 shares, no par value. John H. Thompson, 200 Fifth avenue; W. Forbes Morgan, Jr., and Elsie Tymeson, 25 Broadway, all of New York.

Rubenstein Corp., pictures, vadeville, etc.; capital stock, \$2,000. Samuel Goldberg, 763 Eastern Parkway, Brooklyn; Gertrude Chernin, 450 Plimpton avenue, Bronx, and William R. Magrill, 110 West 40th street, New York.

Long Island City Arena, Inc., amusement places of all kinds, capital stock, \$10,000. N. Anthony Equale, 14 Seventh street, Long Island City; Louis Schuchman, 41-10 72d street, Elmhurst, and Mary Greener, 371 44th street, Woodside, L. I.

Onondaga Civic Theatre, Inc., pictures, plays, etc.; capital stock, 100 shares, no par value. Jay Gardner, 600 Henric street; Coley C. Young, 257 Gertrude street, and Leavenworth Steele, 322 Robby street, all of Syracuse.

Robby Amusement Company, Inc., theatrical capital stock, 100 shares, no par value. Henry and Gusie Jacobson, 1301 East Seneca street, and Irene C. Case, 109 Murray avenue, all of Syracuse.

Theatre Players, Inc., theatrical enterprise; capital stock, \$5,000. Jane Miller Smith and Charles A. Smylie, 25 Park avenue, and Samuel M. Morse, 25 West 48th street, all of New York.

Children's Hour, Inc., theatrical enterprise; capital stock, 100 shares, no par value. Fred J. Leonard, Gerson Warner and Dorothy Weinberger, all of 136 West 44th street, New York.

Northern Circuit Co., theatrical enterprise; capital stock, 100 shares, no par value. George R. Smith, 108 Crawford avenue; Elizabeth Smith, 104 Howard street, and Robert W. Hoad, 103 East Genesee street, all of Syracuse.

Change of Name
From **Auton & Wild, Inc.** to **London Film Corp.**, 100 West 40th street, New York.

Surrender of Authority
Art Cinema Corp., filed by Newgas, Naxfack & Waldheim, 250 Madison avenue, New York.

Warner Bros. Productions Corp., filed by Thomas & Friedman, 321 West 41st street, New York.

CALIFORNIA
San Francisco
Kaplan Long Beach Theatre Corp., capital stock, \$1,000, none subscribed. Directors: Albert C. Kaplan, John L. Bertero, Chas. A. Buckley.

Great Western Animal Circus, Capital stock, 45,000 shares, none subscribed. Directors: Jane Barnes, Culver City; Louis Newman, Los Angeles; Roy Taylor, Los Angeles; W. E. Sieger, Los Angeles; R. Richards, Beverly Hills; Kenneth A. Smith, Los Angeles; John Zant, Ltd., to Santa-Evans, Lila, Beverly Hills.

Carlton, Rivoli Theatres Corp., motion picture theatre operating. Capital, 100 shares at \$1 par value. Permitted to issue. Directors: Charles P. Koster, Charles A. Buckley, F. L. Metzler, P. R. Kent, Arthur Friedman, John L. Bertero, J. Leslie Swope, Carl H. De Graf.

Amusements Hold Up Fairly Well In Face of General Market Dip

Yesterday's Prices

Sales	Col. Plat.	High	Low	Last	Net
100 Col. Plat.	34 1/2	34 1/2	34 1/2	34 1/2	- 1/4
100 Col. Plat.	34 1/2	34 1/2	34 1/2	34 1/2	- 1/4
100 East. Col.	10 1/2	10 1/2	10 1/2	10 1/2	- 1/4
100 East. Col.	10 1/2	10 1/2	10 1/2	10 1/2	- 1/4
100 East. Col.	10 1/2	10 1/2	10 1/2	10 1/2	- 1/4
100 East. Col.	10 1/2	10 1/2	10 1/2	10 1/2	- 1/4
100 East. Col.	10 1/2	10 1/2	10 1/2	10 1/2	- 1/4
100 East. Col.	10 1/2	10 1/2	10 1/2	10 1/2	- 1/4
100 East. Col.	10 1/2	10 1/2	10 1/2	10 1/2	- 1/4
100 East. Col.	10 1/2	10 1/2	10 1/2	10 1/2	- 1/4

Stock market barely crept along and closed irregularly lower. Price changes were so small and interest was so slack that little significance was attached to the day's trading. Amusements followed trend, first going slightly higher, and closing unchanged to lower.

Just when the market appeared to be headed upwards with rails leading the advance, a batch of unfavorable earnings statements and dividend news struck it and sent it lower at the close Saturday. Volume of selling on Friday (26) hit market hardest, and there was little interest in reviving prices on Saturday. Result was that Dow-Jones industrial averages closed at 92.36, for a loss of 15.15 points on the week. Previous Saturday's close was 56.01.

BAINBRIDGE'S \$1-A-REEL TAX PROPOSAL

Minneapolis, Oct. 29. In a special message to the city council, A. G. Bainbridge, ex-showman mayor, urged the enactment of a tax of \$1 per reel on all motion pictures other than news reels as one of a number of new revenue sources to ease tax burden on real estate.

Tax would be charged to the distributor or producer. The mayor estimated it would yield the city from \$50,000 to \$75,000 annually. This means that it would cost local film exchanges that sum.

Prior to being elected as mayor, Bainbridge had been a showman practically all his life, having operated dramatic stock at the Shubert here for many years, managed deluxe film houses and been a Shubert press agent and company and house manager. Following his election, however, one of his first moves was to try to bring about film censorship. Opposition to this proposal, however, finally induced him to abandon it.

Lately the mayor clamped the lid on local night clubs, prohibiting fan dancing and all other entertainment except simple singing and dancing turns by performers properly clad.

SMITH BUILDING CHAIN

Syracuse, N. Y., Oct. 29. George Smith, operating the Novelty and Happy Hour is further extending his holdings, with the establishment of a Central New York chain as the eventual objective.

Smith has taken over the Lowville opera house and the Canton here.

Film Test Lane Girls

Twentieth Century looking Rosemary and Priscilla Lane of the Waring unit over as film material. Wants team for one of their forthcoming musicals.

Tests have been made.

N. Y. to L. A.

J. R. McDonough.
Mary Ellis.
MacGordon.
Sam Grisman.
Henry Hull.
Lee Marcus.
Douglas Montgomery.
Jack Partington.
Ginger Rogers.
Harry Revel.
Mark Sandrich.
Felix Young.

L. A. to N. Y.

Sam Briskin.
George Fitzmaurice.
Harry Ham.
M. D. 'Doc' Howe.
Henry Herzman.
Burt Kelly.
Mike Lewis.
Mr. and Mrs. Mervyn LeRoy.
Mrs. E. J. Mannix.
Lanny Ross.
Anna Sten.
Col. Ed Schiller.
Deems Taylor.
Sam Wood.

Radio preferred B again declined, for the second week in succession. Stock market, again, was closed at 2% points. Low mark was 26%. Volume picked up on decline, although it was only about half that of week of its recent ascent to 31% when number of sales topped 37,000-shares mark. Following week or so may prove to be a period of accumulation for this stock. Shareholders are inclined not to expect much of a considerable improvement soon.

Loew's suffered a sharp set-back after showing promise of penetrating critical level around 31%. High for week for this issue was 31%, just below top for preceding week. Loew's had advanced for two weeks in succession. Close of stock was 28%, where it was down 24 points. Number of transactions were nearly same as previous week.

Warners Affected
Warner Brothers company was affected by selling during last two days of week, and fell off three-eighths to close at 4%. It was second successive week that it dropped back. Fox A stock felt strain of two weeks advancing prices, closed at 12%, for a net decline of 1 1/2 points. High for week was at 13%, just a quarter of a point below high of week before.

Paramount certificates held well around \$4, where it closed for quarter of a point loss. This stock appeared to be well supported between 4 and 4 1/4. Columbia Pictures' certificates also suffered in week's decline, dropping back 2 1/2 points to close at \$4 1/2. The high point was 37%. There was no considerable volume on sell-off.

Other important losses included Radio preferred A, off 2 1/2 points at 42 1/2. Technicolor, off three-quarters at 12 1/2, and Westinghouse, off 2 1/2 points at 30. Pathe A, General Electric, RKO, Radio common, Westinghouse preferred and General Electric lost fractionally. RKO was sold on greatly increased volume on Friday when it slipped to 19.

Radio corporation earnings for nine months showing net profit of \$2,177,771 against net loss of \$1,793,370 same period last year was not reflected marketwise in common or preferred issues of company.

Indicative of high grade buying of better issues was showing made by Eastman Kodak. Twice during week it established new 1934 highs, a new year's high being reached first at 105 and finally at 106 1/2, latter figure being established Thursday. Eastman Kodak closed at 103 1/2, for a net gain of three-quarters of a point. Preferred stock moved to 113 and wound up at 12 1/2, where it was up 2 1/2 points. Low preferred also gained half a point, to close at 96 1/2.

Universal Up
Universal preferred soared to 35, for a net advance of 5 1/2 points on small volume. Metro-Goldwyn-Mayer preferred also was strong, getting up to 26 1/2, a quarter from its year's peak, closing at 26 1/2, an advance of a quarter.

Consolidated Film Industries pre- (Continued on page 28)

PIK CAUTIONS ON LEGITS

Indie Howls at Code Finance Setup May Force Washington Hearings

Washington, Oct. 29. Formal hearings on the proposed assessment method for producers and distributors appeared probable today as the National Recovery Administration became deluged with complaints against the levy system recommended by the film code authority. Independents complained the scheme is not equitable to little fellows.

Question of whether to thrash out disagreements in public has not been finally determined, but Deputy Administrator William P. Farnsworth disclosed that such a move is a strong possibility.

'There has been so much difficulty because of the failure to work out satisfactory schedules, we may have to call a public hearing to speed things up,' he asserted.

Earlier the indications had pointed to speedy approval of the assessment method proposed by the C.A. finance committee, but an influx of kicks from indies showed there will be considerable resentment if the schedule is okayed without further consideration.

Government officials are becoming increasingly irked at the industry's failure to establish harmony on this question and feel that if the latest levy idea is merely referred back to the code authority more valuable time will be lost. Granting the impossibility of satisfying all factions, NRA execs desire to go to the mat on the proposition in a more direct fashion and find out just how the industry lines up.

Although no government officials would discuss this angle for publication, it was learned that the NRA is particularly irritated at the indies' actions especially in view of the fact that the finance committee recommended the latest levy system unanimously. The committee consisted of Harold Bareford, alternate for Harry Warner; Sidney R. Kent; and Edward Golden, alternate for W. Ray Johnston. One of the leaders in the fight against the pending levy plan is Johnston, who has kicked about the inequitable assessment ratios between small and large producer-distributors.

Johnston's Opinion

Complaining against disproportionate rates on different income brackets, Johnston last week wrote Farnsworth that the assessment method be based pro rata on the amount of film rentals due by each concern. 'The only fair method, the Monogram head suggested, would provide for assessment of distributors based on the pro rata percentage that each distributor's gross income from film rentals bears to the total sum of \$180,000 which is to be paid by the distributor members as their share of code authority costs.'

This position was taken also by a number of indie distributors. Other complainants were Sam Flax, local independent distributor; Hollywood Films Corp., Boston; First Division Exchanges, Inc., New York; Gold Medal Film Co., Philadelphia, and Security Pictures, Inc., New York. Other protests were understood to be in the mails.

All of the other complaints emphasized Johnston's point that the lower percentage on the top income brackets is unfair to firms which handle smaller volumes of business. Charging that this arrangement puts the greatest proportionate burden on the persons least able to carry the load, the Gold Medal firm assailed the levy scheme as 'a modified sales tax,' termed the individual assessments 'inequitable and unjust,' and protested that big companies would get the major share of code benefits while smaller competitors to whom the code is less helpful.

Jim Moxley's Comeback

Ottawa, Oct. 29. Jim Moxley, pioneer showman, ill for three years, is staging a comeback.

He's building a suburban house in West End to compete with Mayor Nolan's local chain. It's to open in December.

Exchange Mgrs. Oppose Union Organization

Minneapolis, Oct. 29.

Exchange managers through their opposition have succeeded thus far in blocking an effort to organize all film exchange employees, excepting office managers and salesmen, into a union to be affiliated with the American Federation of Labor.

Frank Brand, a Minneapolisite at one time connected with the industry here, has tried to effect the organization. He claims that he called on exchange managers and that all of them, with one exception, stated that they would not support the formation of the union. Then several meetings of employees were held.

In the meanwhile, however, Brand says, the exchange managers must have received orders from the home offices to block the proposed organization because, of a sudden, they reversed their attitude and let all their employees know in no uncertain terms that they didn't want the latter to join any union.

It is understood that Brand still hasn't given up the ship and will go ahead with his plans despite the exchanges' opposition.

CODE BD. SETTLES CHI PREMATURE AD SUITS

Chicago, Oct. 29.

Premature advertising cases before the code board last week were adjusted.

Crystal theatre complained against the Harmony for premature exterior advertising in its built-in lobby. The Harmony promised to alter its lobby so that it will be an interior one.

Berwyn theatre complained against the Oak theatre and against the Clifford theatre. Both cases were adjusted after admitting premature advertising, but explaining that they had misunderstood the code. Senate theatre complained that the Kedzie Annex was advertising a month in advance, which was also explained as a misunderstanding and was adjusted.

AGENTS' HEARINGS POSTPONED ONE DAY

Washington, Oct. 29.

Hearing on the proposed rules of fair competition for film agents has been postponed one day because of absence from Washington of NRA Division Administrator Sol A. Rosenblatt. Discussion over committee's proposed regulations now slated for Thursday (31).

Rosy fed Washington Friday (26) to take the stump in Nebraska for Representative Burke, Democratic aspirant to the Senate. Expected to make half-dozen campaign addresses, Rosy left without knowing definite schedule beyond Omaha. Due back Wednesday (31).

B'WAY PLAY BUYS FEN; '33 CROPNSG

Only One of New Season's Productions So Far Taken—Last Year's Mild Pix Represented Six Legit Plays at a \$155,000 Investment

PUSSYFOOTING

Hollywood is proceeding with extreme caution in its Broadway legit buys this season. Of 35 shows that opened since the start of the season and up to last week, only one has been sold for pictures, and bidding on the others is slow. Indications are that the picture sale business this year is likely to lag far behind the '33-'34 season.

At this time last year at least a half dozen deals were closed and many others which later materialized were pending. A record was set by the end of the season, with Hollywood having purchased 22 shows for a total price of \$800,000. Lone sale thus far was on 'Small Miracle,' which Paramount has taken for a reported \$35,000. Radio Pictures is practically set to take 'Errant Lady' through its associate producer, Felix Young, but this is a short money deal involving less than \$10,000. 'Merrily We Roll Along' is getting the most action so far as competitive bidding is concerned, but no sale yet. Other shows receiving only slight attention at present or none at all.

Low Bidding Average—One reason for Hollywood's pussyfooting this time in contrast to last year's noisy Broadway legit approach may be ascribed to the lukewarm aggregate bidding average of last year's legit at the picture house box offices. Of the 22 last season buys, 12 have been released as pictures to date. The average has been 500, six having been film flops and the other six either hits or moderately successful as pictures. Costliest celluloid brodie was 'Double Door,' legit hit for which Paramount paid \$55,000.

The other 10 '34 legit and their purchase prices are: 'She Loves Me Not,' Par, \$40,000—legit, hit. 'No More Ladies,' Metro, \$50,000—legit, hit. 'Men in White,' Metro, \$45,000—legit, hit.

(Continued on page 58)

Legalistic Decision by Labor Board on Union Pacts Imposed from Without And Not Originating with Workers

Bank Nites K.O. in K.C.

Kansas City, Oct. 29.

Bank nights are out as far as four local theatres are concerned, according to a ruling just received here from the Code Authority, which declared the 'nights' unfair competition.

CHI FILM BOARD PONDERES 10c ADMISH

Chicago, Oct. 29.

Battle over 10c admission brewing again following the wiring of protests to John C. Flinn by local exhibitors complaining that the local code board has stalled action on the dime tickets despite the Code Authority's ruling that Chicago filmists must find a spot for the thin silver admission. Film board men last week held a meeting for the discussion of this problem and action on the situation is expected within the next few days.

General feeling among the exchanges is that it's okay to set a place for the dime houses but that the districts can decide for themselves whether or not they want to sell them. Several exchanges hinted that they won't sell 10 spots, but that looks like a gag to those in the biz since it's not likely that any exchange manager is going to sit back and watch rival districts cop any additional coin.

Stall on the question is figured to come from the major circuits in town, none of which have any 10c spots.

Davidson Goes Majestic

Dave Davidson gets the Majestic Pictures publicity head post vacated by Ray Cavanaugh.

Davidson is leaving his advertising job on Chick Lewis' trade paper this week to make the change. He was formerly a Paramount exploitation man in Detroit and Brooklyn.

Forgetting Resolution to Snub C.A., Denver Exhibs Ask Code Changes

Denver, Oct. 29.

Suddenly forgetting they had signed a 'manifesto' in which they warned the code authority they would not recognize either the code authority or its boards, Denver distributors went to the line to ask the C.A. to change a section of the code so as to permit lotteries and other giveaways in certain spots.

The section asked to be replaced is Article V-E, Part 3, Sections 1 and 2, (Exhibitors). The 14 Denver exhibitors want the following to take its place:

'No exhibitor shall (a) lower admission prices publicly announced or advertised for his theatre by giving rebates in the form of lotteries, prizes, premiums, gifts, reduced scrip books, coupons, throw-away tickets, or by two-for-one admissions or by other methods or devices of similar nature which, directly or indirectly, lower or tend to lower such announced admission prices and which are unfair to competing exhibitors or which deceive the public; or (b) fail at all times to maintain the minimum

price of admission specified in any contract licensing the exhibition of any motion picture during the exhibition thereof, in those areas as shall be defined by each local clearance and grievance board; provided, that both 'a' and 'b' shall not apply to exhibitors operating not less than 75% of the number of the then active and continuously operated theatres not affiliated with distributors or producers and the exhibitors operating not less than 75% of the number of the then active and continuously operated theatres affiliated with distributors or producers have both declared in writing that the giving or doing the things as aforesaid shall not be permitted; and provided, further, that nothing herein mentioned shall be considered unfair competition, in said designated areas, until the exhibitors therein shall have first declared so in writing in the manner and form herein fixed. For the purpose of such declaration each exhibitor shall be entitled to one vote for each theatre then actively and

(Continued on page 49)

Washington, Oct. 29.

A closed shop agreement between the American Federation of Labor and the Hildinger Bishop Co. of Trenton, N. J., chain theatre operators, was thrown out as illegal Friday (26) by the National Labor Relations Board in a decision which apparently discovered a minor loophole in section 7a of the Industrial Recovery Act.

Ruling in two disputes involving employees of the Victory and Princess houses in Trenton, the N.L.R.B. held that a closed shop agreement cannot be negotiated when no employee is a union member and decided that the privileges of collective bargaining assured under section 7a do not apply to a single individual.

The board ordered the reinstatement of Edward and Dominick Crucianna, employees of the Victory theatre and members of an independent union who were fired after a closed shop agreement was reached with an International Alliance local. The board found that the Victory constituted a separate unit for collective bargaining, although one of the Hildinger-Bishop chain, and that, since the two individuals were the only projection machine operators of the house, the theatre had violated the Recovery Act by negotiating with the I.A.

Applying the majority rule principle, it results that the Cosmopolitan Amusement Co. (which actually operated the Victory), violated its obligations under section 7a by negotiating a collective agreement with a union representing none of its employees in the face of a request for collective bargaining previously made by a union representing all of the employees in the particular craft group involved; the board stated, 'The whole comprehensive collective agreement with Local 359 is invalid, the closed shop provision along with the rest, and affords the employer no legal justification for discharging the Cruciannas for non-membership in Local 359.'

In the Princess theatre case, Edward Malkowski, who also was discharged under the same circumstances, the board found that the workers' union no redress since the collective bargaining clause is not applicable to a single individual. Refusal to bargain with Malkowski was not a violation of the act, which requires employers to bargain collectively, the board explained, since collective bargaining implies negotiations with two or more employees.

Board announced that unless the two Victory theatre employees are reinstated within seven days and the operator will negotiate with the independent union, the case will be turned over to the NRA compliance division and the Justice Department for action.

BROWNE OF I.A. QUILTS COAST LISTENING POST

Hollywood, Oct. 29.

George Browne, president of the International Alliance Theatrical Stage Employees, hopped an overnight plane for New York Saturday (27). He is due back here by air Wednesday (31).

IATSE prexy has been here for the past two weeks, following close of the American Federation of Labor convention in San Francisco, looking over his organization's setup since the I.A. strike in the summer of 1933. Although he has held many conferences with various individuals and groups, Browne has been thinking, and has given out I.A. leaders no intimation of his program to regain recognition for the organization in the studios.

40c VAUDEFILM PACES MINNEAPOLIS; 7-WEEK LEGIT 'FESTIVAL' OPPOSISH

'Bowery' Unit \$11,000; Ina Ray Hutton Girls in Smaller House \$10,000—'DuBarry' Gets Bad Press and Fecble \$6,500—Irish Dialog Film \$1,500

Minneapolis, Oct. 29. Plenty of live stage entertainment in the loop here for a change and things are humming. As a matter of fact, flesh-and-blood is taking bids away from screen, there being nothing in the way of really stand-out pictures on tap.

Both the Orpheum (Singer circuit) and State (Publix) have stage shows in opposition to one another and both houses have held their scales down to 40c top, the same admission price that they have been charging for straight films and a figure that spells real entertainment bargain for the local public. With 'Bowery Music Hall Follies' on the stage and 'Happiness Ahead' on the screen, the Orpheum seems to have the edge over its competitor which bids for favor with Ina Ray Hutton and her girl band plus several vaudeville acts and the picture, 'Big Hearted Herbert', vaudeville houses have opposition for the first time this fall from legit flesh-and-blood drama, the Shubert having started its seven-week drama festival with 'Biography', as that they have recruited cast, including Irene Purcell. An exodus of about 6,000 Minneapolisians to the Minnesota-Iowa football game at Iowa City over the week end was no help to Saturday and Sunday biz.

'Madame DuBarry' (at the Century), is being put by legitimate reviews and lack of cast box-office names so far as Minneapolis is concerned. 'Girl of the Limberlost' remains for a third consecutive week at the time-seater. Time but 'The Blue Danube' bowed out of the other loop sure-seater, the World, after a fortnight run, giving away to 'Bride of the Lake'.

Houses with straight screen policy are anxiously watching to see what effect vaude-film at 40c will have upon them. There's plenty worrying.

Estimates for This Week
Century (Publix) (1,600; 25-35-40), 'Madame DuBarry' (WB). Mid reception from newspaper critics and not outstanding cast names. Tough opposition also a detriment. Will be lucky to wind up with \$6,500. Fair. Last week 'Last Gentleman' (UA), \$7,800. Fair.

Orpheum (Singer) (2,300; 25-35-40), 'Happiness Ahead' (FN) and 'Bowery Music Hall Follies' on stage. Lots of show and plenty room for the low admission price. 'Big Hearted Herbert' (WB) and Ina Ray Hutton and her all-girl band and vaudeville. An abundance of first-rate entertainment at bargain prices. Customers pleased and show should benefit by word-of-mouth boosting. Around \$10,000 indicated. Okeh.

World (Steeles) (350; 25-35-50-75), 'Bride of Lake' (Ameranglo). Irish dialog picture. No reach this burg and should be good for satisfactory \$1,500. Last week, second of 'Blue Danube' (Mundue), \$1,000. Fair.

Time (Johnson) (250; 25-35), 'Girl of Limberlost' (Monogram). Third week for this one, which has gone over with bang. Expect that school teachers' state convention, with schools closed, at weekend will bring total to very satisfactory \$1,200. Did \$2,000 first week and \$1,600 second. Fine.

Uptown (Publix) (1,200; 25-35), 'Cat's Paw' (Fox) and 'Belle of Nineties' (Par), split, \$2,500. Good. Last week 'Chained' (MG), \$2,200. Good.

Lyric (Publix) (1,300; 20-25), 'Our Daily Bread' (UA). Around \$2,000 indicated. Fair. Last week 'Wagon Wheels' (Par), \$2,500.

Grand (Publix) (1,100; 15-25), 'Treasure Island' (MG) and 'Now and Forever' (Par), second loop run, split. Should hit \$2,000. Fair. Last week 'The Girl of the Limberlost' (Monogram), first loop run, and 'Have a Heart' (Fox), first run, split, \$1,700. Light.

Aster (Publix) (900; 15-25), 'British Agent' (FN) and 'The Murder Case' (FN), second loop runs, and 'Dude Rangler' (Fox), first run, split, on rank to \$1,400. Good. Last week 'Baby Take a Bow' (Fox) and 'Ready for Love' (Par), first run, split, \$900. Fair.

James Dunn at Col

Hollywood, Oct. 29. James Dunn has the male lead in 'Georgiana', the Victor Schertzinger picture at Columbia. He's on loan from Fox.

Jessel-Cooper \$18,000; Spitalny Girls in 2nd B'klyn Week, \$22,500

Brooklyn, Oct. 29. Good pix at the Downtown deluxers with fair-to-middlin' attendance. Weather okay. Paramount and Loew's Met getting a trifle better biz than rest of the picture houses.

The new Translux 500-seater on Fulton street, in the heart of the shopping center, got off to auspicious start. Met has a money-maker with two-bits admish. Phil Spitalny all-girlie band gets a second week at the Paramount, and the feature pic is 'Now and Forever' (Par). Met has 'What Every Woman Knows', and Jackie Cooper and George Jessel on stage.

Estimates for This Week
Albee (3,500; 25-35-50)—'Age of Innocence' (Radio) and vaude with Marty Britt and orch and Joe Morris. About \$13,000. Mid. Last week 'Judge Priest' (Fox) did \$17,000.

Fox (4,000; 25-35-50)—'Have a Heart' and 'Looks like a money-maker'. Should do \$17,000. Fine. Last week 'Chu Chin Chow' did \$15,000.

Paramount (4,000; 25-35-50-65)—'Now and Forever' (Par) and Phil Spitalny's all-girlie orch. Getting a good play and should bring in about \$22,500. peachy. Last week 'Happiness Ahead' (FN) did \$18,500. Oke. Spitalny will be held over for third week, going strong.

Loew's Metropolitan (3,000; 25-35-50)—'What Every Woman Knows' (MG) and vaude with George Jessel and Jackie Cooper. Oke \$18,000. Last week 'Affairs of Cellini' (UA), \$13,000.

Strand (2,000; 25-35-50)—'That's Gratitude' and 'Wagon Wheels', double dose for \$7,000. Last week 'Happiness Ahead' (FN) and 'Gift of Gab' (U), \$10,500.

Montreal Way Up; 'Tomorrow,' Vaud, 14C; 'Chained' 12C

Montreal, Oct. 29. Halloween in mid-week should help grosses currently and, judging by turn-away biz at three of the main stems, it looks like one of the best weeks of fall. Nothing special about theatres to diminish attendance and advent of winter weather is another help.

His Majesty's has three days of French plays, of which the three days of French plays, of which former runs to \$3 top and latter \$1. French players have just played a week to a gross of around \$3,500. Palace has an outstanding picture, 'Chained', which on weekend showing should gross \$12,000, one of the best in many weeks. Capitol has 'Age of Innocence' and 'Big Hearted Herbert', good for \$8,000. Loew's has another good vaude show and 'There's Always Tomorrow' and 'Looks like \$14,000. Nabes are all doing better.

Estimates for This Week
His Majesty's (Ind) (1,600; 75-83), 'Ballet Russe', three days, \$4,500. Last week French plays, \$3,500.

Palace (FP) (2,700; 50), 'Chained' (MG) Crawford and Gable. Second week big at the weekend and should gross not under \$12,000. Last week rest of 'Barretts' (MG), \$7,000.

Capitol (FP) (2,700; 50), 'Age of Innocence' (Radio) and 'Big Hearted Herbert' (WB). \$8,000. Last week 'Outcast Lady' (MG) and 'Kansas City Princess' (WB), \$7,500.

Loew's (FP) (3,200; 50), 'There's Always Tomorrow' (U) and vaude. Looks like big week of year at \$14,000. Last week 'Lemon Drop Kid' (Par) and vaude nice \$13,000.

LOW-BROW BIRMINGHAM

'Barretts' Too Stylish, Only Moderate \$6,500

Birmingham, Oct. 29. 'Wimpole Street' is a little too high-brow and 'One Night of Love' goes into its second week, having been moved over to the Galax from the Empire.

'Caravan' at the Strand failed to click Friday and Saturday and is slated to get the hook as soon as another pic is available for replacement.

Estimates for This Week
Alabama (Wilby) (2,500; 30-35-50), 'Barretts of Wimpole Street' (MG) too snooty for Birmingham, \$6,500, moderate. Last week 'Judge Priest' (Fox) oke for \$8,500.

Ritz (Wilby) (1,600; 25-30), 'Gift of Gab' (U), \$2,400. Fair. Last week 'Outcast Lady' (MG) light at \$2,000.

Empire (Acme) (1,100; 25), 'Kansas City Princess' (FN), \$1,800. Last week 'One Night of Love' (Col) was great \$3,000 and held over for a second week at Galax.

Strand (Wilby) (800; 25), 'Caravan' (Fox). Brutal and slated to be pulled in middle of the week with picture replacing it. Results are \$1,200 for week granting if second picture is fair. Last week 'Wagon Wheels' (Par), \$2,000, good.

3 HOLDOVERS IN WASHINGTON, 'EMPRESS' 17C

Washington, Oct. 29. Flickers are the only things that matter this week. Major straight film spots are holding over and cleaning up. Vaude temples both have no-name stage bills put on. 'The Girl of the Limberlost' is opposite, however, with 'Last Gentleman' doing nicely at Fox and 'Scarlet Empress' slipping rapidly. 'One Night of Love' is in big interest as it goes into fourth week downtown tomorrow (30) and is still on a paying basis. Critics have used up all specific adjectives and are simply labeling it as a 'dream come true'.

Last week Ames 'n' Andy fooled lads who thought they were light draw by building up 'Holdover' lavishly on Fox stage to detriment of Guy Kibbee and Maxine Doyle, hometown gal, at Earle. Latter spot came out all right but with no other pull at Fox but A&E, they expected more. Toothpaste lads, however, didn't come within \$12,000 of \$37,000 house record they set last inauguration week.

Estimates for This Week
Earle (WB) (2,424; 25-35-40-60)—'Scarlet Empress' (Par) and vaude. Nice stage bill but no pull. Critics compare it to 'The Girl of the Limberlost' version and aren't very patriotic. Slipping to probable good but not big \$17,000. Last week 'Six Day Sinner' (WB) and lavish anniversary show took oke \$18,000 against stiff opposition.

Fox (Loew) (3,434; 25-35-60)—'Last Gentleman' (UA) and vaude. Artless only draw and headed for nice \$20,000. Last week 'Have a Heart' (Fox) can thank Ames 'n' Andy personal oke \$23,000 against plenty opposition.

Keith's (Radio) (1,830; 25-35-60)—'Gay Divorcee' (Radio) (2d week). Shooting for good \$35,000. Last week same pic hit in sock \$18,000.

Palace (Loew) (2,363; 25-35-60)—'Judge Priest' (Fox) (2d wk). Word of mouth plus press raises should carry second stanza to \$30,000. Last week same pic went big \$19,000.

Met (WB) (1,583; 25-40)—'One Night of Love' (Col) (3d wk). Second week big at Earle should collect nice \$7,000 and still going oke. First holdover week a wow \$11,000.

Columbia (Loew) (1,263; 25-40)—'Purrued' (Fox). Doesn't mean a thing in face of name opposition. Maybe light \$3,000.

'Rendezvous' Leads

Hollywood, Oct. 29. Leads for 'Rendezvous' at Midnight, scheduled to go into production at Universal Nov. 5, have been exposed in Ralph Bellamy and Valerie Hobson. Picture will be directed by Christy Cabanne.

6,083 Houses—\$177,169,000 in '33

Washington, Oct. 29.

Gross receipts of 914 theatres in Wisconsin, Massachusetts and Missouri last year aggregated \$39,666,000, the Census Bureau announced last week. Tabulations for 42 states so far show 6,083 houses collected \$177,169,000 in 1933.

Massachusetts jumped into first place in state standings with total receipts of \$22,809,000, approximately \$3,000,000 in excess of New Jersey which was former holder of top position. Bay State report covered 290 houses, 270 of them operating on straight-film policy, but because of the size of the state specific figures were given for only a few of the commonwealth's numerous cities.

Wisconsin report showed 303 houses of all sorts which took \$6,601,000, while Missouri figures covered 43 legit and film-vau de houses which garnered \$2,242,000 and 278 straight film theatres which snared \$3,014,000.

The 270 film houses in Massachusetts had a gross of \$20,551,000, the 10 legit houses collected \$978,000, and 10 film-vau de houses took \$979,000.

Figures for leading cities in three states follow:

Fall River, 10 houses, \$615,000; New Bedford, 10 houses, \$673,000; Holyoke, 6 houses, \$295,000; Springfield, 16 houses, \$1,091,000; Somerville, 9 houses, \$414,000; Boston, 68 houses, \$9,136,000.

Madison, 5 houses, \$296,000; Kenosha, 6 houses, \$167,000; Milwaukee, 72 houses, \$2,739,000; Racine, 8 houses, \$218,000.

St. Joseph 7 houses, \$460,000; Springfield, 5 houses, \$167,000.

Kansas City, 51 houses, \$3,964,000, and St. Louis, 40 houses, \$3,690,000.

Holdover Pix and Election Guessing Has L.A. Biz Gasping on the Ropes; 'Gratitude,' 'Law,' Dual, \$3,700, Poor

Los Angeles, Oct. 29. Trade in all local houses, regardless of type of policy or age of pictures, is shot higher than a kite. Various elements blamed, of course, with claim that forthcoming election Nov. 6, is the real cause keeping folks at home listening to the radio on the hottest campaign the State has had since 1912.

Then again, too, the extended runs at the Paramount, RKO, Chinese and Hollywood are nothing to help stimulate the take. Best showing made of all houses is at the Downtown, where they have revived vaude and are playing 'A Lost Lady' on the screen. 'Peck's Bad Boy' at the State, way below expectations and somewhat in the headache class. However, figured this one will be a natural in the subsequent run houses. 'Criterion' doubled trade over previous week with 'Wagon Wheels', while Pantages also bolstered a bit with 'Great Expectations'.

Estimates for This Week
Chinese (Grauman) (2,028; 30-40-65)—'Affairs of Cellini' (UA) and stage show. 2d, final week. Holdover stanza not so forte and will come through with around \$7,000. Last week, first for this picture fair at \$10,000.

Criterion (Partmar) (1,600; 30-40-65)—'Wagon Wheels' (Par). Off to mild start which will bring it close to the \$10,000 figure. Last week, 'Mrs. Wiggs' (Par) and 'Go-Round' (Par) broiled to tune of \$1,900.

Downtown (WB) (1,800; 25-40)—'A Lost Lady' (WB) and vaudeville. Vaude is hitting on all 'right' and looks as though house headed for an easy \$7,300. Last week 'Big Hearted Herbert' (WB) with first week of vaude hit the predicted \$6,800 smacker.

Hollywood (WB) (2,756; 25-35-40-55)—'Gay Divorcee' (Radio) (2d week). Sort of dropped off a bit and will blow out with around \$6,500. Last week, first stanza far beyond calculations at \$13,800.

Los Angeles (Wm. Fox) (2,800; 20-25)—'That's Gratitude' (Col) and 'Against the Law' (Col) split. With double Columbia bill little off the track and will wind up with poor \$3,700. Last week 'Beggars Holiday' (Tower) and 'Wake Up and Dream' (U) profile engagement at an even \$5,100.

Pantages (Pan) (2,700; 25-40)—'Great Expectations' (U). Picked up bit on one of two weeks house had in long time and will come home with around \$3,900. Last week 'Student Tour' (Metro) and 'School for Girls' (Liberty) an awful blank drawn with the combo which brought in less than \$1,500 on the seven days.

Paramount (Partmar) (3,595; 30-40-65)—'Cleopatra' (Par) and stage show. Holdover for this De Mille opus not so conducive to heavy trade and will not hit over the \$11,800 mark. Last week after dynamic start slipped on final three days to bit over \$19,000 which is plenty profit for house.

RKO (2,850; 25-35-40)—'Gay Divorcee' (Radio) (2d week). Extension of fruits and nuts on tape that will not get beyond the \$5,800 mark. Last week first for this one, great at \$11,700.

State (Loew-Fox) (3,024; 30-40-65)—'Peck's Bad Boy' (Fox). Grown folks seemed to shy off this Jackie Coogan picture. It will just make the \$6,000 mark at the house which is not in profit class. Last week 'Barretts of Wimpole Street' (Metro) second and final stanza for \$10,000. Last week, first over calculations in getting \$3,800.

\$7,000-\$9,000 B. O. RANGE IN PROV.

Providence, Oct. 29.

Stage attractions continue to dominate the box office here, despite some fairly good picture fare at the straight picture houses. Best bet once again the RKO Albee, where revue, 'Convivial Capers', is giving plenty of support to 'Lady by Choice' on the screen.

'Pay's', the other combo house, is not far behind the Albee with the revue 'Dancing Homecoming' and 'Night Alarm' on the screen.

Estimates for This Week
Pay's (2,600; 15-25-40)—'Night Alarm' and 'Dancing Homecoming' on the stage. 'Night Alarm' still attracting them to this spot. Every week has been a good one since opening Labor Day, and if pace keeps up house will have swell season. Theatre has departed from vaudeville and playing unit shows exclusively. This week's gross will be in the range of \$7,000-excellent.

Last week 'Kansas City Princess' (WB) and 'Midnight Frolic' on stage pepped things up to a nice \$8,000.

Loew's (2,300; 15-25-40)—'Transatlantic Merry-Go-Round' (UA) and 'Against the Law' (Col). Looks as though the gross will hover around \$5,000, up a peg. Last week 'What Every Woman Knows' (MG) was so-so at \$7,300.

Majestic (Fay) (2,200; 15-25-40)—'Big Hearted Herbert' (WB) and 'Six Day Sinner' (WB). Plenty of names to draw them, but so far business just a trifle better than average, although gross compares favorably with big at other stands; around \$7,000. Last week 'Caravan' (Fox) and 'Back Stage' didn't take the bumps so easy at \$6,500.

Strand (Indie) (2,200; 15-25-40)—'Mrs. Wiggs' (Par) and 'Redhead' (Mono). Bill okay; this one here stands the best chance of any house in town to make a strong finish; comment on reviews are few with house; indications now are for at least \$8,000, oke. Last week 'Wagon Wheels' (Par) and 'Lemon Drop Kid' (Par) was fair around \$7,500.

RKO Albee (2,500; 15-25-40)—'Lady by Choice' (Col) and 'Convivial Capers' on stage. House has had some good reviews are with weeks. Gross should be around \$9,500 this week, excellent. Last week 'Gay Divorcee' (Radio) and stage show skyrocketed things to the \$10,000 mark; nice piece of fodder.

RKO (Victory) (1,600; 10-15-25)—'Gay Divorcee' (Radio) and 'Beggars Holiday'. Swell showing of first picture at second week. Last week prompted removal of film to this stand for another run; things look rosy at \$1,500 for five days.

London Spurts; 'Barretts' Smash

\$500,000, Drummond 3d Wk. 20 G's.

'Suss' Sock \$25,000, 'Love' \$15,000

West End picture theatres have taken a sudden spurt, mainly due to better product in some instances the Motor Show has helped the grosses considerably.

Estimates

(At rate of \$5 to the £)

'Barretts of Wimpole Street' (MG) Empire. Opened to smash business, and is constantly building. From first week's gross, which is near \$50,000, looks almost certain to stay three weeks, which is near recent record for the biggest capacity house in the West End.

'Buildup Drummond Strikes Back' (UA) Pavilion (third week). Around \$20,000, which is very good going. Looks certain for another fortnight, with 'Today We Live' scheduled to follow.

'Blossom Time' (HLP) (2d West End run) Hialeah—Still doing business, despite having grossed \$125,000 in seven weeks run at the Regal. Now getting around \$4,000 per week, which is pretty good selling for this small capacity house.

'House of Rothschild' (UA). Just terminated six weeks' run at Marble Arch Pavilion after 12 weeks at the Tivoli to the biggest business in the last capacity of the house. Estimated the West End alone picture has been seen by over half a million people. Averaged \$7,000, and still good for several more weeks, but is due for general release.

'Jew Suss' Tivoli (3d week).—Doing capacity, with chances it will be maintained for some time. 'Rothschild' doing steady \$25,000 per week.

'Life of Vergie Winters' (Radio). Plaza—Finished week to just under \$15,000, which is below average. Trouble with this house is shortage of product. 'Strictly Dynamic' (Radio) is current feature, and good for a week.

'Nell Gwynn' (B&K), Leicester Square (4th week).—Has been averaging around \$15,000, which is good coin for this house. No Greater Glory' (Fox) due to replace.

'One Night of Love' (Col), Carlton—Still in smash city, and is building daily. In six weeks but will stay over for an extra fortnight. Now doing around \$15,000 weekly. 'Belle of the Nineties' (Par) follows.

'The Slump Is Over' from the French, at the Curzon, doing around \$15,000, which is above even break. Picture being replaced by 'Crime Without Passion' (Par), which will stay for a few weeks, after which 'Caravan' (Fox) goes in for long run.

'20 Million Sweethearts' (WB), Royal (2d week).—First week's grosses were around \$15,000. 'He Was Her Man' (WB) scheduled to follow.

'Unfinished Symphony' New Gallery—English version of German non-sensical grossed \$7,000, which is fair business. 'The Camels Are Coming' (G-B), scheduled to follow for a run.

'Ed Duff-Gordon' (G-B), Capitol—Grossed about \$9,000 first week, which is good for this house. Staying another week, with 'Car's Pass' (Fox) following.

ONLY 2 TACOMA PICS; 'CHAINED' NICE \$4,500

Tacoma, Oct. 29. With John Hawk signing for Levy, and in Portland, Seattle and Tacoma, and Orpheum's opening this week, Tacoma is set to have a regular weekly stage show. This is likely to bring a spell for the town, but it may get going again, as in years gone Tacoma rated as a good town. By the time Orpheum vaude got in, the idea was on the wane. Now the chance is for a comeback.

Hawk is also showing some life around the Blue Mouse, almost making it a new theatre, with two weeks' shutdown to remodel and dress up. About everything will be new except the four walls and roof. As is only two first runs open in town this week.

Estimates for This Week

'Music Box (Hambick) (1,400; 25) —'Madame Du Barry' (WB), three days, 'Richest Girl' (Radio), five days, with indications the eight-day week will do a good \$10,000. Last week, 'Six Day Bike Race' (FN) and 'Age of Innocence' (Radio), split, steady at \$3,300.

'Row' (J-W) (1,300; 25-35) —'Chained' (MG) (giving the works in billing to Gable-Crawford, with outlook for an okay \$4,500. Last week, 'Thin Man' (MG), held eight days to big \$8,500.

Radio 'Billies with 'Dude Ranger' \$8,500;

'Gay Divorcee' Gay 6G

Portland, Ore., Oct. 29.

Third house to go stage show this season is Parker's Broadway with Arizona Wranglers, KXN radio unit from L. A. doing a great big against strong competition. Broadway's pic is 'Dude Ranger' registering fairly.

Competition so keen this week that U.A. rushed in 'What Every Woman Knows' adtracking 'Outcast Lady.' Hamrick's Orpheum doubled its vaude efforts and employed Jack Souders as new m.c. with stage band. Hamrick labels his units Orpheum Vaude playing on the rep. in that old circuit. Orpheum's pic is 'Gay Divorcee' and registered okay.

Strongest stage build-up is Paramount whose units and Hamrick King's stage band have doubled grosses. Under this policy Evergreen doubled the nut but trebled the gross since taking over the house from RKO. Paramount scored heavily with 'Belle of the Nineties' last week and held up its biz well this week with 'Servants Entrance.'

Hamrick's Music Box folded last week. House is dark and due to be opened next month by a Parker Evergreen combo. J. J. Parker outfit will run the house, with Evergreen contributing pix under contract. Hamrick's Orpheum is running nights only with house dark before 6 p.m. except on Saturdays and Sundays.

Estimates for This Week

'Broadway (Parker) (2,000; 25-40) —'Dude Ranger' (Fox) with radio unit 'Arizona Wranglers' from KXN. Chiefly drawing on the unit for good \$8,500. Last week 'Wake Up and Dream' (U) and 'Dragon Murder Case' (FN). Early at \$5,000.

'United Artists' (Radio) (1,000; 25-40) —'What Every Woman Knows' (MG). Getting a great play for this house, around \$5,500. Last week 'Harvest' (WB) ended last week with fair \$3,400, first two weeks ran up good total gross of \$9,200.

Paramount (Evergreen) (3,000;

Chicago, Oct. 29. Flock of hold-over pictures throughout the loop this week. Particularly is this the case with the two top combo houses, the B&K, Chicago where 'One Night of Love' goes into its second week, here being a scarcity of run product to keep both houses on the pleasant side of the books. Disappointment of the week is 'Cleopatra' which has drawn bad notices and bad comment at the Roosevelt. Didn't get started and can't stay long. Running into same trouble that 'Scarlet Empress' experienced.

Estimates for This Week

'Apollo (H&K) (1,200; 35-55-65) —'Constant Lady' (MG). Won't do any better here than several pictures which preceded, which means around \$8,000 for a profitable week, but nothing for the city of Chicago to rave about. 'Lost Lady' (WB) started well last week and slipped off fast to finish for fair \$3,300.

'Chicago (H&K) (2,000; 35-55-75) —'One Night of Love' (Col) and stage show (2d week). Came in here on a two-week booking and managed a good \$13,300 on the opener but disappointed after the

parade this week by any great distance, although Fox with Will Rogers up will doubtless come in a length or so ahead. Theatre is having its best week since Grace Moore's first and may even do better.

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'Ambassador (F&M) (3,000; 25-35-55) —'One Night of Love' (Col). Moved from Fox for fifth St. Louis week. So-so \$7,000. Last week 'Lady by Choice' (Col) and 'Love Time' (F&M) \$9,000.

'Fox (F&M) (5,000; 25-35-55) —'Judge Priest' (Fox) will Rogers pulling a big \$18,000.

'Loew's State (Loews) (3,000; 25-35-55) —'What Every Woman Knows' (MG). Helen Hayes good for \$11,000, ok.

Last week 'Last Gentleman' (UA), same.

'Missouri (F&M) (3,500; 25-40-55) —'Our Daily Bread' (U) and 'Name the Woman' (Col). Poor at \$5,000. Last week 'Caravan' and 'King Kelly' (Munro) ditto.

'Orpheum (Warners) (2,000; 25-35-55) —'The Public Not Being Particularly Interested in the ads which stated that Norma Shearer, Ed Cantor, et al, liked the flicker. It was a campaign that was okay for the trade but not for the customers. Word of mouth helping this week and will hold take to \$34,000, satisfactory for the hold-over.

'Garick (B&K) (3,000; 35-50-55) —'Six Day Bike Race' (WB). House is now a one-weeker on program pictures. This week will manage \$4,000 to profits. Last week 'Kansas City Princess' (WB), \$3,500, weakish.

'Oriental (B&K) (3,200; 25-35-40) —'Have a Heart' (MG) and vaude. Blanche Calloway on stage currently in competition with Jean Calloway at the similar-pictured State-Lake. House gets a fine break currently due to hold-overs all over town and the gross hope to \$24,000, wallowing. This week 'Have a Heart' (MG) was under badly at \$15,000.

'Roosevelt (B&K) (1,500; 25-35-55) —'Cleopatra' (Par). Not going anywhere. Getting ribs from critics and public. Will hardly cross the \$11,000 mark in first session which means a quick and short stay. 'Chained' (MG) was a winner here, getting over \$8,000 on its fourth and final week.

'State-Lake (Jones) (2,700; 20-25-35) —'PI Pix It' (Col) and vaude. Running around \$15,000. Last week 'Big Moment' (U) was in the right alley with Lewis on stage to share a \$14,800.

'United Artists (B&K-UG) (1,700; 35-55-65) —'Barretts' (MG) (3d week). Fell off sharply after first 10 days to \$11,000, and now near switch to box-office policy. (L.A.) help the situation any. Last week was good enough at \$15,800 and this session will have to be content with fair \$10,000.

25-40) 'Servants' Entrance' (Fox) with stage band and road unit of 'The Drunkard.' Combo bill holding up this house, high averages. Last week 'Belle of Nineties' (Par) with stage band and vaude did a smashing \$8,800.

'Orpheum (Hamrick) (2,000; 25-40) —'Gay Divorcee' (Radio) with stage band and vaude. Getting over for good enough \$6,000. Last week 'Richest Girl' (Radio) with band and vaude hit an average \$5,500.

'The Always Tomorrow' (U) Fair play nights only, with house dark before 6 p.m. around \$1,500. Last week 'Buildup Drummond' (U) second run did nicely at \$1,200.

JUDGE PRIEST STANDS OUT INST. L, 18G

St. Louis, Oct. 29.

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B'way Spotty This Week, Football, Raim Among Reasons; Pursuit' 80G. 'Lemon Drop' 11G, Deans-Roxy 26 1/2 G

Business is very spotty this week, only a couple of attractions showing up well. While football is hurting some and an all-day rain Friday, followed by more showers Saturday night didn't help, lack of box office lustre is blamed mostly on the pictures current.

The Music Hall, which has been hitting rather steady and good since this fall, appears best with 'Pursuit of Happiness.' Indications point to \$80,000 or over. The Kitano will go over average at \$11,000 on 'Lemon Drop Kid,' while the Palace will be better than it has been at \$11,000, possibly more, on 'Age of Innocence.'

With the Deans (Dizzy and Daffy) on a personal protecting the Roxy from worse on its holdover of 'Little Friend,' gross will be about \$26,500. This is under expectations after the strong first week's draft of 'Friend,' \$34,000. The Deans boys are getting \$3,500 on the week.

The Capitol, after four weeks of 'Barretts' brought in 'What Every Woman Knows' Friday. Picture is not doing the business hoped for and with matinee poor, it may not get over \$35,000. However, it holds over.

Another in the disappointment column is 'Mrs. Wiggs.' It is short of wind on a pace suggesting but \$15,000, and holdover will not be carried out. Last week at the last minute a third week for 'Now and Forever' was called off after picture wasn't galloping for better than \$30,000. Mrs. Wiggs is doing better on mats than at night.

'Du Barry at the Strand' isn't doing much, only \$6,000, either, and on week under \$15,000. 'St. Louis Kid' is being brought in tomorrow morning (Wednesday). Mayfair found nothing worthwhile at the O. Loew's, a British-made, and pulled it last night (Monday) after five days at under \$5,000, bringing in 'Student Tour,' which was its first week, and showing several weeks ago at Loew's Met, Brooklyn.

Both \$2 top attractions current, 'Merry Widow' at the Astor and 'The Public Not Being Particularly Interested in the ads which stated that Norma Shearer, Ed Cantor, et al, liked the flicker. It was a campaign that was okay for the trade but not for the customers. Word of mouth helping this week and will hold take to \$34,000, satisfactory for the hold-over.

Picture isn't getting the men and unless gathering strength will go out soon, with 'David Copperfield' next for house. 'Aran' on its third week, and 'House' will close Nov. 7. House goes back to a grind policy.

Second week of 'Last Gentleman,' final week for it, will be around \$21,000, and Rivoli brings in 'Transatlantic Merry-Go-Round' tomorrow morning (Wed.). State, with 'Barretts,' second run should be \$7,000 or thereabouts.

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Day Bike Rider' (WB), to be followed by 'First World War' which house has obtained from Fox. Nine days of 'Howling Dog' (WB), in ahead of 'Lemon Drop Kid' was \$16,000, nice.

Rivoli (2,200; 40-65-75-85-95), 'Last Gentleman' (UA) (2nd final week). Not big but holding evenly, \$21,000 on second (final) week ending tonight (Tuesday). First week was \$36,000. 'Transatlantic Merry-Go-Round' (UA) is the successor.

Roxy (2,200; 25-35-55-65). 'Little Friend' (Grip-Fox) (2nd week) and Dizzy and Daffy Dean on personal. Brought in this week on a personal, the Dean boys are saving 'Friends' holdover week from dropped below \$26,500. More was expected after picture's initial week of \$33,900.

Strand (2,900; 35-55-65-85). 'Du Barry' (WB). Disappointing at under \$15,000 on week and out to night (Tuesday). 'St. Louis Kid' taking possession of house tomorrow morning (Wed.). Last week, second of 'Happiness Ahead' (WB), \$17,900.

State (2,300; 35-55-75). 'Barretts' (MG) and vaude. Four-week second run chances are slim, but \$15,000 thereabouts will be all right. Last week 'One Night of Love' (Col) hit a reported \$33,000, beautiful.

TEMPLE \$16,000, 'REST' 10G, NEWARK

Newark, Oct. 29.

Shirley Temple in 'Now and Forever' is taking plenty this week, and 'The Public Not Being Particularly Interested in the ads which stated that Norma Shearer, Ed Cantor, et al, liked the flicker. It was a campaign that was okay for the trade but not for the customers. Word of mouth helping this week and will hold take to \$34,000, satisfactory for the hold-over.

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Transatlantic, \$15,500, Whams Cincy; Critics Pan 'Lady by Choice,' \$8,000; 'Lumberlost' Breaks a House Record

Cincinnati, Oct. 29.

"Transatlantic" Merry-Go-Round in the good ship, the cinema waves this week, speeding along at \$15,500, about twice as fast as the placid, "Lady by Choice." Jack Benny, head man in the former pic, has enjoyed a radio built-up local, but his present commercial air blasts do not hit here via a Cincy station. Mitz Green's personation with film on opening days is a help.

"Gay Divorcee," in second downtown week is a smash at \$7,000.

"Smalle and Indie Strand is piling up its best all-time record, currently on "Girl of Lumberlost" at 3 Gs.

Estimates for This Week

"Palace" (RKO) (2,600; 35-44)—"Transatlantic" Merry-Go-Round" (UA). Eight days. Merry mixture of music, mirth, murder and mystery, plus plenty pop names, hefty advance and personal appearance of Mitz Green on opening days. Fair opening at \$15,500; everybody happy. Last week six days of "Jack's Bad Boy" (Fox), \$6,500, slow.

"Albee" (RKO) (3,300; 35-44)—"Lady by Choice" (Col.). Comedy like vehicle for May Robson, and compare it with "Lady for a Day" in name only. First half indicates "Albee" home. Last week "Divorcee" (Radio), \$18,000, lotsa zip.

"Lyric" (RKO) (1,400; 35-44)—"Gay Divorcee" (Radio). Transferred from Albee for second week, \$7,000, great. Last week "Belong to Me" (Par), six days, \$3,500, poor.

"Capitol" (RKO) (2,000; 35-44)—"Outcast Lady" (MG). Constance Bennett topping title. Looks like \$3,500, so-so. Last week "Caravan" (Fox), \$6,000.

"Keith's" (Libson) (1,500; 30-40)—"Happiness Ahead" (WB). Sweet reviews, with posters for Dick Powell and Josephine Hutchinson. Should hit \$5,500, all right. Last week "Du Barry" (U), \$4,500.

"Strand (Ind.)" (2,000; 20-30)—"Girl of Lumberlost" (Mon). Labeled all-family product by critics. Fast start and management to tilt scale 1-2-5 to 1-2-5 in first week. Looking for \$3,000, record all-film biz for this house. Last week "Lady for a Day" (Col.), a returner for five days, \$1,500, all right.

"Grand" (RKO) (1,300; 25-40)—"The Date" (Col.) and "We're Rich Again" (Radio), split, \$2,000, fair. Last week "Mrs. Wiggs" (Par), switched from Albee for extended run, \$4,500, all time high.

"Family" (RKO) (1,000; 15-25)—"Charlie Chan in London" (Fox) \$2,200, nice. Last week "Million Dollar Ransom" (U), \$1,900, normal.

Local Boy, Astaire, Makes Good in Linc., 'Gay Divorcee' \$4,000

Lincoln, Oct. 29.

LTC was loaded for the opening of the new Variety, opposition house, with "One Night of Love," but at the last minute the date was shifted from Oct. 28 to Nov. 5. So it finds LTC boasting of the best string of pics in a long time, and too late to cancel.

"Stunt" isn't as heavy with "Judge Priest," but looks possible for a push from the State Teachers' convention which has 3,600 gals in town. "Gay Divorcee" at Edison, Oct. 29, a whiz and headed for a nice take and the Orpheum has a week in which both halves will be flesh, Jack Crawford in "Edison" and Benny Meroff today. Aggregate biz this week is going to move considerably higher.

The Variety definitely opens now on the 1st of November and will have clear sailing for the two weeks it's in for "Night of Love."

Estimates for This Week

"Colonial" (LTC) (750; 10-15)—"Wagon Wheels" (Radio). Looks good in for a very nice \$1,100 and may last a full week. Last week "Cactus Kid" (Indle) and "Let's Talk It Over" (U) with "Edison" and "Edison" (Par), dual, split was as expected at \$850.

"Lincoln" (LTC) (1,600; 10-15-25)—"Gay Divorcee" (Radio). Nice because it's an audience pic and the fact that Freddie Austerlitz, the Nebraska boy, the dance world knows as Astaire in, is here for a very nice \$4,000. Last week, "Tenth Girl" (Radio) trotted along to a fair \$2,100.

"Orpheum" (LTC) (1,200; 10-15-25-40)—"Lost Lady" (FN) and Jack Crawford's band on the stage to be followed on the split by Benny Meroff and an unselected pic. Looks like take on full stretch will run up to a swell \$3,500. Last week HHTN Sisters unit on the stage in con-

junction with "I Give My Love" (U) and "World Moves On" (Fox) another split, with swell business first half. Strutch rated something like \$3,000, last week \$2,500.

"Stuart" (LTC) (1,300; 10-25-40)—"Judge Priest" (Fox). Nice money pic, but it's slow moving out; probably wind up with \$3,000, nice enough. Last week "Cleopatra" (Par) with most emphasis on mate was hard pushed to gather \$2,300, below expectations.

Indianapolis Spiffy \$8,500 To Pursuit

Indianapolis, Oct. 29.

Dick Powell is getting a whirlwind pace in "Happiness Ahead" at the Lyric this week and it looks like prosperity with a take of \$8,500. Good word bill is helping to attract the customers. "Gay Divorcee" is spurring in its second week at the large Indiana and will knock off a nifty \$4,200 after opening on the 1st. "Lumberlost" (Transatlantic Merry-Go-Round) looks fairly good. Everything else is ho-hum this week.

Estimates for This Week

"Apollo" (Fourth Ave.) (1,100; 25-40)—"Caravan" (Fox). Not so forte with \$3,500 indicated. Last week "Judge Priest" (Fox) wound up its fourth consecutive week with a good \$4,600.

"Circle" (Katz-Feld) (2,600; 25-40)—"Gift of Gab" (U) and "Wagon Wheels" (Par). Duals getting only a meagre \$3,900. Last week "Lost Lady" (FN) in Yankee out one day early and it was able to do no more than \$3,000 in its six-day session.

"Indiana" (Katz-Feld) (3,100; 25-40)—"Gay Divorcee" (Radio). Heavily advertised and aided by national ads, this musical is clicking as a holdover and will reach \$6,200 with its second week's takings. Last week the same picture opened strong to gross \$9,500.

"Lyric" (Olson) (2,000; 25-30-40)—"Happiness Ahead" (FN) plus vaude. Dick Powell's local following, together with this house's momentum resulting from a succession of good vaudeville bills, is helping this gross to gallop along swiftly to a sterling figure of \$8,500. Last week "Kansas City Princess" (FN) plus vaude was also very good at \$8,200.

"Palace" (Loew's) (2,800; 25-40)—"Transatlantic Merry-Go-Round" (U). Fair enough at \$7,500. Last week "What Every Woman Knows" (MG) was barely moderate at \$5,200.

N.O. Gets \$12,000 Brass Ring on 'Merry-Go-Round'

New Orleans, Oct. 29.

"Trans-Atlantic Merry-go-round" is swirling film addicts and Jack Bennydicks into Loew's State currently as this week's town topper. Orpheum has second week of "Gay Divorcee" (Radio). It's some what off with Russ Columbo's posthumous "Wake Up and Dream." Tudor and St. Charles are grinding it out with "Young and Beautiful" and "365 Nights in Hollywood."

Estimates for This Week

"Saenger" (3,550; 40)—"Wake Up and Dream" (U). One of those between and betweeners, opened light and fair \$8,000 will be all. Last week "Mrs. Wiggs" (Par) ditto.

"Loew's State" (3,210; 40)—"Transatlantic Merry-Go-Round" (U). Jack Benny and the other radio and screen names showing real furry, with excellent \$12,000 evident. Fair enough at \$7,500. Last week "What Every Woman Knows" (MG) got light \$7,000.

"Orpheum" (2,400; 35)—"Gay Divorcee" (Radio). Looks around \$6,000 for fairish second week. Initial stanza brought slam \$12,000.

"St. Charles" (2,200; 25)—"Young and Beautiful" (Mono). Nice title for wayfarers and drop-inners, should get average \$1,700. Last week, "Wagon Wheels" (Fox) dropped off to \$1,400.

"Tudor" (3,700; 25)—"365 Nights" (Fox). May get good \$2,000. Last week, "Dragon Case" (WB), \$1,800.

'CHU CHIN CHOW' \$5,700

New Haven, Oct. 29.

Film spots doing another about face this week, with no apparent reason except possibly mediocre product. "Slump" seems to be a hangover from last week's last half when a violent case of box-office dozing set in. Football weekends helping, but not enough.

Estimates for This Week

"Paramount" (Public) (2,348; 35-50)—"Chu Chin Chow" (GH) and "Ready for Love" (Par). No real competition this week and may get \$5,700. Last week, "Mrs. Wiggs" (Par) and "Curtain Falls" (Chee). Fair around \$5,500.

"Poli's" (Loew) (3,040; 35-50)—"Every Woman Knows" (WB) and "Lady By Choice" (Col.). Failing to draw the younger element, with only a moderate \$8,000 in view. Last week, "Last Gentleman" (UA) and "Wake and Dream" (U). A mysterious flop last half, ending with an ordinary \$3,000.

"Roger Sherman" (WB) (2,200; 35-50)—"Happiness Ahead" (FN) and "Firebird" (WB). Joe Brown's "Bike Rider" sidetracked for this week after announced booking. Fair opening indicates \$5,800. Last week, "Gay Divorcee" (Radio), held over three days and got nice \$7,700 on 10-day run.

"Bijou" (Loew) (1,500; 25-35)—"Age of Innocence" (Radio) and "I'll Fix It" (Col.). Small house and low scale means fair bet at \$3,000. Last week, "Caravan" (Fox) and "Take the Stand" (Liberty).

'LUMBERLOST AT \$5,100 SOCKO IN OMAHA

Omaha, Oct. 29.

Musicals are the thing for the time being. "Paramount" leads the town with a late play-date on "Dames" and the bid at the World is also topped with a tuncful piece, "Student Tour." This makes third straight week musical productions have led the town.

Estimates for This Week

"Paramount" (Blank) (2,765; 25-40)—"Dames" (WB) finally arrived, weeks late. It's the best of the week and started off in the typical Warner "Student Tour" manner. Very strong, probably around \$10,000. Last week "Cleopatra" held its own at \$8,000.

"Orpheum" (Blank) (2,976; 25-40)—"Here Comes the Navy" (WB) with "One Exciting Adventure" (U). Lots of Navy Day exploitation in conjunction, \$8,000, okay. Last week "Last Gentleman" (UA) and "Destiny" a dual team. Arliss the draw, but only average, \$7,750.

"World" (IBank) (2,100; 25-35)—"Student Tour" (MG) with "Ready for Love" (Par). Good bill and could do better if it was the lone musical. \$4,200, good. Last week "Crime Without Passion" (Par) coupled with "Gift of Gab" (U) came

Pitt's B.O. Battle of the Century Taking Toll; No Panics Anywhere

out ahead of the past few weeks.

"Brandeis" (Singer) (1,200; 20-25-35)—"Girl of the Lumberlost" (Mono) with "Six Day Bike Ride" (FN). Opening show Friday, biggest of any excepting holidays, and set for a strong week. \$4,000, very strong.

Last week "Gay Divorcee" as a holdover produced a \$6,000 dollar week which combined with the first week's \$7,000 gives the house its greatest ever made on any picture or in any two weeks of Illinois.

Looks like another brisk session for the Alvin, around \$11,500 in view with "There's Always Tomorrow" and stage show. That's plenty tickle here. At the Penn, "Mrs. Wiggs" and show off to slow start, with getaway indicating no more than \$16,000, pretty weak.

Elsewhere, too, things are just so-so. Swell campaign for "Six-Day Bike Ride" did well enough for Stanley, although stiff competition still makes it tough for "Judy." Flicker to crack more than \$7,000. Fulton, after its five sensational weeks with "Monte Cristo," slipping with "Gift of Gab" maybe \$4,750, maybe not, while Pitt continues to feel the pinch, too. "Crimson Romance" and "Sideshow Cafe" unit will be high in the Alvin, \$4,750, while at the Warner, combination of "Wagon Wheels" and "I Sell Anything" looks no stronger than \$4,900, bad.

Buffalo Knee-Dee In Doubles; Laf's 4th Anni, \$8,000

Buffalo, Oct. 29.

A decided drop-off in takings characterized local downtown box offices last week. Currently the slump seems to be continuing with business fairly well distributed over average or sub-average levels.

Lafayette alone, after a bad spell last week, started off with a rush in the current program with plenty of extra advertising for Fourth Anniversary week. Hipp, Lakes and Century are running about neck and neck, with the Buffalo down from the last fortnight.

Estimates for This Week

"Buffalo" (Shea) (3,600; 30-40-65)—"What Every Woman Knows" (MG) and stage show. Nice program and should do better than opening indications, which point to something over \$15,000. Last week "Judge Priest" (Fox) and stage show, ease off from Loew opening days to practically the same figures as have characterized business here for the past month, \$17,500.

"Hipp" (Shea) (2,400; 25-40)—"Age of Innocence" (Radio) and "Herbert" (WB). Looks about like another week and, even with double feature, shouldn't expect over \$6,000. Last week "Caravan" (Fox) and "Belong to Me" (Par) got \$6,000.

"Great Lakes" (Shea) (3,400; 25-40)—"Bike Rider" (WB) and "Outcast Lady" (MG). First week of double feature policy, with indications pointing to \$6,500. Last week "Du Barry" (U) plumped under estimates for unsatisfactory \$5,200.

"Century" (Shea) (3,400; 25)—"Man With Two Faces" (WB) and "Ladies Should Listen" (Par), off somewhat from recent business, but will go over \$6,000. Last week "Return of Terror" (WB) and "Ladies Should Listen" (Par) got \$5,900. (Fox) did a quick drop to \$5,900.

"Lafayette" (Ind.) (3,400; 25)—"Gift of Gab" (U) and "Name the Winner" (Col.). Good off, rousing start and a good show with plenty of advertising, expected to get over \$8,000. Last week "Defense Rests" (Col) and "Stolen Sweets" (U) continued poorly to over \$5,500.

Daniels-Lyon on Stage with 'Happiness' \$30,000 at Boston

Boston, Oct. 29.

Metropolitan leads the parade this week with a natural screen and stage set-up. Bebe Daniels and Ben Lyon in person, backed up by "Star Time" unit, are sharing even honors with "Happiness Ahead" (WB). Looks like dandy \$30,000. Last week \$25,000 with "Judge Priest" (Fox).

Next best is Keith Boston, still clicking with combo policy and pop prices the customers like. This week, handsomely \$22,000 with "Gift of Gab" (U), plus locally produced unit.

Estimates for This Week

"Keith Memorial" (RKO) (2,900; 25-40-55)—"Gay Divorcee" (Radio) (3rd week). May well go good \$12,000. At that pace, fourth week possible. Last week \$14,000 take helped by no-school on closing day.

"Keith Boston" (RKO) (3,200; 25-40)—"Gift of Gab" (U), plus stage show grabbing off flatterer \$22,000.

ADDITIONAL GROSSES

Additional picture grosses will be found on page 23 of this issue.

Pittsburgh, Oct. 29.

Local situation still remains pretty acute, but with battle lines firmly drawn by now, some casualties expected shortly. Reports are out that Pitt will be the first to fold, house feeling pinch of Alvin competition last few weeks. Latter house, playing first-run pictures and nailing an m.e. name and draw of Johnny Perkins, has been building steadily, winning not only on the Pitt, but on the delirious as well. However, it's the Pitt, with the same top, that's feeling it chiefly.

Looks like another brisk session for the Alvin, around \$11,500 in view with "There's Always Tomorrow" and stage show. That's plenty tickle here. At the Penn, "Mrs. Wiggs" and show off to slow start, with getaway indicating no more than \$16,000, pretty weak.

Elsewhere, too, things are just so-so. Swell campaign for "Six-Day Bike Ride" did well enough for Stanley, although stiff competition still makes it tough for "Judy." Flicker to crack more than \$7,000. Fulton, after its five sensational weeks with "Monte Cristo," slipping with "Gift of Gab" maybe \$4,750, maybe not, while Pitt continues to feel the pinch, too. "Crimson Romance" and "Sideshow Cafe" unit will be high in the Alvin, \$4,750, while at the Warner, combination of "Wagon Wheels" and "I Sell Anything" looks no stronger than \$4,900, bad.

Estimates for This Week

"Alvin" (Harris) (2,000; 25-40)—"There's Always Tomorrow" (U) and stage show. House building steadily into nice money-getter, getting a nifty \$12,000. Last week, "Judy" (WB) and stage show, selling Johnny Perkins as an m.e. stage name. Around \$11,500, okay, looked for this week. Last week "Caravan" (Fox) and stage show cracked \$12,000 for best takings here yet under presentation policy.

"Fulton" (Shea-Hyde) (1,750; 15-25-40)—"Gift of Gab" (U). Plenty of a lay-down after five-week stay of "Monte Cristo" and doubtful of bettering week \$3,750. Last week, fifth of "Cristo" (UA) swell at \$5,500, not could have stayed longer, but nabe bookings were already set and couldn't be set back.

"Penn" (Loew-UA) (3,300; 25-40-55-65-75)—"Mrs. Wiggs" (Par) and stage show. Looks like another week and no more than \$16,000 looked for. Last week "Cleopatra" (Par) and stage show overestimated, getting only \$12,000.

"Pitt" (Shaffer) (1,600; 15-25-40)—"Crimson Romance" (Indle) and "Sideshow Cafe" unit. House slipping and falling. "Judy" (WB) will shut it shortly. Alvin, much nicer house and with same top, cutting in plenty. Will be lucky to get \$11,500. Last week, "Young and Beautiful" (Mas) and "Anatoli's Affairs" unit around \$3,300.

"Stanley" (WB) (3,600; 25-35-50)—"Six Day Bike Ride" (FN). Getting into E. Brown trade, but no more due to stiff competition elsewhere. Around \$7,000 in prospect, not bad, but not as good as "Happiness Ahead" (WB) way below expectations at \$6,250.

"Warner" (WB) (2,000; 25-40)—"Wagon Wheels" (Par) and "I Sell Anything" (FN). Not such a hot combo and apparently just another week at \$4,000. Last week "Our Daily Bread" (U) and "Herbert" (WB) a little better at \$4,600.

'Woman, A&A Sock Balto for \$23,000; 'Divorcee's' 16½C 2d

Baltimore, Oct. 29.

Rain Friday and Saturday precipitated a sharp slanting thermometer Sunday and today (Monday) was a day of sun and showers. Sudden cold snap caused many to cancel plans for week-end spent out-of-doors, and drove "Em into the house" for a day of entertainment. Saturday's rain had happy effect upon the box-offices, also; many with yen to orle a football battle with the friends and dodged inclement weather by sitting in for a show.

Burg on the whole sports a bright countenance this morn. Century has been sticking in the rafter from opening day on with a double-barreled hefty bill of "Em" in "Andy in Person" and "What Every Woman Knows" (MG) the screen. Layout possesses both class and mass pull, and heavy sugar is being stowed away to tune of \$23,000. "Cleopatra" (Par) and "The Screen" at a heated pace, which prompted management to start the first show off on Saturday at 8:15 a. m., earliest and place upon the screen a history here. Cris, while dubbing it, in the main, pretentious pother, were kinder than usual when dealing with "Em" and "Em." Subject of flick seems to be "Em" mainly (Continued on page 23)

Nazi Gov't Orders Director To Drop Pic with Jewish Stars

Budapest, Oct. 20.
'Peter,' Universal picture now being produced by Joe Pasternak at Hunnia Studios here starring Franko Gaal, should have been directed by Karl Lamac, who has done Anny Ondra's popular pics. All was set, with Lamac here, ready to shoot, when director got word from Hitler film authorities that he must choose between working in Germany in the future or no more directing in Hitlerland if he accepts the contract for 'Peter,' with non-Aryans in the cast.

Lamac figured he couldn't risk his position in Germany for the sake of one picture, so departed from Budapest and the directing is now being done by Hermann Kosterlitz, who wrote the continuity from Sandor Nadas' play.

This is another link in the chain of boycott against German pictures made abroad, from which Germany is cutting itself off. Result is that hardly any German pictures are now imported to Hungary, which is beginning to substitute them with home-mades as protection.

As soon as 'Peter' is finished, 'Bail at the Savoy,' with Gitta Alpar and Gustav Froelich, will be shot at Hunnia. Two other German pictures now in the making here are 'Liszt Rhapsody' and 'The End of Love,' both productions of an erstwhile Berlin firm, Cine-Alhambra. 'Students of Love,' all-Hungarian picture of college life, starring a new discovery, Marika Gervay, is now in the outdoor shots period and is coming into Hunnia for studio shots as soon as 'Savoy' is finished.

'Footlight' Is First American Click in New Magyar Season

Budapest, Oct. 18.
'Footlight Parade' (WB) is the first American success here this season. It had a three weeks' run at the Radius and is now going strong in several smaller houses. Radius now has 'Lillom,' made in Paris by Fox, which got a lot of gratis publicity by being vetoed twice by the German Rada before it was at last permitted with cuts.

Metro presented 'Men in White' in its own new theatre, the Scala. Although the Sidney Kingsley play was a great hit here, where it was presented before any other European country, the picture was below expectations. Circumstance that Metro took over Ufa's former theatre, from which the public kept away since Hitlerism started, may have something to do with this. Metro will have hard work getting the Budapest public to frequent this house again. 'Fugitive Lovers,' shown at the same theatre, did not come up to the mark either, in spite of an excellent press.

English version of 'Two Hearts in Waltz Time' was a total failure. The German version had an everlasting run four years ago, but this one flopped, with only one week's run at the Deess theatre. Par's 'Supernatural,' Fox's 'George White Scandals' and Radio's 'Phantom of Greenwood' were no luckier.

A real hit here was German picture made in Vienna. Still drawing after five weeks at the Forum. Two home-mades in Hungarian, 'Wistaria' and 'New Relative,' are good b.o.

Shirley Temple's first picture shown here, 'Baby Take a Bow' (Fox), is making no stir. It is at the Omnia, a second-rate theatre, and few people know about it.

PARAMOUNT THEATRE OPENS IN LIVERPOOL

London, Oct. 20.
New Paramount theatre in Liverpool was opened Oct. 15 with much splash. A special train took a bunch of film celebrities from London and they were the guests of Paramount for the theatre opening and a reception at the Adelphi hotel afterwards. Invitation included accommodations at the hotel for the night.

Picture was 'Cleopatra,' and on the bill was a special presentation arranged by Francis Mangan.

Just a Mistake

Berlin, Oct. 20.
Shirley Temple in 'Baby Take a Bow' is packing the Mozartsal, despite a blunder made in the press release of the film Kummer, which announced, in error, that the picture had been banned. What was banned was a 150-yard trailer. Reason—trailer didn't faithfully portray parts of the picture it advertised. It couldn't. It was from another picture.

PARIS PIC MEN FEAR HEAVY TARIFF

Paris, Oct. 20.
Tendency of the French Government to renounce the quota system of controlling trade is repeatedly reported here in semi-official circles. This would affect the film importers in the coming negotiations. Abandonment of quotas in favor of tariffs, as predicted in VARIETY this summer, would not be so hot for American films. Distributors here for the major companies would rather have a liberal quota than a high tariff.

America would get it in the neck on any tariff arrangement, because we have no most favored nation treaty with France and our products would pay the maximum, whereas competing countries would get lower rates.

MARTIN FIGHTING ON FOR SYDNEY CINEMA

Sydney, Sept. 30.
Dave Martin, head of Liberty Theatres, called in expert opinion following the thumbs down verdict given by government on his proposed new theatre. Experts agreed that Martin's plans were in perfect order and refusal of government's permission is quite a puzzle. Martin says that he will seek sanction to go ahead on the project. Powerful real estate backing is behind Martin and it is thought that permission will finally be granted him for the building of the theatre in Sydney.

The Liberty Group is entirely indie, playing opposition to the powerful G. T. and running extended seasons.

M-G Takes 'Norah'

London, Oct. 20.
Negotiations for Universal Pictures to purchase British rights of 'Norah O'Neal,' Clifton-Hurst's second effort, fell through at the last minute due to Harry Clifton not being satisfied with Universal's terms.

Negotiations were at once entered into between G-H and Sam Eckman, Jr., head of Metro here. After Eckman saw the picture he decided to acquire the English rights on an 80-20 percentage basis, whereas Universal had offered 50-50.

Deal is only for British Isles, with Clifton-Hurst still owning world rights, including the Irish Free State.

Picture may be given a West End pre-release at Metro's Empire, with title changed to 'Irish Heroes.'

Spanish Distributors

Madrid, Oct. 18.
Two new film distribut outfits have been organized here. Atlantic Films, Iberica Films and Equitable Films have joined hands and the get-together is known as Distribuidores Asociados (Associated Distributors). Other organization is Sociedad Anglo-Iberica Super-Films, Ltd., headed by Guiller de Quintanilla, Alvaro Vaz and Carlos Fabeiro Portas.

Another Meeting

Paris, Oct. 20.
Government committee studying show biz tax reduction met Wednesday (17), sat for an hour and a half, and announced it would meet again some time soon. Theatre owners, who still have the strike idea in the back of their heads, are beginning to get sore.

NEW \$15,000,000 EXHIB GROUP IN LONDON

London, Oct. 20.
Encouraged by the success of the recent public flotations of Associated British Picture Corporation (the John Maxwell group) and Oxford & Berkshire Cinemas, Ltd., other picture theatre owners are figuring on going to the public for capital.

Understood the Hyams group, which controls about seven deluxe picture theatres in London, are about to join forces with H. A. Yapp, owner of four super cinemas, and the Claverings, who control five big houses. This trio of theatre owners will join to float a big public company, with total capital to be in the neighborhood of \$15,000,000. When issue is set for public flotation, it is understood it will be underwritten by one of the biggest local firms.

Oscar Deutch, who controls several theatres, mostly of the super type, is also framing a public issue which is expected to materialize shortly.

Mexican Exhibs Hope New Gov't Will Ease Picture House Taxes

Mexico City, Oct. 27.
Exhibitors here and in several other parts of Mexico have hopes that the administration of Gen. Lazaro Cardenas, which assumes control Dec. 1, will do something big for them in the way of relieving a burdensome problem, that of a myriad taxes, all heavy.

Film men expect that President Cardenas will act toward eliminating some of these imposts and slashing those that must be left on the books. Exhibitors in the Federal District, which includes Mexico City, are saddled with assessments which include an impact of 13% on gross (recently jacked up from 10%) besides operating, income and other taxes which claim altogether about 30% of the gross.

Picture civic government garners about \$250,000 a year alone from direct levy on gross. In Vera Cruz state, taxes snatch from 33% to 55% of exhibitors' intake.

French In-Again-Out-Again Policy On Assassin Reels Annoys Exhibs

Paris, Oct. 20.
Wail is arising from the newsreel houses and, as matter of fact, all exhib interests, about deal they got with new pictures of the Marcellus assassination of King Alexander of Yugoslavia and Foreign Minister Louis Barthou.

Theoretically there is no censorship of newsreels here, but distance of that theory from reality is proven by the fact that nowhere in France can scenes of the shooting be seen, nor of the slaying of the assassin or the confusion immediately afterwards, although several reels got marvelous shots.

Kick wouldn't be so big if authorities had known what they wanted and banned the film from the first, but see-saw policy of banning it, freeing it and then banning it again cost theatres plenty of cash and annoyance.

Two American reels which distribute in France—Paramount and Fox—share the annoyance, but not as much as the French exhibs for. (Continued on page 48)

Aussenberg Conferring in N. Y. to Patch Up U.S.-Czech Relations

PLAGIARISM SUIT WON Plaintiff Campamillo Gets Decision in Rome Court

Rome, Oct. 18.
Gaetano Campamillo won a plagiarism suit against Cennaro Righelli on his film, 'Miss de Bergerac,' which he claims Righelli stole for a film called 'The Last of the Bergers.' Mancini's film was known to Righelli, it was proven. Judge handing the case adjourned court and went to the Cines studio to view a projection of the Righelli film, immediately afterward declaring for the plaintiff. He ordered the new film to be seized and absolutely prohibited all cinemas in Italy from showing it.

FRANCE GIVES 'WOMEN' FREE REIN

Paris, Oct. 20.
French Government is giving an unusual break to 'Little Women' (Radio), by suspending all rules to permit original version to be shown in an unlimited number of cinemas throughout France. Legal limit is five in Paris and ten in the provinces.

Move is due to success of pic at Edouard VII here and feeling that dubbing would wreck it. Favor was granted at request of RKO's local office and Tobis, which has the concession for French distributing. Precedent is a similar favor granted to Universal for 'Invisible Man.' 'Women' looks as if it would be the ace grosser for American films here this year. Claimed that film has already pulled approximately \$100,000 at Edouard VII in 23 weeks, before any other showing. Means the pic will easily pass the \$135,000 done by 'Henry VIII' without any special privilege. Latter was stopped by the five and ten rule.

Big grosser of French makes at the moment is 'Lac aux Dames' ('Ladies Lake'), based on a Vicki Baum story, which did approximately \$75,500 in 17 weeks at the Colisse, then did about \$40,000 more at Max Linder, approximately \$1,800 at the Clichy Palace, and about \$6,000 at the Palais Rochecourt. Picture is at the Cine Opera now. All this is before general release, which will not take place until Nov. 11.

U. S. Firms Bidding For Moliere Film

Paris, Oct. 20.
American distributors are reported bidding for distribution rights to the Comedie Francaise's first film, Moliere's 'Tartuffe.' Shooting started last week at Pathe studio in Rue Francoeur under direction of Leonce Perret.

Cast is: Andre Brunot, Jean Croue, M. Lafon, Jean Weber, Beatrice Bretty, Catherine Fonteney, Jeanne Sully, Mile. Delamarre and Mile. Cadenais.

Busy Sir Ben

Sydney, Sept. 30.
Busiest guy in Australia right now is Sir Ben Fuller. Knight is supervising an opera 'Gendric' in Melbourne this week, premiere of 'Merry Malones' in local, in Adelaide, and opening of an all-British film theatre in Brisbane.

Julius Aussenberg, former Fox representative in Central Europe, is in New York on a semi-official mission representing the government of Czechoslovakia, the result of which may mean a resumption of business dealings between that country and American film firms. He has been in conference with Major Frederick L. Herron of the Hays office, and it is believed a deal may be arranged.

Aussenberg's trip here follows a visit in Prague two weeks ago of George L. Canty, American film commissioner in Central Europe, who hopped from Berlin to Prague to start the wheels moving.

Czechoslovakia inaugurated a new extra heavy film tariff and quota some two years ago, with the result that all American film companies, after protesting, walked out. There have been several attempts on the part of both sides to smooth things over, but all the U. S. major companies stuck together with the exception of Radio. That company, under direction of Ambrose S. Dowling, continued sending films into Czechoslovakia. Dowling has since left the company's foreign department, and Phil Reisman, new foreign head, has promised to withdraw as soon as contracts are fulfilled.

It's the first successful American walkout from a foreign mart in history, and the fact that it's nearing a finish after such an unusually long time is considered in foreign film offices an especially important point since it seems to prove that co-operative action of competitive U. S. firms over a mutually unsatisfactory situation is possible.

Deal was made five months ago by Canty in Prague for a satisfactory compromise on a 5-1 quota basis, but the Nazi German government outbid America by telling Prague it was satisfied with a more restricted quota. Czechoslovakia now feels that German films are not sufficient replacement for U. S. product.

GET SET FOR ANZAC QUOTA

Sydney, Sept. 30.
In anticipation that the Quota Bill will be quickly passed by the governments of N. S. Wales and Victoria, local producing units are planning to fall in line with the regulations.

Expected that by the end of the current year several units new to Australia will be turning out features for local consumption. Believed that certain Victorian and N. S. Wales showmen are against the quota, but known that governments are determined to put through the bill with as little fuss as possible.

\$2 LONDON OPENING FOR FOX'S 'CARAVAN'

London, Oct. 20.
Erk Chardell's 'Caravan' (Fox) goes into the ritzy Curzon picture theatre for its West End pre-release.

Picture opens for a long run Nov. 6, with arrangement with Fox Films having been made by the Marquis de Casa Maury, managing director of the house, and Fox after former saw the French version of the picture in Paris. There will be a gala opening, with \$2 charged for all seats. Several prominent people, including some royalty, have promised to be present.

Mex Cinemas Annoyed; Pay to Check Selves

Mexico City, Oct. 27.
Some muttering in film row about civic requirement for exhibitors to pay daily wage of an official who checks up cinema receipts to determine the 13% impost houses must pay. These officials' wages range from about \$1.15 to \$2.25 a day, depending upon cinema's size. Exhibitors think that city should pay the checkers.

s' 'Happiness Ahead' (WB) on the screen.

Hollywood, Oct. 29.
 Par rang up another option period
 on Toby Wing.
 Will make her a two-yearer on
 the lot.



ATTEN-

SINGING

CORPS-

BERS-A

WRUBEL SONG HITS-AND FRANK BORZAGE'S MO

BROS.' MILITARY MUSICAL-"FLIRTATION WALK"-W

THOUSANDS OF OTHERS-SELECTED BY THE NATION'S

N-N-SHUN! HERE COMES THE ARMY—AND AMERICA'S

SWEETHEARTS—AND THE WHOLE WEST POINT CADET

AND SPECTACULAR BOBBY CONNOLLY DANCE NUM-

ND HUNDREDS OF GIRLS—AND FOUR NEW DIXON AND

ST BRILLIANT PRODUCTION EFFECTS—IN WARNER

TH DICK POWELL, RUBY KEELER, PAT O'BRIEN—AND

KEY BOOKERS AS AMERICA'S THANKSGIVING SHOW

What Every Woman Knows

... seems to sum up as a
Script is a charmed affair,"
emphasizes the stupid extravagances of a former street wall-walker to go sleighing in the midst of summer; and in another moment she has her husband's admiration for her devious ways achieved some good. Such as when the English ambassador opines that getting rid of the French prime minister might lighten Dufary's burden in his badger-crude majesty and other diplomats in the French court long tried but were therefore doomed to accomplish.

Rick's Dufary is
unusually believable. His physical conception eclipsed by the performance of Richard Owen, who

WE'VE LOST TRACK OF 'EM!

...So many Hold-overs... So many broken Records... Such an avalanche of praise from press, public and exhibitors that it would take pages and pages to tell how the whole country has gone "Gay"... for, as Variety said last week "THE GAY DIVORCEE" is divorcing all the dough in sight!

IT'S THE HOLD-OVER SENSATION

...week stands are going 2, 3 and 4, 4 day towns are clicking off ten day and two week runs and box-office records that theatres have been proud of for years now look like petty cash!

BOOK IT FOR EXTENDED TIME... then



RKO-RADIO PICTURE
WITH

FRED ASTAIRE GINGER ROGERS

STARS OF "FLYING DOWN TO RIO" IN THE MOST SUMPTUOUS ROMANTIC HIT OF ALL SEASONS

"THE GAY DIVORCEE"

with

ALICE BRADY

EDWARD EVERETT HORTON AND
HALF THE BEAUTIES OF HOLLYWOOD
DIRECTED BY MARK SANDRICH DANCE ENSEMBLES STAGED BY DAVE GOULD . . . A PANDRO S. BERMAN PRODUCTION

KEEP YOUR DATES OPEN FOR A HOLD-OVER

*The world is hungry for
another great heart-throb*

L. M. MONTGOMERY'S
GREAT AMERICAN CLASSIC

ANNE *of* GREEN GABLES"

worthy successor to
"LITTLE WOMEN"
with

ANNE SHIRLEY as "ANNE"
TOM BROWN O. P. HEGGIE HELEN WESTLEY

RKO-RADIO PICTURE

Directed by George Nicholls, Jr.

Book published by L. C. Page & Co., Inc.

THANKSGIVING WEEK
ATTRACTION in

KEY CITIES . . .

EXPLOITATION

By Epes W. Sargent

Christmas Sales

Ruling of the NIRA against ticket books and other forms of cut rates will raise trouble for managers who have been selling these for years to firms as gifts to employees and to people who want them for presents to friends. The discount has always been a staple of the business manager has circled his former customers as to their willingness to pay regular rates for the tickets, and has received a favorable response from some, but not all. But he's going ahead to make the covers so attractive that he figures he can dispose of some books, and probably enough to defray the cost of making them up.

He has contracted for a showy card to be used as the cover, and a second page with a gift inscription. On quantity lots the name of the firm will be printed in with any copy desired, a deal having been made with a small job shop willing to change the type for short runs. The others will carry the usual wish with "to and from" lines.

Selling will be done along the lines of suitability instead of the usual argument of getting more for less money. Certainly the idea seems to be worth trying, since there are hundreds to whom a book of tickets will prove a most acceptable gift. Also it solves the shopping problem.

Two from Boston

Six-Day Bike Rider gave Harry Brown, p. a. of Paramount theatre, Boston, inspiration to mobilize 40 cyclists carrying copies on their backs, like parade riders, through center of city, attracting plenty of attention. In addition to regular racing bikes, old-timer tandems and high-wheelers made Bostonians gape.

Jack Goldstein, Keith publicity director, swung neat gag that drew out newspaper cameramen. When band leader Ansorelli (Statue Hotel) met Benny Weeks, house m.c. at Keith Boston backstage. "Weeks meets Weeks' idea caught up by press in write-ups. Fact that hotel wand waver halls from west, and m.c. from east used as additional news angle.

Boosting Cantor

Given the job of putting over the new Eddie Cantor-Rubino-Cliff Hall stage show with less than a week for advance, Manager Matt Saunders of Poll's (Loew's) is credited with the best campaign of his long career.

Southern Connecticut was covered with 24-sheets, with display space in all leading papers. County, Chase & Sanborn, Cantor's air sponsors, coupled with 1,500 spotted cards through territory. Saunders even got Stratford, Conn. No. 1 hotel, where Eddie stopped to put the engagement on the restaurant menus. Band met comedian at railroad station when he got in from New York. Eighteen 24-sheets, but the city's Harvest Festival Week, first half of which Cantor played.

Training 'Em

Community theatre manager is out to spend \$100 on training his patrons, but he's making them work for their money. He's started a series with a paper on "What I like about the Clinton theatre." Next week he had them tell what they didn't like. For the next 10 weeks they will write up their own on certain play each week, these being selected to give variety. At the end of the session the sets of 12 papers will be judged as a whole and prizes of \$25, \$25, \$15 and \$10 awarded for the best sets.

It's his idea that if he trains them to think of the theatre in terms of appreciation and makes them study what pictures they like local, and why, he'll have more intelligent set to advertise to. He wants to be able to sell on value, because he thinks his bookings represent class. The most valuable paper will probably be that relating to the reasons for liking the house. This might well be made the subject of a single theme contest to crystallize appreciation of the theatre. Most patrons take too much for granted. They do not realize that many more things than a comfortable chair may determine comfort and satisfaction. They may not realize the comfort that comes from properly screened lights, from carefully tempered air, from the absence of confusion due to highly trained ushers or that in military drill not mean proficiency in military drill but in seating of the incoming patrons.

All of these can be brought out through a study of the theatre and incorporated into a booklet that will do far more for the theatre than the loudest shouting about one particular picture.

Kind to Newsies

George Brownlow, p. a. for Warner's Stanley, revised the new stand weights in anticipation of "Happiness Ahead" (WB). He secured a load of wooden blocks, had 'em painted to resemble building bricks and distributed 'em among the downtown newsboys. Boys planked 'em down on their stacks of papers, using the blocks as weights. Each block has a small upright board attached to it, and on this surface Brownlow listed his picture and theatre via a paper sticker.

Each week the new pic's plug can be pasted onto the block. Idea clicked with the newsies, there never having been a commercial advertiser around town for long while who doled out paper-weights to the paper peddlers, and with the winter winds due soon, the lads need 'em.

Paid in Coin

Using the count-the-gold candy coins in a show window stunt for "Treasure Island," a novel twist was given by announcing that the winner of the estimate would not be mentioned until the opening of the run, but that anyone presenting his stub from the estimate at the soda fountain could obtain the news two days earlier. News was to break at noon.

Lid was supposed to go off at noon and there were hundreds waiting to assist the queen. On holding the candles had been taken in and stood on the counter. As each stub was presented, it was checked by the attendant. Most of the applicants were handed a gold coin, but a few of the head, but tickets were presented those who came closest to the real figures in their estimate. Stub was retained to prevent encroaches.

Gag of handing out a piece of candy along with the nod proved a winner, and the candy made more talk that afternoon than has resulted from most contests.

No reason why the stunt cannot be worked with other candies. "Treasure Island," it works particularly well with "Island" and all over downtown pleased contestants were showing their "pieces of eight."

Two days later the actual number of coins was posted in the window, together with the names of the careful counters. Did not get as much attention, but it put a fresh head on the talk.

It does not always happen that a stunt is freshened, but ideas never come to those who just go through the regulation motions. It does require an alertness that marks the difference between routine and showmanship.

Flashy Banner

One of the flashiest banners made for small time use is fabricated from tin cake boxes, all of the same size, wangled from the grocer for a couple of paces. Boxes are round with tight-fitting lids, but the lid is about 12 inches in diameter.

Boxes are nailed to a board which sets into a black shadow box in the rear of the lobby. Each tin is wired with a socket passing through the hole in the top and with cord fastened to bring a small wattage bulb in the center of the tin. Holes are bored for ventilation with a U-shaped piece of tin slotted over the hole to prevent light leakage which would spoil the effect of the sign. Wiring terminates in a plug so that the board may be removed from its position without much trouble.

When a run is ended the board is taken to the sign room, where it is laid flat, the covers removed and the old letters taken out and replaced with fresh newspaper paper, moist, but not wet. Paper is tightly stretched by merely placing the cover on. Only the rim of the covers is retained, the centers being neatly cut out. Each box carries a colored bulb with a flasher button in the socket, care being taken not to get conflicting colors too close together.

Lights are turned on, quickly drying the paper, then the surface is littered for the new attraction and the board replaced. Quick flashers are used to give a maximum of illumination. Simple to handle, effective and cheap.

'Good' Autos Again

Ritz has worked up an agreement by which three automobile license numbers are printed in the News in a special box. The numbers are placed at random by members of the theatre who are someone doing good turn, for example, one motorist stopped his car in the middle of the block while school kids crossed. The owner invited to come by the theatre for his ducaus.

Cinderella Stuff

Loew's Colonial Theatre here, Robert H. Suits, manager, tied up with the Reading Times in an exploitation stunt with many merchants, advertising in the Times, to make Julia Billy, a year-old girl rescued by law officers from work in a stone quarry, a "queen for a day." "Quarry slave" stuff went across big.

The girl, fled from the home of a couple in whose home she and an older-sister, Anna, 19, had been placed in childhood, after being beaten so badly that a woman protector insisted on legal action.

She was escorted on a tour of stores, each merchant giving her a substantial gift of garments, shoes, hats, jewelry or other articles, and on a sightseeing trip over the city. She was lodged overnight in the "presidential suite" of the Abraham Lincoln Hotel and saw a film, "What Every Woman in the Street" at the Loew theatre, as Suits' guest.

So many women came in advance to see the girl that the house was jammed hours before she arrived, to occupy a box with a girl reporter as chaperone.

Trade Revival

Three theatres here, Wilmer & Vincent's Embassy; Warner's Astor and Loew's Colonial, cooperated with the Reading Times, morning newspaper in a promotion stunt covering three days of heavy merchandising in many lines, under the title of "Berks (County) Celebration Day."

Prize awards, including a four-door sedan, and many cash gifts were made from the stages of the three houses. The theatres got first prize, as a result of the tieup.

BEHIND the KEYS

Pittsburgh. Abe Lilly, WB's manager in near-by Tarantula, Pa., last several months, has been transferred to the Philadelphia zone with Lou Fordan, of Philly, coming on here to replace him.

Couple of Warner houses in district reopening after lengthy shut-downs, but for week-end operation only. They are Hollywood, nabbe small-seater in Dormont, and Ritz in New Kensington.

Seattle. Art Kloth is contractor for the 12 place band at the Orpheum, just opened by John Hamrick as vaudeville. Owen Sweeten, conductor. Arthur Olsen joins press staff of Hamrick circuit.

Birmingham. Wilby and N. H. Waters did a little house swapping when Wilby took over the Roxy, a new little house at Ensley and Waters took over Wilby's Trianon at North Birmingham. Waters operates a string of neighborhoods while Wilby has no more houses they are now called a cable.

Wheeling. George Shafer has closed the Virginia here and George Otte, the house manager, who formerly managed the Pitt in Pittsburgh, has gone to work for Warner's in Philadelphia.

Grover City, Pa. Purchase of the Majestic theatre building on Broad street by the Kayton Theatres, Inc., of Franklin, Pa., has been announced by the owners, the Turner-McCay company of this city.

New York. Walter Morris, manager of the Stanley, Baltimore, resigned, that post Oct. 26 to assume new duties at the Warner home office.

Rodney Collier, who for the past ten years was managing director of the Orpheum, Wheeling, and Lexington, will take over the Stanley.

Canton. G. B. Odium, former manager of the Palace here and the Miles Royal in Akron has been named manager of the Land O' Dances, downtown ballroom.

H. W. Starrett has reopened the Ottawa theatre at Ottawa, O.

Mrs. M. H. Anderson of Niles has reopened the Kinsman theatre at Kinsman, O.

Rez theatre at Alliance, long dark, will be reopened soon by Clarence J. Vogel, who has a half dozen theatres in small towns in Ohio, West Virginia and western Pennsylvania.

Old Opera house at Follansbee, W. Va., renamed the Princess, has been completely renovated, new sound and other improvements installed, and reopened with films.

Mail Matter

Lancaster, Pa. Personal letters to local lawyers stressing the power of the courtroom scene in "The Case of the Howling Dog" and telling how the chain of evidence is developed brought the expected results for the picture at the Capitol theatre here.

People Manager Ray O'Connell has found, respond to the personal letter more quickly and more frequently than to any other mail trick. Tie-up made with boys delivering Liberty magazine whereby a card saying "The Case of the Howling Dog" fascinated you in story form in Liberty. You'll be just as fascinated by this powerful story in picture form now showing at the Capitol theatre. Was attached to magazine sag. Kids plus door bells all over town making the tie-up very worth while.

Also used posters on telephone poles and heralds.

Bike Parade

Canton. Wallace (Doc) Elliott, Warner's Alhambra manager here, hit upon a stunt to exploit the engagement at his theatre of Joe E. Brown in "Six-Day Bicycle Race." He tied picture with the Grovemiller Cycle Shop here and a bike parade the day the picture opened at the theatre was held over the downtown streets viewed by thousands of people on the streets.

The parade lasted an hour. Participants in the parade were guests of Mr. Elliott and Mr. Grovemiller at a showing of the picture. Lead riders carried a large banner announcing the feature film and scores of the bikes were gaudily decorated. Many of the riders were in costume.

Sealed Bids

With giveaways out in his section, one manager who likes to jazz things up has struck an idea which he believes is not within the clasp of the eagle's claws.

Friday night is set apart as auction night. After the show several pieces of merchandise are sold to the highest bidder, but not by the usual means. Articles range from books to bridge lamps, chairs and occasionally things of greater value. All are obtained from local firms and their sales value is distinctly marked. Following the night show bids are called for on each item separately, any patron being at liberty to put in a sealed bid. Figure must be written down and not called out. Highest bidder takes the article, and often the highest bidder comes close to the actual sales value, figuring that too small a bid may lose the bargain. In the case of a tie, the top figure bidders are given one more chance. If it's still a tie then the article is put over to the following week. Bulky articles are delivered, but all must be paid for at the time of the sale.

Doesn't sound like a warmer-upper, but since the articles are well worth while, and not stale stock, there is a keen competition, and frequently as many as 100 bids will be received for a single item. The article is put over to the competition on the edge of their seats. A contest of the fact that often a small bid will take a desirable article.

The goods are displayed in the dealers' windows for a week, which gives a good advertising connection. Each sign mentions the retail price and suggests that if the bidder fails to get the article at auction it's still a bargain at the regular sales value.

Milking Contest

Albany. Milking cows on the stage as a gesture of co-operation with New York State's "Drink More Milk" campaign, was staged at the theatres in Utica and Troy. A woman won first place for being the county's fastest milker at the Stanley in Utica. The honors went to a male farmer doing the competition at the Troy theatre in Troy. Troy had hillbilly band playing "Turkey in the Straw" during contest.

Stunt given credit for big spurt in biz. Newspaper results were excellent.

Fixed with the Judge

Omaha. Charles Schaffler, directing the publicity of the Omaha A. H. Blank theatre, engineered a stunt for the showing of "Judge Priest." It was done over the ether from many police court which is on the air via two Omaha and two Lincoln stations. The popularity of these broadcasts was quick, and the Blank office was quick to use the opportunity.

The trick was simply to bring in an alleged speeder with (theoretically) the goods on him. When asked by the judge why he was speeding, he answered that he was hurrying to see "Judge Priest." Only took a minute and a little fixing.

'Bread's' Buildup

Paris. United Artists' buildup for "Our Daily Bread," although slightly cramped by national mourning for King Alexander and Louis Barthou, was newspaper intrinsigant.

Opera at the Nivola, Paris, at Miracles, Intrinsigant's theatre, was billed as a world premiere, and got all the hot personalities of Paris society. At same time intrinsigant is running full page advertisements that are not costing U. A. cent, to say nothing of a flock of other free publicity.

First criticisms, now coming out, are extremely good, and it only remains now to see if the bally is really going to bring in business.

Builds Continental

Syracuse. William J. Tubert, R-K-O city manager, cashed in on the rivalry among Syracuse dancing teachers to introduce "The Continental" locally by staging a demonstration at Keith's in connection with the opening of "The Gay Divorcee." Pupils of the Nivola, John and Margaret Reed schools interpreted the new steps, with Ken Sparrow's orchestra doubling from WSNR to play for the show.

As if inducing the dancing teachers to provide an added attraction for him wasn't enough, Tubert saw to it that the schools used additional display space in the amusement columns for the attraction.

Portland, Ore. Capitol theatre, indie, starting Oct. 33 will be union house throughout. The decision to unionize the house ends a disagreement between the theatre and the labor organizations that has been in progress for several years.

With the closing of the Music Box theatre, Eddie Rivers, who has been manager, will take over publicity and exploitation for the five Hamrick houses here. When the theatre reopens on Nov. 1, Ted Gamble, manager of the Parker theatre, will have charge of operation. Hamrick call for a policy of first run pix.

TEN YARDS TO GO!



Jack Oakie, All-American hero of the screen's mythical colleges, makes a first down after plowing through the line in this stirring game in "College Rhythm". The tackler smears Oakie... and makes him wish he weren't the screen writer's ideal of what a football hero should be like!

"COLLEGE RHYTHM"

JOE PENNER • LANNY ROSS • JACK OAKIE • HELEN MACK
LYDA ROBERTI • MARY BRIAN • GEORGE BARBIER and the All-American Co-Eds

A Paramount Picture directed by Norman Taurog with plenty of words and lots of music by Gordon & Revel

Par Trustee Suit

(Continued from page 6)

showed that a Public Enterprises dividend of \$4,000,000 was declared, and certified copies of such a resolution were made of a board meeting held Sept. 2, 1931. Records were then produced showing that the P. E. dividend as of Sept. 2, became \$3,500,000. In a memo of L. L. Laffer to Michel, dated Sept. 8, in connection with a Public Enterprises dividend of \$4,000,000, it was indicated that a \$1,000,000 dividend would leave P. E. a deficit of \$144,000. The Laffer communication, read into the record, suggested that since no checks were drawn for the \$4,000,000, it being just a book entry, and that in order a surplus remain in P. E., the suggestion was that the resolutions prepared on a \$4,000,000 dividend as having been voted Sept. 2 at a regular board meeting be destroyed. On Sept. 9, Michel sent a memo to Coles, attaching Laffer's communication, and suggested to Coles that he get back copies from Ralph A. Kohn and others of original resolutions and have them all changed. Then on Sept. 10 the dividend was written up to \$3,500,000, according to a paper produced by the Root, Clark attorneys.

Question of what happened to the minutes after the \$4,000,000 Public Enterprises dividend was reduced to \$3,500,000 faced Coles as a witness. He could not recall that his certification of resolutions was from minutes of meetings, although Stichman produced a minute book which did not contain any meeting on a \$4,000,000 dividend.

A minute book of Crescent Theatre, operating the Paramount, N. Y., and of which Coles was assistant treasurer, was also produced. It showed that on Sept. 2, 1931, a dividend of \$250,000. Coles was handed the book and asked to find minutes showing that Crescent had declared any dividends at all at any time during 1931. He could find none and could offer no explanation, but denied he had ever destroyed any minutes in his life or had known they were destroyed. When Stichman produced a memo from Michel to himself, dated Sept. 9, and asked him if it wasn't about destroying minutes, Coles said he did not remember receiving it. Another memo subsequent to the Sept. 2 date on which the dividend board meeting was purportedly held. This one dated Sept. 8, was from Michel to Ralph A. Kohn, with copies to Coles and others. It recalled that the plan was to have Seneca declare a \$250,000 dividend in favor of Paramount Public on the basis of a \$500,000 surplus in Seneca, but that discovery had just been made by Michel that the company (Seneca) had losses of \$700,000 and couldn't declare a dividend. Coles said he had no recollection of a Sept. 2 dividend meeting of Seneca nor that he remembered a memo from Michel to himself, returning Coles' original memo and resolutions on the dividend action, and suggesting that Coles get back copies that memo, furnished Kohn and others.

Subsidiaries' Dividends
With the P. E. dividend reduced by \$500,000 and the \$250,000 Crescent dividend declared out, witness was asked how the discrepancy of \$750,000 was made up. He said he didn't know, whereupon a memo to him was produced by which attorneys attempted to show that after all this occurred, they had to have three other subsides take action. These were Granada Realty (Calif.), Brooklyn Paramount Corp. and Public-Rickards & Nace circuit, each for \$250,000.

Although his certification of dividend resolutions were of board meetings Sept. 2, Coles was asked if Sept. 9 wasn't the first date he had heard of a board meeting, the date on which he received a memo asking him to write up minutes of a meeting held Sept. 2. Coles was of little aid to the Root-Clark side, even after some quibbling as to whether he (Coles) had to be informed at all times to write up minutes. One of his few careful admissions was that apparently a memo showed that the dividends on these three subsides were not declared until Sept. 8, but he wouldn't swear to the authenticity of the memo though the signature did look like Michel's.

That all this memoranda was inconsistent with minutes dated Sept. 2, showing it had not been intended then to have Crescent declare a dividend, also brought no confirmation. Similar efforts to nail Coles to admissions on dividends of Public-

Rickards & Nace and Brooklyn Par proved unavailing.
Stichman produced minutes of New England Theatres, Inc., attesting to a board meeting also Sept. 2 at which a dividend of \$500,000 was declared. Coles did not know who decided on this div, after meeting board members were Sam Katz, Sam Denbow, Austin Keough, Ralph A. Kohn, Fred L. Meteler, Norman Collier and himself, nor did he admit to the authenticity of a memo to himself from Michel indicating New England Theatres actually had a deficit on that date. Coles said it seemed to him that this letter existed prior to New England receiving dividends itself from certain of its subsidiaries.

Other Deals

Papers dated Sept. 9 were introduced indicating there was a deficit as of June 27 previous of \$550,000 and that therefore it was necessary to write up minutes of Sept. 2 meeting following dividends declared that date in favor of New England by 16 subsidiaries of \$1,125,000, payable Sept. 3. Coles offered an explanation that New amounts of money and when the dividends declared dividends the amounts were deducted from New England's debts to these companies.

Stichman asked Coles if there wasn't to be heard Sept. 3 on the Supreme Court suit to enjoin Par from closing the Kunsky-Trendle stock repurchase deal on grounds a surplus in Par didn't exist. He said he didn't know. A letter from Ralph Kohn to Keough was read in part, to effect that Kohn had signed an affidavit in the Cravath law office that dividends were being paid in cash rather than stock and that the Cravath people wanted him to take steps to see that dividends were paid as of Sept. 2.

Among other things, Stichman was attempting to prove that the dividends were determined on Sept. 2 and that a surplus would be shown on the books prior to the restraining suit. Under hard traveling, he failed to get far with Coles in the chair.

The attorney asked Coles if the dividends totaling \$5,000,000 were ever paid. He said he didn't know, nor was he familiar with the alleged agreements between Par and subsides which attorneys tried to confirm were nothing more than paper loans to subsides to cover the dividends of equal amount to Par. Letter agreements between P-P and six subsides were signed by Coles. It was shown, while a seventh, for Seneca Holdings, Inc., was signed by Collier. Kohn signed all of them for Par.

Coles was asked if these letter agreements didn't show Par received no cash. His answer was 'yes.' When questioned as to whether or not Par didn't want it to appear the dividends had been paid, he said that apparently the company wanted them to appear as paid.

A dividend of \$200,000, declared by Madison Operating Co., on Oct. 2 was brought up in a memo of the following date (Oct. 3), sent to Coles by Michel. It included that Arthur Israel (Par attorney) would prepare an agreement whereby the P-P dividend of \$200,000, was a \$200,000 dividend. A footnote to Kohn said, 'Just for safety.' There was no explanation for this.

When questioned as to whether there had been any discussions that the assets of Paramount were not worth what they were, carried at in the books, Coles stated this was not in his line. He stated he also was not in on any discussions concerning the CBS repurchase nor on change of the Par stock from no par to \$10 par value.

In connection with the CBS repurchase, requiring around \$4,000,000, attorneys also questioned Coles on dividends declared by seven subsidiaries in December, 1931, although memos and other papers ostensibly showed that dividends did not occur or were not suggested until late in February of 1932. Coles was questioned in connection with only some of these, Paramount Brooklyn's dividend of \$100,000, Granada Realty (Calif.) \$150,000 and Strand Realty (Calif.) of \$150,000. He would not admit that the minutes were false when heavily produced as to whether or not that was the case. Although shown official memos dated Feb. 23, 1932, suggesting these companies declare dividend as of some time toward the end of the year, 1931, Coles stuck to his line. He stated the minutes signed by him showed the board meetings were held in December, and that his certifications of divi-

NRA Theatre Nixed

Chicago, Oct. 29.

Local code board last week ordered the N.R.A. theatre to comply with the 15c. minimum and to live up to the schedule of release on picture contracts. Easness Michigan theatre complained that the N.R.A. theatre was charging 10c. and showing pictures ahead of its week.

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Easness Michigan theatre complained that the N.R.A. theatre was charging 10c. and showing pictures ahead of its week.

Proposed continuance of examination of Collier Friday (26) was adjourned two weeks to Nov. 9, but someone else may be brought down meanwhile. It isn't stated who that may be, but that the examination isn't going to be just a matter of weeks is indicated.

VODKA PIC BID FOR YANKEE PRODUCERS

Russian government has invited Ben Hecht and Charles MacArthur to produce a picture in the U.S.S.R. this year. American duo would be partially financed by the Soviet under terms of the proposed deal, with Russia taking care of all the coin if the Americans can dig up assured distribution in the U.S. for the film by a major company.

Hecht and MacArthur haven't made up their minds yet. If going over they wouldn't start for another six months or so, preferring to go ahead on their current Astoria production schedule first.

From the standpoint of Russia it is only one more in the known attempt of the Soviet to spread out cinematographically. With diplomatic world recognition for the country there was also a reversal of policy—as regards entertainment so that attempt is now being made to take propaganda out of all films and restrict the cinema to entertainment. Russians are finding it difficult to do this and figure if they can bring in some American directorial talent they will be started off the right way.

Understood the Russians have also approached several foreign directors and stars, notably those in France, on similar hookups.

CASTING 'MISSISSIPPI'

Hollywood, Oct. 29.

Cabin Kids, radio colored act, arrived Friday (26) to go into Par's 'Mississippi'.

Five Cuban rumba twirlers, delayed in New Orleans, arrived for same pic Saturday.

Alice Faye Anchored

Hollywood, Oct. 29.

Fox has given Alice Faye a new contract for a year's duration. Studio also contracted Jane Darwell, character woman, following her preview reception in 'White Parade.'

Picture Possibilities

'Good-Bye Please'—Unfavorable
'GOOD-BYE PLEASE' (Comedy, Edward Mendelssohn. Ritz). Comedy lightweight not going anywhere on stage. Nothing for screen. *Ibec.*

'Within the Gates'—Unfavorable
'WITHIN THE GATES' (Drama, Bushar and Turk. National). Sharply divided opinion over unusual drama, but distinctly unlikely for screen despite stage results. *Ibec.*

'Conversation Piece'—Favorable
'CONVERSATION PIECE' (Franklyn & Selwyn. 44th St. Comedy with Music). Simple, old-fashioned love story that's a perfect sketch for filmation, although it will have to be dressed up plenty. *Kauf.*

'Geraniums in My Window'—Unfavorable
'GERANIUMS IN MY WINDOW' (Comedy, Phil Baker and Laura Wick. Longacre). Very doubtful stage fare and nothing for Hollywood. *Ibec.*

'Between Two Worlds'—Favorable
'BETWEEN TWO WORLDS' (Comedy-drama, Elmer Rice, Belasco). Dialogue play aboard a liner bound for Europe. Some interest in characters, which could be built up for screen usage. *Ibec.*

Chi Exhibs in Almost 100% Sales' Resistance to Metro; Exchange Execs in a Huddle on % Refusals

Buzzell at Universal

Working Out His Final

Hollywood, Oct. 29.

Edward Buzzell has returned to Universal to direct 'Transient Lady,' Octavus Roy Cohen story, which he was committed to do before going over to Columbia on a term contract some months ago.

Gloria Stuart is being considered for the title spot, but not yet set.

STUDIOS TRY NEW 'HILL-DALE' RECORDING

Hollywood, Oct. 29.

Material increase in quality of sound recording for pictures, especially vocal or musical numbers, is being claimed by the so-called hill and dale recording on wax records as developed by the Bell Laboratories and Erpl. Although the electric has no thought of swinging over from present sound track to disc reproduction for theatres, this can be done if necessary.

Columbia utilized the system for the Grace Moore songs in 'One Night of Love.' After cutting the numbers on the wax, the recording was later dubbed onto the regulation film sound track as in the early days of sound. Paramount used the hill and dale for recording songs in 'Enter Madame,' and Walter Wanger will disc the entire musical background score for 'President Vanisher' via that system.

Hill and dale gets its name from the needle cutting the wax in the same manner that a car travels over a road with dips and rises. Former general method of discs is known as the lateral cut, whereby the needle vibrates from side to side through its groove on the wax. Latter creates quite a good deal of needle friction, accounting for needle noise in reproduction, and wearing the recording surface, after several runnings, to lower quality of sound secured through the amplifiers.

The hill and dale method was originally used by Edison about 15 years ago, when re-created records were placed on the market for phonographs. The records are unbreakable, and the small amount of needle friction, combined with the hardness of the discs gives the hill and dale cuttings much longer life over the laterally cut records.

Soup 'n' Fish for Chi Film Relief Feast

Chicago, Oct. 29.

Due to the class publicity that the Film Relief Banquet has been getting in the dailies and over the radio stations, Film Board at a quick meeting last week decided that the dinner will be formal instead of knockabout.

Also because of the attendance of political and show business celebrities and the Black Horse troop, dinner, which will be held at the Waldorf-Astoria Club (Nov. 2), is expected to net \$5,000 for the unemployed of the local film row.

Chicago, Oct. 29.
Metro midwest officials went into a huddle last week in an effort to solve the almost 100% sales resistance of Chicago exhibitors against M-G deals this season. No question that the exhibitors have gotten together in a no-buy protest against the Metro percentage demands. Some 250 theatres are holding back from signing M-G contracts until there is an adjustment on the percentage pictures. Metro is asking for 13 pictures on percentage and up to the present has not budged from this deal.

No circuit other than Balaban & Katz has bought Metro for this coming season, and B&K, has that product on a straight rental basis. B&K circuit thorn in the side of Metro at present is the Easness group, which has refused any percentage deal on MGM. Exchange last week went out to sell against Easness, but is reported to have sold only three houses in opposition.

Outwitted Plan

Metro is at present determined to whip the situation once and for all. Chicago has always been a tough territory on percentages, with the exhib associations battling to keep their members from signing sharing deals. Territory is worth about \$500,000 to a major exchange such as Metro-Goldwyn.

What's holding up the chances of Metro from selling in opposition to the large local circuits as Easness is the fact that these opposition houses won't buy Metro unless the exchange sells them a four or five-year franchise. Exhibs feel that they are getting Metro product this year merely because the exchange is trying to get even with the recalcitrant circuits, and that next year the indie houses will be out in the cold again if the exchange can get together with the Easness, Schoenstadt, Lasker and similar circuits. They object to being used for convenience of the exchange. So far Metro has not agreed to give any of these indie any such multiple-year product guarantee.

G.T.P. Awarded \$4,000 Against Coney Cinema

Mermald Cinema Corp. on Friday (26) lost a civil suit which the corporation had brought against General Talking Pictures (DeForest) in the N. Y. Supreme Court, Brooklyn. Mermald owns the Mermald Theatre, Coney Island. A jury brought in a counter-verdict in favor of G.T.P. for around \$4,000, as due on equipment which Mermald had bought in 1929 but later removed.

Evidence introduced by G.T.P. hinted at the removal being possibly impelled through Western Electric. Attorney Isidore Block represented Mermald. Ephraim Berliner, of Zeiger & Berliner, represented G.T.P.

Chaplin Covers Up

Hollywood, Oct. 29.

The last open air studio in the state is gone with Charles Chaplin having roofed over his plant. Stage, 20 years old, was heretofore canvassed when shooting.

Chaplin, after a trial last week, decided the noise was too great and ordered the roof, which was accomplished by carpenters working without stopping from Friday night till today (Monday).

Erase Mack Sennett's Suit in Mack Tragedy

Hollywood, Oct. 29.

Absence in Europe of Mack Sennett resulted in dismissal of his \$35,000 damage suit against Mrs. Charles Mack when it was called for trial before Judge Marshall F. McGowan Friday (26).

Action was a sequel to the Arlington car crash in which Mack lost his life.

HELL LOOSE IN THE HEAVENS

... while a woman waits below!
Warner Baxter in his most powerful dramatic role. Women will sit with bated breath as a black-winged devil pages him in the skies... as daring him to fight. Men will stare with nerves drawn taut... as brave men rend the quiet blue with the fury of their combat!

BAXTER in HELL in the HEAVENS

Conchita
MONTENEGRO
RUSSELL HARDIE
Herbert Mundin • Andy Devine
William Stelling • Ralph Morgan

Produced by Al Rockett

Directed by John Blystone



'Little Friend' Slow Starter in Philly, But Notices Help and \$6,500 Signed

Philadelphia, Oct. 29. Earle should be an easy winner this week with a general improvement in his forecast for most of the downtown film houses. Burns and Allen are the Earle's b.o. machine and look like they will gross about \$10,000. Picture is 'A Lost Lady' rated just average.

Estimates for This Week
Aldine (1,200; 40-55-65), 'Du Barry' (WB). Gets three days over one week and will cost about \$2,500 in that time. First week was \$7,000.
Arcadia (600; 25-40-50), '365 Days in Hollywood' (Fox). First run for a change and it won't help. \$1,300 indicated. 'Death on the Diamond' (3) got a miserable \$500 in three-day stay.

Boyd (2,400; 40-55-65), 'What Every Woman Knows' (MG). Critics raved. His should be good but not more than \$13,000 and might rate hold-over. 'Outcast Lady' (MG) got \$9,500. Fair.

Earle (2,000; 40-55-65), 'A Lost Lady' (FN) and vaude. Burns and Allen are the magnets and they're the reason why the Earle should lead the town easily. \$19,000 indicated, with a grand or so more quite possible. Last week 'Six-Day Bike Rider' (WB) and vaude. Nothing outstanding and biz was mediocre.

Fox (3,000; 40-60-60), 'Caravan' (Fox) and stage show. Film only recently played two weeks at Locust on roadshow basis. Nothing big expected. \$14,000 will be tops. Last week 'Peck's Bad Boy' (Fox) and stage show. Disappointing \$15,000.

Karlton (1,000; 30-40-50), 'One Night of Love' (Col). A. and B. got a nice \$2,500. Last week 'Last Gentleman' (UA). An okay \$3,200 for this second run.

Locust (1,400; 40-55-65), 'Little Friend' (Gib-Fox). Rave notices and may build, but start was painful. \$5,500 indicated. Last week 'Power' (Gib-Fox) \$2,300 in three days over first week.

Stanley (3,700; 40-55-65), 'Happiness Ahead' (FN). Just an average \$10,500 expected. Last week 'One Night of Love' (Col) \$11,000—not enough to warrant mention.

Stanton (1,700; 30-40-55), 'Our Daily Bread' (UA). United Artists didn't figure this one strong enough for their Aldine and it is badly spotted here. Lucky if it hits \$4,800. Last week 'Wagon Wheels' (Par). Just \$5,200 and that's not so hot.

BALTIMORE

(Continued from page 10)

intriguing the mobs, which have been crumming in, assuring house of a clinch on week end. 'Gay Divorcee' in second week at the Hipp, is displaying surprise strength. Actually, first day of second session and it is badly spotted here. Lucky if it hits \$4,800. Last week 'Wagon Wheels' (Par). Just \$5,200 and that's not so hot.

Estimates for This Week

Century (Loew-UA) (3,000; 15-25-35-40-55-65), 'What Every Woman Knows' (MG) and stage hill here by Aldine and it is badly spotted here. Lucky if it hits \$4,800. Last week 'Wagon Wheels' (Par). Just \$5,200 and that's not so hot.

Hippodrome (Rappaport) (2,200; 15-25-35-40-55-65), 'Gay Divorcee' (Radio) (2nd week), and stage show. Rave notices and it is badly spotted here. Lucky if it hits \$4,800. Last week 'Wagon Wheels' (Par). Just \$5,200 and that's not so hot.

Keith's (Sebanberger) (2,500; 15-25-35-40-55-65), 'Cleopatra' (Par). Doing splendidly, away up around the \$3,700 bracket. House is helping plenty by terrific balcony both current and in advance. Last week 'Gift of Gab' (U) barely shaded an indifferent \$4,000.

New (Mechanic) (1,800; 15-25-30-35-40-50), 'Marie Galante' (Fox). This smallie is finding the going rough again; it may make a bid and get but mild notices. His likelihood is at \$2,600. Last week 'Love-time' (Fox) never had a chance. \$2,300.

Stanley (WB) (3,450; 15-25-35-40-55-65), 'Happiness Ahead' (FN). Came in an unknown quality apparently. Judging indifference with which was greeted; then a boost in a boost after which biz perked nicely but not enough to give it more than mild \$5,000. Last week same for 'DuBarry' (WB).

WB's Dizzy-Daffy Short
Warner Bros. is negotiating with Jerome and Paul (Dizzy and Daffy) Dean for one short, to be made at the Brooklyn Vitaphone studios. Deals are currently at the Roxy. N. Y.

Dead is not yet closed.

Engineers Pick Coast For Spring Meeting

Hollywood picked as next meeting place for spring convention of Society of Motion Picture Engineers, as announced at opening session of New York meeting now being held through this Thursday (1) at hotel Pennsylvania.

New officers elected for term include: President, Homer G. Tasker, Long Island City; executive vice-president, Emory Huse, Hollywood; convention vice-president, W. C. Kunzmann, Cleveland; editorial vice-president, J. I. Crabtree, Rochester; secretary, J. H. Kurlander, Bloomfield, N. J.; and treasurer, T. E. Shea, New York.

'WAGON WHEELS' \$3,500 IN DENVER

Denver, Oct. 29. Denver looks okay for this week. Nothing especially outstanding, but no notable flops, which is something.

Estimates for This Week

Aladdin (Huffman) (1,500; 25-35-50), 'One Night of Love' (Col). Moved from a \$3,000 week at the Denver and may see \$3,000 here. Substantial. Last week 'Caravan' (Fox) came mighty close to taking it on the chin and turned in only \$1,500. Picture received a particularly low review in the News and only a lukewarm one in the Post.

Denham (Cooper) (1,500; 25-35-50), 'Wagon Wheels' (Par), with prolog on stage. Around \$3,500. Last week 'Lemon Drop Kid' (Par) bolstered by stage show of Irving Aaronson's Commanders and added acts brought in the crowds to the tune of \$7,500 in the till. Probably didn't make any more money than they would have without the stage show, but management believes it's building prestige for the house. Stage shows will be used about once a month if satisfactory units can be found that often.

Denver (Huffman) (2,500; 25-35-50), 'Happiness Ahead' (FN). Working toward \$6,000, okay. Last week 'One Night of Love' (Col) came close to packing the house several times and went to the Aladdin for a second week. Gross was \$9,000.

Orpheum (Huffman) (2,500; 25-35-50), 'Peck's Bad Boy' (Fox). Figured to cop \$6,000. Pretty good. Last week 'Wake Up and Dream' (U) and 'Gift of Gab' (U) shared the

doubtful honor of the first split week at the Orpheum, newest and biggest of Denver's first run houses. Got around \$3,500, very poor. Paramount (Huffman) (2,000; 25-40), 'Side Streets' (FN) and 'Friends of Sweeney' (WB). Will see around \$1,500. Last week 'Death on the Diamond' (MG) lasted a full week, something unusual for a film spotted in this house, where split weeks or double bills prevail. When a film lasts a week at the Orpheum it must be good. Baseball fans boosted the film, and went to see it.

G.G. Frisco Leader With \$5,000 Over Par on Divorcee'

San Francisco, Oct. 29. With one exception business in this week is taking a dive. Town's top moneymaking picture, the Golden Gate, a condition that happens only about once a year. 'Gay Divorcee' is jamming them in, and looks like a holdover, although the house generally has a single-week policy. House is doing nearly \$5,000 over its usual weekly average.

Warfield, ordinarily the city's ac house at the b. o., with 'Peck's Bad Boy' will be lucky to stay out of the red. Paramount, which tried a single bill policy with whoopee in prices and couldn't make the grade, went back to duals and lopped \$5,000 from the admision, and the cash register jingled merrily for nearly \$3,000 better than single-bill weeks.

Estimates for Last Week

Fox (Leo) (5,000; 30-35-40), 'Howling Dog' (WB) and 'Ready for Love' (Par) should be able to do fair \$6,000. Last week better than usual at \$1,100 with 'Lemon Drop Kid' (Par) and 'Herbert' (WB).

Golden Gate (RKO) (2,844; 30-35-40). All smiles with swell \$18,000 for 'Gay Divorcee' (Radio) and stage show. Last week also big with \$16,200 for 'Kentucky Kernels' (Radio) breezed by personal appearances every day and stage show.

Orpheum (F&M) (2,400; 30-35-40)—Back to double bills after eight weeks of 'One Night of Love' (Col). 'One More River' (U) and 'Hummer' (U) are the new attractions. More than light \$5,000. Last week (8th) of 'One Night of Love' (Col) sold by for a week \$5,300.

Paramount (W.C.) (2,400; 30-35-40), 'Marie Galante' (Fox) and 'Bike Rider' (WB) look all set for good \$12,500. Last week 'Mrs. Wiggs' (Par) and 'Lost Lady' (WB) surprised with over \$13,000.

St. Francis (F.W.C.) (1,448; 30-40-55), 'Barretts' (MGM) moved from Warfield for third week, expects about \$5,500. Last week 'Cleopatra' (Par) off at \$4,700.

United Artists (UA)—'Last Gentleman' (20th Cent). Second week fair at \$5,500. Last week 'Lemon Drop Kid' (Par) pointed for an Artiss film at \$8,400, but figure gets house by all right.

Warfield (F.W.C.) (2,639; 35-40-65), 'Peck's Bad Boy' (Fox) and 'Bike Rider' (WB) look all set for good \$14,500. Last week all right for second of 'Barretts' (MGM) at \$16,600.

Mainstreet Resumes Vaude, \$14,500

'Transatlantic Merry-Go-Round' Billed in K. C. as World Premiere, Only Fair \$7,500

Kansas City, Oct. 29. Managers really went to town for their current attractions and the amusements are looking up.

For in return to vaudeville and the picture 'Happiness Ahead' the Mainstreet put on the most extensive publicity campaign the house has had for months and the week-end crowds were evidence that the Mainstreet's customers like their flick.

Midland, with 'Transatlantic Merry-Go-Round' and the Newman showing 'Cleopatra' also spread plenty of printers' ink and are doing business. Newman got a Thursday opening. The Newman got a Thursday opening in its opposition with 'Cleopatra' and the business showed a substantial increase over the preceding week. The headline is set for seven shows daily.

Estimates for This Week

Mainstreet (RKO) (3,200; 25-35-50), 'Happiness Ahead' (WB) and vaudeville with 'The Ringers' (Bert Walton, Guyton, Ben, Sidney Lewis and Patti Moore, Arthur Pelly and company and the Earl Kaye orchestra, for the opening bill. Good crowds for the opening and added the amusement seekers want extra shows and the week's gross will likely hit \$14,000. Last week 'Gay

Divorcee' (Radio), second week.

Midland (Loew) (4,000; 25-40), 'Transatlantic Merry-Go-Round' (UA)—Billed heavily as a world's premiere, this first Jaxson picture, sure to fair. Close to \$7,500. Last week 'What Every Woman Knows' (MG). Failed to show the strength expected and finished with \$8,700.

Newman (Par) (1,800; 25-40), 'Cleopatra' (Par)—Opened Thurs. day, getting a shot at the stock show visitors, and is doing nicely. Estimated to get \$12,000. Last week 'Wagon Wheels' (Par) was another that failed to hold up to advance indications, \$7,000.

Tower (Rewot) (2,200; 25-35-50), 'Great Expectations' (UA) and stage show. With a 15-cent advance over the Mainstreet, the house expects to hold its following. It has bettered its acts and made a good showing over the week end. Probably will count about \$7,000. Last week 'Th Fit It' (Col) and stage show, \$5,500.

Uptown (Fox) (2,040; 25-40-50), 'Judith Priest' (Fox) second week for the Will Rogers picture and it is going strong with long holdovers nightly. Expected second week to hold up nearly as well as first and last picture will stand the third. Gross for second week estimated \$5,000 after \$9,000 for the first.

Chi Censors, Toughest in U.S., Have Only Cheers for Picture Biz; 2 Pinks in Oct. Out of 105

NO CANNONEERS

Not Even Chief Gunner Purvis Can Hurdle Hays

Hollywood, Oct. 29. Major command axes deny that any first line picture company in Hollywood is trying to get Department of Justice co-operation and the loan of Melvin Purvis, getter of Dillinger and Floyd, for pictures. Denials follow on the heels of Attorney General Cummings' spiking of the reports at Washington.

Producers point out that, under the current case to observe the Hays ban on gangsterism, they are taking no chances in trying to cash in on the heroics surrounding the killing of the two leading public enemies.

VAUDE SHOOT ORPH, SEATTLE TO \$12,000

Seattle, Oct. 29.

Orpheum joins the first-run spots this week, opening Friday with five acts. Vaude, Owen Sweeten with 12-piece band on stage, and pic program headed by 'Girl of the Limberlost' (Mono). This house has had ill-fated career up to date, but John Hamrick now is back of it, and George Hood, for years Klav Erlanger rep and mgr. of Metropolitan, legit spot, is manager. It opened big and looks set.

House is now set opposite to Paramount (Evergreen) where Cushman units hold every other week, and mixed vaude balance of time. Par unhurt this week, though.

Estimates for This Week

Blue Mouse (Hamrick) (1,000; 25-35), 'Gay Divorcee' (Radio). Moved over from the Music Hall and may have two weeks. Looks like a good \$4,000. Last week 'Servants' (Cristo) (UA) fourth week of run, \$3,400, good.

Coliseum (Evergreen) (1,800; 15-25-35), 'Cat's Paws' (Fox) and 'Bride and Groom' (WB) dual, latter first run, looks to land \$5,000. Last week 'Treasure Island' (MG) and 'Grand Canary' (Fox) dual, okay \$4,150.

Fifth Avenue (Evergreen) (2,400; 25-40), 'Cleopatra' (Par). Big campaign started it off fairish. As weather chilled it picked up over about \$5,000. Will hold over two days. Last week 'Servants' (Cristo) (UA) went out after five fair days, \$4,500.

Liberty (J-VH) (1,900; 10-25), 'Ride Again' (Col) and 'Randy Rides Again' (Mono) dual, anticipates \$3,000, bad. Last week, 'Whom the Gods Destroy' (Col) and 'Name the Woman' (Col) dual, okay \$3,300.

Music Box (Hamrick) (950; 25-35), 'Young and Beautiful' (Maxco) and 'Side Streets' (WB) dual. Some hefty ads for the dual, should get \$2,800, only fair. Last week '6 Day Bike Race' (WB) and 'Million Dollar Ransom' (U) dual, okay \$3,200.

Music Hall (Hamrick) (2,300; 25-40), 'Ritchie Girl' (Radio) with ultrapias ads and heavy selling will get a good \$5,800. Last week 'Gay Divorcee' (Radio) \$4,000, big.

Orpheum (Hamrick) (2,700; 25-35), 'Girl of the Limberlost' (Mono), vaude and stage band. Big campaign helping first week to a big \$12,000.

Paramount (Evergreen) (3,100; 25-35), 'Mrs. Wiggs' (Par) and Cushman unit, 'Broadway Vanities', on stage, expects \$9,500, near house record. Last week 'Outcast Lady' (MG) and Gus Arnheim band on stage, big \$9,000.

Cummings Gets Fox's

'Hawk of the Desert'

Hollywood, Oct. 29.

Irving Cummings gets directorial assignment on 'Hawk of the Desert', which Fox will make at its Western avenue plant, with John Bales in top spot.

Sidney Clare and William Korndel have been handed the melody chores for the musical adaptation of Alfred Treynor's novel. Joseph Monahan March has completed the script.

Chicago, Oct. 29.

Chicago Censor Board praises the film producers for cleaning up films of their own accord in the last three months. Their records show an improvement of 80%. With so few cuts they express themselves plenty tickled.

This is the board that now holds the tie of being the toughest aggregation in the country passing on pictures. No member has had less than six years of service and none of them has grown soft in the meantime.

Board compares records to show how much of an improvement there has been. In September, 1933, three pictures were rejected, 10 were given 'adults only' tickets and 150 cuts were made. In September, 1934, there were no rejections, two 'adults only' and 14 cuts. The two products with the pink tickets were 'Schoene Adventure' (Ufa) and 'Faithful' (WB).

Just 105 pictures have been reviewed by the board so far for October. Only two received pink tickets, 'I Have Lived' (Cap) and 'We Live Again' (Fox). 'Voluptu' 'Resurrection'. There were no rejections and only six cuts. It was so remarkable to the board which used to keep all the first-run houses and the local distributors in a continuous sweat and head-ache that it doesn't understand it.

With Chicago as the head of the Catholic Legion of Decency drive the board is special attention to certain flickers. They watch society pictures particularly; also the gangster flicks.

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With Chicago as the head of the Catholic Legion of Decency drive the board is special attention to certain flickers. They watch society pictures particularly; also the gangster flicks.

EMPIRE VS. WEISS

Producing Group Alleges Failure to Finance 3-Reelers

Los Angeles, Oct. 29.

Empire Pictures, through Al Lane and Robert Tansey, is demanding \$90,000 damages from Louis Weiss and Superior Talking Pictures in Superior Court suit, claiming the latter breached a production cost and releasing contract for 12 pictures.

Complaint states that on April 16, 1934, a pact was made whereby the defendants are asserted to have agreed to finance a dozen three-reelers. Three were produced under the arrangement. Subsequently the pact was modified to permit longer footage and the remaining nine, the charges say, and then, on Aug. 26, of this year, Superior Pictures refused to pay or assume any expenses incurred under either contract, according to plaintiffs.

Meantime Empire had obligated itself for \$5,000 expenses. This sum, in addition to \$75,000 complainants assert they would have netted on the featurettes agreed upon, comprises the sum asked.

Agent Al Rosen Lawing

Peggy Conklin for \$600

Los Angeles, Oct. 29.

Al Rosen has brought Superior Court action against Peggy Conklin claiming \$600 due from the actress as commission.

Effort to plaster her salary at the Walter Wanger productions, where she recently finished the femme lead in 'The President Vanishes', failed to find any remaining indebtedness to the player there.

Stern-Meskall at U

Hollywood, Oct. 29.

Jack Stern, ex-Tin Pan Alley, and Jack Meskill, ditto, have formed a song-writing combo, with Stern on the Broadway and Meskill typed. First effort of the team 'I've Been Around', has been set in as the feature number of the Universal picture of the same title.

This is Stern's second time on the U lot.

FOX BROOKLYN BOOKS "POWER."

**RKO BOSTON GETS
"CHU CHIN CHOW."**

**"LITTLE FRIEND" RIOT AT ROXY, N.Y.
SET FOR RUN, LOCUST, PHILA.**

**"MAN OF ARAN" JAMMING
THEM IN 2-A-DAY CRITERION,
N.Y. ROBERT FLAHERTY TOPS
HIS "NANOOK OF THE NORTH"**



**MEANS GAUMONT BRITISH...AND
GAUMONT BRITISH *Means Business***

PHYSICAL DISTRIBUTION FOX EXCHANGES, CANADA, REGAL FILMS, LTD.

CALENDAR OF CURRENT RELEASES

Harold Auten

Offices: 1540 Broadway, N. Y. C.

Bleue von Himmel, Dos (Ger). Musical romance. Martha Eggert. Dir. Victor Janson. 70 mins. Rel. Sept. 1.
End of the World (Fin du Monde) (Fr). Scientific dream based on Flammarion novel. Dir. Abel Gance. 65 mins. Rel. April 15.
Eswar Elmal (E. W. Elmal) (German). Musical romance with Lehar music. Martha Eggert. Dir. Victor Janson. 30 mins. Rel. Oct. 1.
Melo (German). Sensitive study of psychological difficulties. Elisabeth Bergner. Dir. Paul Czinner. 93 mins. Rel. Feb. 1. Rev. Feb. 6.
Poli de Carotte (Red Head) (French). A story of adolescence. Robert Lynen. Dir. Julien Duvivier. 96 mins. Rel. Sept. 1. Rev. Dec. 20.

Chesterfield

Offices: 1540 Broadway, N. Y. C.

Curtain Falls, The. Old actress impersonates aunt of a wealthy family to make old age secure. Proves a good genius. Henrietta Crosman. Dir. Chas. Lamont. 67 mins. Rel. Oct. 1.
Green Eyes. Mystery. Charles Starrett, Shirley Grey, Wm. Bakewell. 73 mins. June 15.
Fugitive Road. An Austrian-Italian border story. Eric von Stroheim, Wera Engels. Leslie Fenton. Dir. Frank Strayer. Rel. July 1.
One in a Million. Department store background for a love story. Chas. Starrett, Dorothy Wilson. Dir. Frank Strayer. 63 mins. Rel. Sept. 15.
Port of Lost Dreams. Tragedy along the waterfront and on the tuna fisheries. Wm. Boyd, Lola Lane. Dir. Frank Strayer. Rel. Oct. 15.
Twin Husbands. "Cheating Cheaters" type of story. John Miljan, Shirley Grey. Dir. Frank Strayer. 63 mins. Rel. July. Rev. July 17.

Studio: Gower at Sunset, Hollywood, Cal.

Columbia

Offices: 729 Seventh Ave., N. Y. C.

Among the Missing. Wealthy old lady does a Haroun al Raschid and enjoys herself hugely in the underworld before she returns to her family. Richard Cromwell, Henrietta Crosman, Bill Seward. Dir. Al. Rogell. 71 mins. Rel. Aug. 20.
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. Sept. 3.
Captain Hates the Sea, The. Hilarious nautical comedy of a mixed passenger list. Victor McLaglen, Wynne Gibson, Alison Skipworth, John Gilbert. Dir. Lewis Milestone. Rel. Oct. 22.
Defense Repeats. Story of a lawyer who defended gangsters. Jack Holt, Jean Arthur. Dir. Lambert Hillyer. 70 mins. July 15.
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.
Girl in Danger (Girl's Story) (Fr). Story of a lost emerald. Ralph Bellamy, Shirley Grey. Dir. D. Ross Lederman. 61 mins. Rel. Aug. 29.
Hell Cat, The. Newspaper man tames a socialite, with an underworld angle. Robert Armstrong, Ann Sothern. Dir. Al. Rogell. Rel. June 16. Rev. July 10.
I'll Fix It. Political fixer discovers he can't fix love. Jack Holt, Mona Barrie, Winnie Lightner. Dir. Roy W. Neill. 69 mins. Rel. Oct. 13.
Lady by Choice. Fan dancer adopts a mother, who brings her happiness. Carole Lombard, May Robson, Roger Pryor. Dir. David Burton. 74 mins. Rel. Oct. 15.
Lady Is Willing. Investment victim kidnaps banker's wife. She falls in love with her captor. Leslie Howard, Bonnie Barnes. Dir. Herbert Miller. 66 mins. Rel. July 20. Rev. Aug. 14.
Men's Game, A. Tim McCoy as a fireman. Dir. D. Ross Lederman. Rel. June 16. Rev. Oct. 16.
Name the Woman. Politics and a girl reporter. Arline Judge, Richard Cromwell. Dir. Al. Rogell. 63 mins. Rel. Aug. 1.
One Night of Love. Romance of an opera star. Grace Moore, Tullin Carmichael, Lyle Talbot. Dir. Victor Schnitzler. 84 mins. Rel. Sept. 1. Rev. Sept. 15.
Whom the Gods Destroy. A man's cowardice exiles him from society. Walter Connolly, Robert Young, Doris Kenyon. Dir. Walter Lang. 70 mins. Rel. June 28. Rev. July 14.

DuWorld

Offices: 729 Seventh Ave., N. Y. C.

Beast of Borneo. Melodrama and animals. John Preston, Mary Stuart. 70 mins. Aug. 15.
Blue Light. (Austrian and Italian.) Mountain romance among Italian Dolomites. Directed and starring Leni Riefenstahl. Rel. Sept. 15.
Bride of Samoa. South Sea featurette. Dir. Phil. Brown. 30 mins. Rel. March 1.
Dawn to Dawn. Artistic rural story. Julie Hayden. Dir. Cameron McPherson. 25 mins. Rel. Jan. 1. Rev. Jan. 9.
Gai in the Case. Comedy in the Continental manner. Jimmy Savo, Eddie Lambert, Dorothy Darling. Dir. Eugene Frank. 60 mins. Rel. Oct. 1.
Hollywood. City of Dreams (S). Jose Bohr. Spaulding's impression of cinéworld. 65 mins. Rel. March 30.
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 Hurdell. Dir. Alfred Smiley. 30 mins. Rel. Sept. 1.
Tell Tale Heart. Edgar Allan Poe thriller. Dir. Desmond Hurst. 50 mins. Rel. June 15. Rev. June 12.

First Division

Offices: R. M. O. Bldg., New York, N. Y.

Releases Also Allied. Chesterfield and Monogram.
Fifteen Wives. Three of a kind. Fifteen wives, are suspected of his murder. Conway Tearle, Raymond Hatton, Natalie Moorhead, Noel Francis. Dir. Frank Strayer. 67 mins. Rel. July 1.
Fugitive Road. Eric von Stroheim, Wera Engels, Leslie Fenton. Coming. Rel. Aug. 15.
Green Eyes. Murder at a masquerade party. Wm. Bakewell, Shirley Grey, Charles Starrett, Claude Gillingwater. Dir. Richard Thorpe. Rel. July 30.
Jane Eyre. Screen adaptation of the Charlotte Bronte classic. Collin Clive, Virginia Bruce, Alison Pringle. Dir. Christy Cabane. Rel. Oct. 1.
Man from Utah. John Wayne western. 62 mins. Rel. July 1.
Menhattan Love Song. Two orphaned Park Avenue society bed sisters, forced to go to work, change places with their servants who may go to society. Dixie Lee, Robert Armstrong. Dir. Leonard Fields. Rel. May 30. Rev. Sept. 2.
Star Packer (Lone Star). Western. John Wayne, Verna Hillie. Dir. Paul Malvern. 52 mins. Rev. Oct. 23.
Women's Men. Hollywood inside story. John Halliday, Marguerite de la Motte, Wallace Ford, Ray Ladd. 68 mins. Rel. Aug. 1.
Young Eagles. Boy Scout adventures in wilds of Central America. Twelve episode serial. Dir. Harry Hoyt. Rel. July 1.

Studies: Burbank, Calif.

First National

Offices: 321 W. 44th St., New York, N. Y.

British Agent. Adapted from the novel about international spies. Leslie Howard, Kay Francis. Dir. Michael Curtiz. 75 mins. Rel. Sept. 15. Rev. Sept. 26.
Circus Clown, The. Roaring comedy under the big tent with a winsome romance woven into hilarious situations. Joe E. Brown, Patricia Ellis, Gordon Westcott, Tom Tugan. Dir. Ray Ewight. Rel. June 20. 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.
Fog Over Frisco. Mystery melodrama set in San Francisco. Donald Woods, Bette Davis, Lyle Talbot, Margaret Lindsay. Dir. William Dieterle. Rel. June 2. Rev. June 12.
Happiness Ahead. Window washer wins success. Dick Powell, Josephine Hutchinson. Dir. Norvyn Lefloy. 30 mins. Rel. Oct. 22. Rev. Oct. 18.
Lost Lady, A. Willa Cather's story. Barbara Stanwyck, Frank Morgan, Ricardo Cortez. Dir. Al. E. Green. 61 mins. Rel. Sept. 29. Rev. Oct. 3.
Man with Two Faces, The. From the stage play, "Dark Tower." Edw. G. Robinson, John Wayne western. 62 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, Gay Kibbey, Allen Jenkins, Hugh Herbert. Dir. Al. Green. Rel. May 25. Rev. June 19.
Midnight Alibi. Heart throbbing melodrama from Leonid Kinsman's "Old Doll's House." Richard Barthelmess, Ann Dvorak, Helen Lowell, Helen Chandler. Dir. Al. E. Green. 69 mins. Rel. July 15. Rev. July 15.
Return of the Terror, The. Mystery drama with plenty of heart thrillers. Mary Astor, Lyle Talbot, John Halliday, Frank McHugh. Dir. Howard

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.

Studio Placements

Hollywood, Oct. 29.
Miriam Hopkins, "Becky Sharp" lead, Pioneer-Radio.
Lowell Sherman, directing "Becky Sharp," Pioneer-Radio.
Sam Mintz, adapting own story, "Wonder Art," Theatrical.
Barry Trivers, adapting "Lady of Quality," U.
G. McGrew Wilks, collab on adaptation of Albert Trezner on latter's "Highway Robbery."
Bruce Manning, treatment on "Frisco Fury," Col.
Edward Kaufman, writing comedy sequence for "McFadden's Flats," Par.
Thyra Samier Winslow, adapting "College Hero," Col.
Vera Caspary, writing original for Jack Holt, Col.
John Howard Lawson, adapting "Party," at Col.
Fay Seabrook, "County Chairman," Fox.
G. Pat Collins, Pedro Regas, "Black Hell," WB.
F. Keating, "Carnival," Col.
Grace Bradley, lead in "Redheads on Parade," Lasky-Fox.
Virginia Van Upp, collaborating on adaptation of "Man Alive" with J. P. McEvoy, Par.
Jefferson Moffitt, Seymour B. Robinson, W. W. Scott, Reginald Hammerstein, Nick Barrows, Walter Weems, comedy writing, Hal Roach.
Jerry Sachheim, suping, Edward Laemmle directing, "I Murdered a Man," U.
Kalmear & Ruby loaned by WB to Metro (Thalberg) for original and script for Marx Bros. prod.
Maxwell Altshuler, James Burdette, Frank Lester, Jr., Alfred Delcambre, Jack Norton, Wm. Norton Bally, Phil Teed, "One Hour Later," Par.
Mayo Methot, "Mills of the Gods," Col.
J. Carroll Nalsh, Sara Haden, Ward Bond, Wade Boteler, "Black Hell," WB.
Joseph Moncur, Fox, screen play, "Hawk of the Desert," Fox.
George Regas, "Clive of India," (20th Cent.), "Marines Have Landed" (Masco), "Ticket to a Murder" (Beacon).
Conrad Nagel, "Marines Have Landed," Masco.
Chic Sale, "Vanishing Pioneer," Par.
King Baggot, "Father Brown, Detective," Par.
Edward Gargan, Dewey Robinson, Edgar Wallace, Par.
C. Aubrey Smith, Gilded Lily, Par.
Sam Ashe, "One Hour Later," Par.
Robert Florey, directing "North Shore," W. Par.
Dore Schary, screen play, "Blue Moon Murder Case," WB.
Howard Estabrook, screen play, "Ship Boat," U.
James Whale, directing, "Show Boat," U.
Kay Francis, "Living on Velvet," WB.
Anton Grot, set designer, "Midsummer Night's Dream," WB.
Selmer Jackson, "Sweet Music" (WB), "Bright Eyes," (Fox), "Black Hell," (WB).
Robert M. Lewis, "Good Fairy," U.
Harry Cording, "Doris Lloyd," "Strange Wives," U.
Charles Irwin, Charles McNaughton, "Little Minnie," Radio.
John M. Brown, director, Walter Catlett short, Col.
Lambert Hillyer, original, "Bodyguard," writing-directing, Col.
Johnny Mack Brown, "Lodger," Par.
Egon Frieder, Pat Morabito, Joe Crehan, Jane Darling, Bertha Mae

(Continued on page 27)

Brotherhood. 65 mins. Rel. July 7. Rev. July 17.
Sids Streets. Love drama based on an original story by Ann Garrick and Ethel Hill. Aline MacMahon, Paul Kelly, Ann Dvorak, Patricia Ellis. Dir. Alfred E. Green. 63 mins. Rel. June 20. Rev. Aug. 21.

Studio: Fox Hills, Hollywood, Cal.

Fox

Offices: 444 West 56th St., New York, N. Y.

Baby Take a Bow. The Fox child star comes through again. Shirley Temple, Buckle of Arts. From John Kruskal's recent novel. Tom Brown, Henry Valthall, Anita Louise. Dir. Louis King. Rel. Nov. 23.
Call It Luck. Daughter of a London cabby 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. Bayer, Loretta Young, Jean Parker, Louise Fazenda. Dir. Erik Charell. 102 mins. Rel. Sept. 28. Rev. Oct. 2.
Cat's Paw, The. Comedy done from a story by Clarence Irvington. Harold Lloyd, Una Merkel. Dir. Sam Taylor. 101 mins. Rel. Aug. 17. Rev. Aug. 21.
Charlie Chan in London. Another detective yarn. Warner Oland, Druc Leyton, Mona Barrie. Dir. Eugene Forde. 70 mins. Rel. Sept. 14. Rev. Sept. 18.
Charlie Chan's Courage. Another episode in the life of the Chinese sleuth. Warner Oland, Druc Leyton. Dir. Geo. Hadden. Rel. June 29.
Dude Renger, The. Geo. O'Brien, Irene Hervey. Dir. Eddie Cline. 64 mins. Rel. Sept. 21.
East River. Story revolving around an underwater tunnel. Edmund Lowe, Victor McLaglen, Marjorie Rameau. Dir. Raoul Walsh. Rel. Dec. 7.
Ellner Nelson. Charlie Trevor, Hugh Williams. Dir. Hamilton MacFadden. Rel. Nov. 2.
First World War, The. Hitherto unreleased film from the archives of several governments. Lawrence Stallings, editor. Rel. Nov. 23.
Gambling. From the George M. Cohan play. Geo. M. Cohan, Wynne Gibson. Dir. Rowland V. Lee. Rel. Nov. 23.
Grand Canery. Warner Baxter, Madge Evans. Dir. Irving Cummings. 73 mins. Rel. July 13. Rev. July 24.
Henry Andy. Will Rogers, Peggy Wood. Dir. David Butler. 81 mins. Rel. July 13. Rev. Oct. 12.
Hell in the Heavens. Air story. Warner Baxter, Conchita Montenegro. Dir. John Blystone. Rel. Nov. 9.
Judge Priest. Based on the Irvin Cobb stories of down south. H. B. Walthall, Tom Brown. Dir. John Ford. Rel. Oct. 5. Rev. Oct. 18.
Lodger Lover. Pat Patterson, Lew Ayres. Dir. Wm. Thiele. Rel. Nov. 20.
Lovevime. Musical romantic story. Pat Patterson, Nita Asher, Herbert Mundin, Harry Green. Dir. Jas. Tinlin. Rel. Sept. 21.
Mule Gallants. Done from the novel of the same name. Spencer Tracy, Tom Brown, Helen Morgan. Dir. Henry King. Rel. Oct. 26.
Music in the Air. Gloria Swanson, John Boles. Dir. Joe May. Rel. Nov. 30.
Peck's Bad Boy. Story of an adopted son and an understanding man. Jackie Cooper, Thomas Meighan, Jackie Searle. Dir. Eddie Cline. 69 mins. Rel. Sept. 18. Rev. Oct. 8.
Pursued. Romantic drama. Original. Rosemary Ames, Victor Jory, Pert Kelton. Dir. Louis King. Rel. Aug. 24.
Servants' Entrances. Janet Gaynor and Lew Ayres decide to spend their honeymoon earning their own living. Both engage in domestic services. All works to a happy ending. Dir. Frank Lloyd. 96 mins. Rel. Sept. 7. Rev. Oct. 2.
She Learned About Sailors. Navy romance in Shanghai and Los Angeles. Lew Ayres, Helen 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. 68 mins. Rel. July 20. Rev. Aug. 23.
365 Nights in Hollywood. James E. Dunn, Alice Faye, Mitchell & Durant. Dir. Geo. Marshall. Rel. Nov. 12.
Twenty-four Hours a Day. Claire Trevor, Gilbert Roland. Dir. Hamilton MacFadden. Rel. Nov. 23.
White Slave. The Loretta Young. John Boles. Dir. Irving Cummings. Rel. Nov. 15.
Wild Gold. John Boles, Claire Trevor, Harry Green. Dir. Geo. Marshall. 77 mins. Rel. June 8. Rev. July 31.
World Moves On, The. A love story which covers a century. Madeleine Carroll, Franchot Tone. Dir. John Ford. 104 mins. Rel. Aug. 31. Rev. July 2.

Gaumont-British

Offices: 226 West 42nd St., New York, N. Y.

Along Came Sally. Comedy musical. Cleely Courtneidge. Dir. Tim Whelan. 70 mins. Rel. June 15. Rev. June 19.
Channel Crossing. Drama. Matheson Lang. Constance Cummings. Dir. Milton Rossmore. 68 mins. Rel. May 15. Rev. June 8.
Chu Chin Chow. Arabian tales in musical form. Anna May Wong, Fritz Kortner. Dir. Walter Forde. 95 mins. Rel. Sept. 15. Rev. Sept. 25.
Friday the 13th. Bus crash and what led up to it. Jessie Matthews, Frank Laury, Sonnie Hale. Dir. Victor Saville. 70 mins. Rel. May 15. Rev. May 27.
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 1. Rev. June 12.
Just Smiles. Mystery. Adapted 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. 70 mins. Rel. May 1. Rev. May 8.
Power (Jew Suss). Dramatization of Stern Feuchtwanger novel. Conrad Veidt, Benita Hume. Dir. Lothar Mendes. 105 mins. Rel. Oct. 1. Rev. Oct. 9.
Prince of Wales. Newsreel compilation of British life. 60 mins. Rel. April 15. Rev. April 24.
Women in Command. Backstage story with music. E. E. Horton, Cleely Courtneidge. 70 mins. Rel. May 15. Rev. June 5.

Majestic

Offices: RKO Bldg., Radio City, New York City

Night Alarm. The Newspaper story with a reporter winning the city boss' daughter. Bruce Cabot, Judith Allen, H. B. Warner. Dir. Spencer Bennett. 63 mins. Rel. Sept. 22. Rev. Oct. 2.
Scarlet Letter, The. Hawthorne's dramatic classic. First sound filming. Colleen Moore and Hardie Albright. Dir. Robert Vignola. 70 mins. Rel. Sept. 2. Rev. Sept. 25.
She Had to Chase. Texas girl goes to Hollywood and back again. Not a studio story. Sally Blane, Larry Crabbe. Dir. Ralph Ceder. 62 mins. Rel. Oct. 1. Rev. Sept. 25.

Masco

Offices: 1776 Broadway, New York, N. Y.

Crimson Romance. Two lads, one American and one German, find that they have fallen in love and romance. Sam Marzau, James E. Dunn, Hardie Albright, William Bakewell, Erich von Stroheim. Dir. David Howard. 67 mins. Released Oct. 12. Rev. Oct. 16.
Young and Beautiful. Story of a press agent who builds his sweetheart to stardom. John Hines, Judith Allen, Norma Castillon, Wampus Baby Stars. Dir. Joseph Santley. 65 mins. Rel. Sept. 1.

Studio: Culver City, Calif.

Metro

Offices: 1540 Broadway, New York, N. Y.

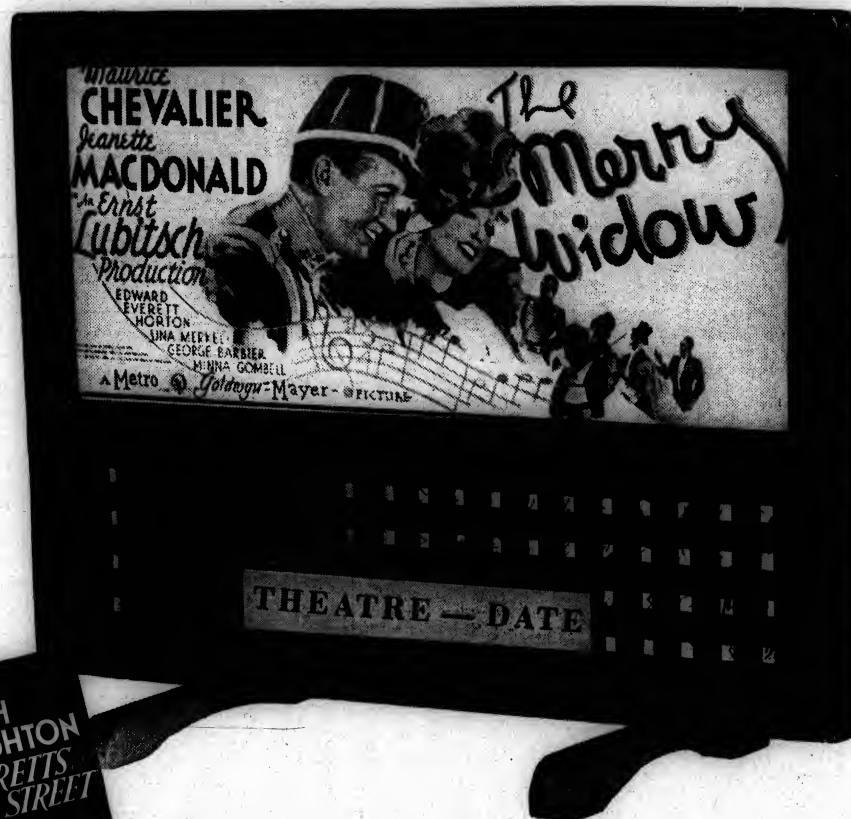
Barrets of Wimpole Street. Based on the play by Rudolph Bredon. Shearer, Fred March, Charles Laughton. Dir. Sidney Franklin. Rel. Sept. 21. Rev. Oct. 2.
Biography of a Bachelor Girl. Based on R. N. Berhman's successful play. Ruth Ann Harding, Robert Montgomery. Dir. E. H. Griffith. Rel. Oct. 26.
Chained. Joan Crawford in love with two men. Clark Gable, Stuart Erwin. Dir. Jacques H. Brotons. 72 mins. Rel. Aug. 31. Rev. Sept. 3.
Death on the Diamond. Murder in the big game. Based on the novel by Gerald Fitzgibbon. Robert Young, Ted Healy, Madge Evans. Dir. Edward Sedwicz. 69 mins. Rel. Sept. 11. Rev. Sept. 25.
Girl from Missouri. The small town girl lands her millionaire. Joan Hallow, Harry M. Miller, Barrymore. Dir. Jack Conway. 69 mins. Rel. Aug. 3. Rev. Aug. 7.
Have a Heart. Jean Parker as a crippled little doll-mime. Singular Tracy. Dir. David Butler. Rel. Sept. 2. Rev. Sept. 25.
Rede O'Clock. The grand old musical and romance. Sam Marzau, Marchand O'Sullivan. Dir. W. S. Van Dyke. 80 mins. Rel. Aug. 21. Rev. Aug. 28.
Hollywood Party. All star musical film. 63 mins. Rel. June 1. Rev. May 29.
Merry Widow. Based on the world famous opera by Franz Lehar. Maurice

(Continued on page 29)

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CALENDAR OF CURRENT RELEASES

(Continued from page 27)

Chevalier, Jeannette MacDonald. Dir. Ernst Lubitch. Rel. not set. Rev. Oct. 16.

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. June 23. Rev. July 10.

Operator 13. Based on the novel of the late Robert W. Chambers. Marion Davies, Gary Cooper. Dir. Richard Boleslavsky. 55 mins. Rel. June 8. Rev. June 26.

Outcast Lady. Based on a novel by Michael Arlen. Constance Bennett, Herbert Marshall. Dir. Harry Beaumont. Rel. Sept. 23.

Painted Veil. Based on the novel by Somerset Maugham. Greta Garbo, Herbert Marshall. Dir. Richard Boleslavsky. Rel. not set.

Paris Interlude. Based on the play "All Good Americans." by S. J. and Laura Perelman. Otto Kruger, Midge Evans, Robert Young. Dir. Edwin L. Marin. 75 mins. Rel. July 27.

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. Harry Beaumont. Rel. Aug. 10. Rev. Sept. 3.

Student Tour. Musical comedy about collegians on a European tour. Charles Butterworth, Jimmy Durante, Maxine Doyle. Dir. Charles Reisner. Rel. Oct. 12. Rev. Oct. 16.

Treasure Island. The Stevenson story. Wallace Beery, Jackie Cooper, Lionel Barrymore. Dir. Victor Fleming. 109 mins. Rel. Aug. 17. Rev. Aug. 21.

What Every Woman Knows. Based on the play by Sir James M. Barrie. Helen Hayes, Brian Aherne. Dir. Gregory La Cava. Rel. Oct. 13.

Studio: 6048 Sunset Blvd., Hollywood, Cal. **Monogram** Office: R. K. O. Building, Rockefeller Center, N.Y.C.

Girl of the Limberlost. A. Gene Stratton-Porter story. Marjorie Marsh, Ralph Morgan. Dir. Harry Beaumont. Rel. Aug. 10. Rev. Sept. 3.

Happy Landing. Story of the U. S. air border patrol. Ray Walker, Jacqueline Wells. 65 mins. Rel. Sept. 1. Rev. Aug. 28.

Healer. The. From novel by Robert Herrick. Dir. Reginald Barker. Jane Eyre, Charlotte Brontë's classic. Colin Clive, Virginia Bruce. Dir. Christy. 65 mins. Rel. Aug. 15.

King Kelly of U. S. A. Guy Robertson, Irene Ware. 66 mins. Rel. Sept. 15.

Loudspeaker. The. Radio comedy. Ray Walker, Jacqueline Wells. 67 mins. Rel. July 14. Rev. July 18.

Moonscape. The. Wilkie Collins story of disappearance of famous gem. David Manners, Phyllis Barry. Dir. Reginald Barker. 60 mins. Rel. Aug. 20. Rev. Sept. 18.

Money Means Nothing. Wallace Ford, Gloria Sheu. 70 mins. Rel. June 15. Rev. July 24.

Rendy Rides Alone. (Lone Star.) John Wayne, Albert Vaughn. Dir. R. N. Brundage. 64 mins. Rel. June 15.

Shock. Indian. Forlans, Gillian G. Marlowe 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. Lillian Gish, George Bancroft, Frances Fuller. 71 mins. Rel. July 10. Rev. July 14.

Ster Pecker. The. (Lone Star.) John Wayne, Verna Hillie. Dir. R. N. Brundage. 64 mins. Rel. July 20.

Trell Beyond. The. John Wayne, Verna Hillie. 55 mins. Rel. Oct. 22.

Studios: 5851 Maratton St., Hollywood, Calif. **Paramount** Office: 1501 Broadway, New York, N. Y.

Belle of the 90's. Backstage in burlesque. Mae West. Dir. Leo McCarey. 73 mins. Rel. Sept. 21. Rev. Sept. 25.

Cleopatra. Egyptian spectacle with modern dialog. Claudette Colbert, Warren William. Dir. Cecil De Mille. 102 mins. Rel. Aug. 18. Rev. Aug. 21.

Crime Without Passion. Lawyer trapped by a needless fake alibi. Claud Rains, Robert Montgomery. Dir. Ben Hecht. Chas. MacArthur. 70 mins. Rel. Aug. 17. Rev. Sept. 3.

Elmer and Elsie. Truck driver and the president of a piano concern both proclaim the man in the head of his business and his home. Their wives prove the reverse and the cause. 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 matinee hero sacrifices his career to promote that of his wife. Elissa Landi, Adolphe Menjou. Dir. Ralph Murphy. 71 mins. Rel. Aug. 15. Rev. June 26.

Here Comes the Bride. Escaping burglar is forced to impersonate the groom of a deserted bride. Jack Hillyer, Patricia Ellis. Dir. Raoul Pagnol. Rel. June 15. Rev. June 19.

I Married an Actress. Matinee idol loses out to his wife, an actress, who takes his glory. Adolphe Menjou, Elissa Landi. Dir. Ralph Murray. Rel. June 22.

It Ain't No Sin. Mae West as a burlesque queen. Roger Pryor, John Mack Brown. Dir. Leo McCarey. Rel. June 23.

Kiss and Make Up. Beauty doctor marries his model. Cary Grant, Genevieve Tobin, Joan Blondell and the Varsity. Dir. Nathan Thompson. John Nugent. 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. 3. Rev. July 31.

Little Miss Marker. Damon Runyon story of a child who was pledged with a bookmaker. Adolphe Menjou, Dorothy Dell, Chas. Bickford, Shirley Temple. Dir. Alex. Hall. 110 mins. Rel. June 29. Rev. May 32.

Many Happy Returns. Burns and Allen at their disquiet. With Guy Lombardo, Joan Marsh. Dir. Norman McLeod. 65 mins. Rel. June 8. Rev. June 12.

Notorious Sophie Lee. Story of international jewel thief. Gertrude Michael, Paul Cavanaugh. Dir. Ralph Murphy. 60 mins. Rel. July 20. Rev. July 24.

Now and Forever. "Little Miss Marker" type story. Shirley Temple, Gary Cooper, Chas. Lombard. Dir. Henry Hathaway. 83 mins. Rel. Aug. 31. Rev. Oct. 16.

Old Fashioned Way. The. W. C. Fields, Joe Morrison, in a road show in the '90s. Baby LeRoy, Judith Allen. Dir. Wm. Beaudine. 69 mins. Rel. Aug. 6. Rev. Aug. 10.

Scarlet Empress. The. Story of Catherine of Russia. Marlene Dietrich, John Lodge. Dir. Jos. von Sternberg. 104 mins. Rel. Sept. 7. Rev. Sept. 13.

She Loves Me Not. Stage play. Girl in college dormitory masquerades as a boy. William Hopkins, Bing Crosby. Dir. Elliot Nugent. 55 mins. Rel. Aug. 10. Rev. Aug. 14.

Shoot the Works. A denatured "The Great Gatsby." Jack Oakie, Ben Bernie. Dorothy Dell. Dir. Wesley Ruggles. Rel. June 29. Rev. July 10.

Wagon Wheels. Western for a Zane Gray story. Randolph Scott, Gail Patrick. Dir. Chas. Harn. Rel. Aug. 14. Rev. Oct. 9.

You Belong to Me. State story with Helen Mack, Leo Tracy. Dir. A. L. Walker. 67 mins. Rel. July 27. Rev. Sept. 13.

Principal

Little Diamond. Tre. Anna Neagle and James Rennie. The story of a 'night club queen' in "Ritz London." Hot spot. 55 mins. Rel. June.

Return of Chandu. The. Mystery story. Bela Lugosi, Clara Kimball Young, Dean Benton, Phyllis Ludwig. Seven-reel feature, followed by eight two-reel serial episodes.

Studios: Hollywood, Cal. **R.K.O. Radio** Office: R.K.O. Bldg., Radio City, N.Y.C.

Adventure Girl. John 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 Siegler, Capt. Jack the mascot. 78 mins. Rel. Aug. 14. Rev. Aug. 14.

Age of Innocence. A romance of the 1880's. A man and woman sacrifice their love on the altar of duty. Irene Dunst, John Boles, Helen Westley, Julia Haydon. Dir. Philip Moeller. 83 1/2 mins. Rel. Sept. 7. Rev. Oct. 23.

Anne of Green Gables. The story involves the adoption, life and development of Anne, an orphan, at Avonlea on Prince Edward Island. Anne Shirley, Tom Brown, Jack the mascot, O. P. Heggie, Sara Haden. Dir. George Nichols, Jr. Rel. Oct. 26.

Bachelor Ball. The story of a matrimonial agency run by a timid young man and the gamblers who try to make it into a racket. Stuart Erwin, Port Kellton, Tickets Gallagher, Rochelle Hysdon. Dir. George Stevens. Rel. July 27.

Cockeyed Cavaliers. A costume story with Bert Wheeler and Robert Woolsey, Thelma Todd, Dorothy Lee, Noah Beery. Dir. Mark Sandrich. 72 mins. Rel. July 31.

Dangerous Corner. A year after he commits suicide a dead man is exorcised of theft by his brother, who demands that the group of friends and relatives involved tell him the whole truth instead of trying to conceal certain facts. Patricia Bruce, Erin O'Brien-More, Conrad Nagel, Melvyn Douglas, Len Keith, Betty Furness, Henry Wadsworth, Earl Lloyd. Dir. Phil Rosen. 64 mins. Rel. Oct. 12.

Down to Their Last Yawl. Impoverished millionaires take a party of pay-

ing guests for a cruise. Sidney Fox, Mary Boland, Sidney Blackmer, Polly Moran. Dir. Paul Stone. Rel. Aug. 3. Rev. Sept. 25.

Fountain. The. From the Chas. Morgan novel. Ann Harding, Brian Aherne, Paul Lukas. Dir. John Cromwell. 85 mins. Rel. Aug. 31. Rev. Sept. 3.

Gay Divorces. The. When Mimi tries to hire a gigolo she mistakes Guy Holden for the applicant and although they fall in love with each other she will not consider him until the confusion is cleared up. Constance Tilton, Fred Astaire, Alice Brady, Edward Everett Horton, Erik Rhodes, Erle Blore. Dir. Mark Sandrich. 107 mins. Rel. Oct. 12.

Gridiron Flash. An habitual criminal becomes a football hero at a large university and proves that the essential fundamentals of good are basically present in everybody. Eddie Quillan, Betty Furness, Grant Mitchell, Edgar Kennedy. Dir. Glenn Tryon. Rel. Oct. 13.

Hat, Coat and Glove. A woman who has a husband who has to defend his wife from a lover against an indictment of murder. Ricardo Cortez, John Beal, Barbara Robbins. Dir. Worthington Miner. 64 mins. Rel. Aug. 27. Rev. July 31.

His Greatest Gambit. A father, in prison for murder, escapes in order to save his daughter from her domineering mother. Richard Dix, 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 again. Only to discover that the habit of being together is too strong. Clive Brook, Diana Wynyard, Irene Hervey, Helen Vinson. Dir. Worthington Miner. 67 mins. Rel. July 6. Rev. June 26.

Life of Vergie Winters. The. A woman's devotion for her husband who lives in the back street of his life so that he may become a great statesman. Ann Harding, John Holes. 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 Archibald. 72 mins. Rel. July 15. Rev. June 26.

Of Human Bondage. A poignant story of a man who faces life as a partial cripple. Laith Stoddard, Ed. Everett Horton, Reginald Owen. Dir. Alan Hale. Rel. John Cromwell. 83 mins. Rel. July 20. Rev. July 2.

Richest Girl in the World. Wealthy girl seeks non-mercenary suitor. Miriam Hopkins, Ray Tracy. Dir. Wm. A. Seiter. 89 mins. Rel. Sept. 21. Rev. Sept. 21.

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. 15. Rev. Sept. 11.

We're Rich Again. How a woman gets her man by helping her family out of financial difficulties. Edna May Oliver, Billie Burke, Marian Nixon. Dir. William A. Seiter. Rel. July 13. Rev. Sept. 3.

United Artists

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

Affairs of Cellini. The. The love life of Benvenuto Cellini. Fredric March, Constance Bennett, Frank Morgan. Dir. Gregory La Cava. Rel. Aug. 24. Rev. Sept. 11.

Builder of Dreadful Strides. Further adventures in crime solution. Ronald Colman, Loreta Young, Warner Oland, Charles Butterworth. Una Merkel. Dir. Roy Del Ruth. 80 mins. Rel. July 20. Rev. Aug. 21.

Count of Monte Cristo. The. The famous Dumas classic about the man who loses all his fortune and uses it to revenge a great wrong. Robert Donat, Elissa Landi, Louis Calhern, Sidney Blackmer. Dir. Rowland V. Lee. Rel. Sept. 7. Rev. Oct. 2.

Last Legion. The. A man and a woman cleverly foil the plans of a man to cheat his money away. George Arliss, Edna May Oliver, Janet Beecher and Ralph Morgan. Dir. Sidney Lanfield. Rel. Sept. 11.

Jur Dally Drama. 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. 28. Rev. Oct. 9.

Transatlantic Merry-Go-Round. Mystery rides the waves. Music in one room, murder in the next. A gambler, an heiress, a comedian and a detective accused of a crime that rocked the whole ocean. Jack Benny, Gene Raymond, Nancy Carroll, Sidney Blackmer. Dir. Benjamin Stoloff. Rel. Sept. 22.

Private Life of Don Juan. Don Juan discovers that, deprived of his name and reputation, he's no greater value than the next fellow. Douglas Fairbanks, Marie Oberon, Benita Hume. Dir. Alex. Korda. Oct. 19.

Queen's Affair. The. A melodrama of revolution and romance. Anne Neagle and Fernand Gravelle. Dir. Herbert Wilcox. Rel. Nov. 9.

We Live Again. A vivid new version of Tolstoy's immortal "Resurrection." Anna Sten, Frederic March, Jane Baxter, C. Aubrey Smith. Dir. Rouben Mamoulian.

Studios: Universal City, Calif. **Universal** Office: 30 Rockefeller Center, New York, N. Y.

Affairs of a Gentleman. Drama. Paul Lukas, Lella Hyams, Patricia Ellis. Onetime Broadway star. Bond. Dir. Edwin L. Marlon. 70 mins. Rel. May 14. Rev. June 26.

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 ray, and screen cast. Dir. Karl Freund. 70 mins. Rel. Sept. 2. Rev. Oct. 2.

Great Expectations. Drama. Henry Hull, Jane Wyatt. Dir. Stuart Walker. Rel. Oct. 22.

Human Side of a Hero. Drama. Adolphe Menjou, Doris Kenyon. Dir. Eddie Bus-sell. 60 mins. Rel. Aug. 27. Rev. Sept. 18.

I'll Tell the World. Comedy. Lee Tracy, Gloria Stuart, Roger Pryor. Dir. Edwin Sedgwick. 73 mins. Rel. April 16. Rev. April 24.

Imitation of Life. Drama. Claudette Colbert, Warren William. Dir. John Stahl. Rel. Oct. 23.

Let's Talk It Over. Comedy-drama. Chester Morris, Mae Clarke, Frank Craven, Andy Divine. Dir. Kurt Neumann. 67 mins. Rel. June 11. Rev. Sept. 18.

Little Man, What Now? Drama. Margaret Sullivan, Douglass Montgomery. Dir. Frank Borzage. 71 mins. Rel. June 4.

Love Captive. Drama. Nils Asther, Gloria Stuart. Dir. Max Marcin. 61 mins. Rel. May 31. Rev. June 19.

Million Dollar Business. Comedy-drama. Edward Arnold, Mary Carlisle. Dir. Murray Roth. Rel. Sept. 10.

One Exciting Adventure. Comedy-drama. Binnie Barnes, Neil Hamilton. Dir. El L. Frank. Rel. Oct. 15.

One Night in the Tropics. Drama. Diana Wynyard, Colin Clive. Dir. James Whale. 83 mins. Rel. Aug. 6. Rev. Aug. 14.

Rocky Rhodes. Western. Buck Jones. Dir. Al Raboch. Rel. Sept. 24.

Romance in the Rain. Comedy-drama of a slum Cinderella. Roger Pryor, Victor Moore and Heather Angel. Dir. Stuart Walker. Aug. 13. 75 mins. Rel. Sept. 18.

Smoking Guns. Western. Ken Maynard. Rel. June 11. Rev. Aug. 14.

There's Always Tomorrow. Drama. Frank Morgan, Lois Wilson. Dir. Ed. Sloman. Rel. Sept. 17.

Wake up and Dream. Musical. Russ Columbo, Roger Pryor, June Knight. Dir. Kurt Neumann. Rel. Oct. 1. Rev. Oct. 16.

Studios: Burbank, Calif. **Warner Brothers** Office: 321 W. 44th St., New York, N. Y.

Case of the Howling Dog. The. Introducing a new film sleuth. Warren William, Mary Astor. Dir. Alan Crosland. 75 mins. Rel. Sept. 22. Rev. Oct. 23.

Dames. Musical spectacle. Joan Blondell, Ruby Keeler, Dick Powell, Guy Kirby. Dir. Ray Enright. 80 mins. Rel. Sept. 1. Rev. Aug. 21.

Desirable. Mother and daughter in a battle for love. Jean Muir, Geo. Brent, Verree Teasdale. Dir. Archie Mayo. 68 mins. Rel. Sept. 8. Rev. Sept. 13.

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. Sweeney. Comedy-drama of the browniehead husband who goes to the moon. Chas. Bickford, Charles Ruggles, Ann Dvorak, Eugene Pallette, Dorothy Tree. Dir. Edward Ludwig. 63 mins. Rel. July 23. Rev. July 31.

Here Comes the Navy. Comedy-drama of a glib that tried to buck the fleet. Jimmy Cagney, Gloria Stuart, Dorothy Tree, Frank McHugh. Dir. Lloyd Bacon. 46 mins. Rel. July 21. Rev. July 24.

He Was Her Man. Action melodrama of the gal who double-crossed herself in love when her past came back. James Cagney, Joan Blondell, Frank Craven, Harold Huber. 79 mins. Rel. June 15. Rev. May 22.

Housewife. A domestic wife beats the vamp. Betty Davis, Geo. Brent. Dir. Alfred E. Green. 68 mins. Rel. Aug. 11. Rev. Aug. 14.

Key. The. Fighting for love with 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. Oct. 2.

Madame Butterfly. Drama. 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.

Personality Kid. The. Fast moving melodrama of the ham and beaner that

Studio Placements

(Continued from page 25)

Lane, Dorothy Grey, Wallie Albright, Bobby Nelson, Folio Black-elford, Akin Tamiroff, "Black Hell," W.B.

Claude Gillingwater, "Strange Wives," U.

Armand Kalisz, "Lottery Lover," Fox.

Sally Eilers, "Carnival," Col.

May Robson, Henry Wadsworth, Henry Stephens, "Reckless," M.G.

Eve Greene, screen play collab with Everett Rhodes Castle, "First of the Month," M.G.

S. J. Perelman, screen play collab, "Diva," musical, Fox.

Douglas Gerrard, Yorke Sherwood, George Kirby, Fred Walton, Charles Dunbar, "Father Brown, De-tection," Fox.

Phil Teed, Patay O'Byrne, Dixie Loftis, Monty Vandergriff, Mark Strong, Hayden Stevenson, Perry Bishop, Glenn Ford, "The Great Charles Judels, "Enchanted April," Radio.

Red Protry, Eddie Phillips, "One Hour Late," Charles.

Randolph Scott, "Vanishing Pioneer," Par.

Charles Barton, directing, "Vanishing Pioneer," Par.

Ray Noble, composing, "Lady Be-ware," Par.

Charles Wilson, Edward Gargan, Dewey Robinson, "Red Woman," Par.

Robt. N. Lee, adaptation, "Case of the Velvet Claw," W.B.

Berton Churchill, Chas. Middleton, "County Chairman," Fox.

Harold Huber, "Forsaking All Other," M.G.

Dorothy Appleby, Dorothy Granger, Charles Chase short, Hal Roach.

Tom Alvarado, "Caprice Es-pagole," Par, and "Federal Agent," Select.

Esther Ralston, "Marines Have Landed," Mascot.

Paul Fix, Charles Ray, "Ticket To a Murdered," Beacon.

Dell Henderson, "Marines Have Landed," Mascot.

Grace Cunard, Wilfred North, Josef Swickard, Tom Ricketts, John Ince, "Man Who Reclaimed His Head," U.

Grant Mitchell, "Gold-diggers of 1935," W.B.

Vince Barnett, "Black Hell," W.B.

Gertie Green, Stodge comedy, Col.

Sig Herzig scripting at Warners on "Broadway Gondolier," which he adapted from a play by Y. Y. Goldberg originated by Harry Clark and Doris Malloy, scripting "Mr. Dynamite," W.B.

Ann Sheridan, "Vanishing Pioneer," Par.

Scena Owen and Elizabeth Meehan teamed on treatment for "Rose of The Rancho," Par.

Tom Cushing jerked off a N. Y. train and set to adapting "Rhumba" at Par.

Frank R. Adams doing screen play of "The Goddess," Par.

Edmund N. Lowe, "Below The Depths," Col.

Flora McKinnery, "David Copper-field," M.G.

Pete Milne and Tom Reed collab-ing on script of "Mary Jane's Pa," W.B.

Ada Gleason, Edw. Van Sloan, Isabel La Mai, Frank O'Connor, Sidney Bracy, George Sutton, "Mills of the Gods," Col.

Frank Conroy, "Little Minister," Radio.

Howard Wilson, George Marion, Sr., "Vanishing Pioneer," Par.

John Arthur lead, "Passport to Fame," Col.

Florence Rice, "Depths Below," "Carnival," Col.

John Law, Col. "Strange Wives," U.

Frank Sheridan, "Depths Below," Col.

Paul Harvey, Donald Meek, "Pass-port to Fame," Col.

Elissa Landi, lead, "All the King's Horses," Par.

Matt McHugh, Arnold Korff, James Burtis, Bert Hanlon, Russell Hopton, Rita Owen, Julian Madison, Geo. McQuarrie, Mabel Forrest, "Wings in the Dark," Par.

Mrs. Leslie Carter, "Vanishing Pioneer," Par.

Jo Swerling, screen play, "Sure Fire," Col.

Ford Beebe, original treatment, "A Guy Named Joe," Col.

Richard Walters, Brenda Fowler, "Carnival," Col.

George E. Stone, "Million Dollar Baby," Radio.

Grover Jones, adaptation, "Tar-get," Par.

James Donlan, Douglas Dumbrille, Arthur Hohl, Fred Kenting, Ed Brophy, "Passport to Fame," Col.

Frank Schulz, screen play, "Lost Symphony," Par.

James K. McGuinness, screen story, "Mar Brod," Par.

Edward Earle, "Ticket to a Mur-der," Beacon.

Grant Withers, "Kids on the Cuff," Par.

Willy Pogany, art direction, "Dante's Inferno," Fox.

Etienne Girardot, "Passport to Fame," Col.

Clayton Jones, "Devil Dogs of the Air," W.B.

Chester Hales, dances, "Reckless," M.G.

Oliver Tallgren, Monte Carter, Ed Brady, Bill Williams, Max Wagner, Eddie Chandler, Forrester Harvey, "Depths Below," Col.

Solmer Jackson, "Carnival," Col.

(Continued on page 29)

Film Reviews

MME. DU BARRY

(Continued from page 16)

is capital as the senile Louie, and Victory Jory as d'Aigillon. Osmond Perkins' Richelleu doesn't register but some of the lesser roles do including Verree Teasdale and Ferdinand Gottschalk.

"DuBarry" as a production is very Busby Berkeley. In its tinsel, costuming, and general pretentiousness it's more musical comedy than history. DuBarry, as one of the world's champ courtesans, is too vivid in public mind to be treated as anything as this. The general farcical structure is too much against it for the film to gain important ratings. Abel.

LOYALTIES (BRITISH-MADE)

Harold Auten American release of "An Act of Treason" directed by Basil Dean. From John Galsworthy's play of same name. Cameraman, Robert. At Mayfair, N. Y., week Oct. 21. Running time, 70 mins.

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This is a hard one to figure. Despite some very bad acting and a working script of considerable awkwardness, the essential vigor and challenge of the late John Galsworthy's play has broken through. Its rating for America is fair to middling.

Basil Dean directed and the credits indicate that Galsworthy, before his demise, did the scenario. It is hard to believe either. Story begins jerkily without preparing the audience. An important exchange of money essential to the plot occurs almost instantly and is not emphasized. For a long time those not familiar with the story will not know that DeLevis (Basil Rathbone) is a Jew, and that a certain vengeance on his part is due to a slurring remark against his race. These items should have been sharply defined.

Basil Rathbone, well known over here both in legit and films, plays DeLevis, and at times quite badly despite he also did the show and well. On the whole, however, barring an early tendency to effeminate the rich young Jew, his characterization is a reasonable approximation of the type of person the title calls for. DeLevis is considered a cad by the other guests at an English house-party weekend. They dislike his aggressiveness, his wealth, his taste in dressing gowns. He has a keen perception and fully appreciates his position. When, during the night, \$5,000 is stolen from his wallet he correctly guesses the thief.

Story hinges upon the anti-Semitism of the well-bred English guests. They are stunned at the hint of scandal against an army captain and try to buy off the social-climbing DeLevis with a membership in the Jockey Club. He is not to speak of his stolen money and in return he will be proposed for the club. But the well meaning friends of the larcenous captain can-

not carry out their part of the bargain, due to opposition to DeLevis by club members. In consequence, DeLevis causes a showdown, makes his charges publicly, and provokes a slandering action.

The play interweaves more than one loyalty but the picture bears down chiefly on racial prejudice. At the end, the loyalty of the high-minded barrister to his professional ethics results in the army captain losing the case and committing suicide, while the loyalty of his friends is exposed to bitter disillusionment as DeLevis is fully confirmed in his charges.

Melodramatics of the who plays the wife of the captain border on the ridiculous. Part is badly cast by American standards and on several occasions brings audience titters. The men's diction finally becomes as atrocious in the case of several of these sequences to eliminate the destructive jerking possibilities.

Courtroom scenes, and much of the British detail will be absorbing. The men's diction finally becomes as atrocious in the case of several of these sequences to eliminate the destructive jerking possibilities.

Some years ago Bill Fox bought this play but never made it into a film.

Equity-Guild

(Continued from page 3)

the coast would have to join the Guild, paying dues (\$7 annually), and keeping up dues payments to Equity. Fees to the A. F. of L. would be payable by the Guild to Equity, which would transmit the money to the parent organization (affiliated unions pay the A. F. of L. 18c per year per capita).

Affiliation will strengthen both bodies. If the Guild should reach an impasse with picture producers, latter would not be able to send to New York for actors because Equity would not permit its members to accept coast engagements under that condition. Heretofore, Equityites going Hollywood have been careless in paying dues, but the affiliation members would have to lay it on the line promptly, both to Equity and the Guild.

Guild will not receive a separate union charter, but will operate as an affiliate of Equity. Should the latter's Council okay the merger, it must be okayed by the general membership of the Guild by vote. Equity's Council has the power to act in such matters without going to the membership at large.

Class A Members Vote

Hollywood, Oct. 29. When the Equity Council in New York okayed the proposed Screen Guild-Equity affiliation at its meeting this week, the affair may be considered cut and dried. Matter goes for ratification, then, to the Class A membership of the Guild, comprising the 400 or so top-notchers in the industry of whom about 80% are already Equity members.

Frank Gilmore, leaving here with the proposals for an entente cordiale, drawn up by himself and the Guild directors, stated he will recommend to the Council an acceptance without referring the application back to the Equity membership, so that no time can be lost.

Under the proposals as drawn up,

the Guild would have its autonomy in the picture field, yet have no separate American Federation of Labor Charter. The guild would thus have complete domination over the picture field, both on the Coast and in New York, so long as the governing of affairs does not conflict with the by-laws of Equity or those of the A. F. of L.

Equity also expects Guild members who have been Equity and are now delinquent to rejoin their former body by the payment of a fixed sum to cover the delinquent period.

Quite a few elements are yet to be ironed out, with these expected to be handled when the formal affiliation is put over. These questions include whether or not the Guild will have representation on the New York Equity Council; whether the Guild will have a New York branch to handle eastern actors working in pictures; status of the present two non-voting classes in the Guild.

Expanding Vote Power

While only Class A members in the Guild currently have a vote, there is a Class B membership of around 200 and around 1,750 members of the allied Screen Actors Junior Guild, mostly comprising bit players and extras.

As it now stands it would appear that a vote of 60% of the Class A members could speak for the more than 2,500 members of the full Guild, but it is expected that some provision will be made where all can have a voice in this important question.

One phase already agreed upon at the preliminary parleys was that the Junior Guild member will not be expected to carry a two-way membership, as is the case of actors in the higher bracket class who flit from stage to screen and back. It's likely that the juniors carrying Equity cards now will be allowed to relinquish this membership, as to carry both would be too great a tab on their limited incomes, especially in view of the fact that few of them do any legit work now.

Per Capita Assessment

Proposals also provide for Equity to collect a per capita assessment from the Guild which will be paid over to A. F. of L. with plans to work out also for the Guild to pay a specific per capita directly to Equity.

As the affiliation, if crystallizing, gives the Guild full domination over the whole picture field it also means that New York stage actors appearing in New York produced pictures will be expected to join the Guild.

Only producer attitude to date is that they will never recognize Equity or any organization affiliated with it. Despite this, it is interpreted that the Government, under NRA, could force recognition on the theory that under the collective bargaining features of the code the Equity Guild would be the chosen organization as representative of this class.

Thus Equity, with NRA as a contributing factor, seems certain to put over the coup it failed to accomplish via the strike weapon in 1929.

Staub Renewed

Hollywood, Oct. 29.

Ralph Staub, producer of shorts at the Burbank studios, has signed a year's contract with WB to continue producing and directing shorts.

Stock Market

(Continued from page 6)

ferred also climbed up to a point near its 1934 high. It finished at 15 1/2, for a gain of three-eighths, after touching 15 1/4. Common stock went up to 3 1/4 for a gain of a quarter.

Amusement bonds generally were considerably lower. Exceptions were Keith 6s, which advanced to 63 and closed at 62 1/2, for a net gain of seven-eighths. Loew 6s managed to edge up to a new year's high at 103 1/2, after having established a new 1934 top in previous week. Lienes closed at 102 1/2, for a fractional gain. Pathe 7s advanced a point to 99, where they were a point away from the year's high.

Paramount-Broadway 5 1/4s slipped off 2 points to 42. Paramount-Panama-Lasky 6s lost 3 1/2 points to close on bottom at 55 1/2. Certificates of same lost same amount and wound up on bottom at 55 1/2. Paramount-Pullis 5 1/4s dropped back 2 1/2 points and also finished at lowest level at 55 1/2. Certificates of same lost 2 1/2 points to close at 55 1/2, low point of week. Warner Brothers 6s declined 2 points. Close for these bonds was 58. High was 60 1/2, and low was 57 1/2. General Theater Equipment liens lost fractionally to finish at 6 1/2. They managed to get to 7 1/2.

President's Speech

President Roosevelt's speech to bankers' convention Wednesday night was well received in Wall Street. But following day's trading gave little hint that it was affecting trend one way or the other. Fact that bankers later agreed to cooperate with administration in loosening up credit and to wage an

advertising campaign along these lines was not reflected in any bullish sentiment in the market.

One bright spot, at least from the broker's viewpoint, was revival of volume late Wednesday and on a larger scale on Thursday. Stock exchange sales exceeded a million shares on latter day, and held up well even on Friday.

While many traders were being swept along by unfavorable dividend actions in two issues, important trade indices held up well. Power output increased 3 1/2 percent over preceding week and scored an advance of 3 percent over same week in 1934. Steel operating rate advanced to 23.9 percent, against 22.8 in previous week, according to American Iron & Steel Institute. Carloadings were up 0.8 percent over preceding week but 1.5 percent behind same week last year.

In contrast to two definitely unfavorable dividend actions, extra dividends were declared by Colgate-Palmolive-Peet, Bristol-Myers, Caterpillar Tractor, Monsanto Chemical and U. S. Playing Card. Armstrong Cork declared a special dividend, as did American Chicle.

When and if market breaks into 98-100 area for industrial averages, a considerable advance may be expected. There was little in action of stocks during past week, however, to indicate that this might come in current week. Nevertheless stranger things than that have happened. Apparently all market needs now is some real incentive to thrust upwards. Way in which amusements behaved last week makes group appear to be well situated to take part in an advance.

Summary for Week Ending Saturday, October 27

STOCK EXCHANGE

High.	Low.	Sales.	Issue and rate.	High.	Low.	Last.	Net Chg.
7 1/2	7 1/4	400	American Sec.	103 1/2	103	103 1/2	+ 1/2
8 1/2	8 1/4	1,800	Col. P. vic. (1) 7/8	87 1/2	85 1/2	86 1/2	+ 1/2
15 1/2	15 1/4	1,000	Conrad Film (1) 1/2	105 1/2	105 1/2	105 1/2	+ 1/2
17 1/2	17 1/4	1,200	Conrad Film (1) 1/2	105 1/2	105 1/2	105 1/2	+ 1/2
100 1/2	100	6,400	Eastman-Kodak (1) 1/2	110 1/2	110 1/2	110 1/2	+ 1/2
11 1/2	11 1/4	80	Fox Class A	13 1/2	12 1/2	12 1/2	- 1/2
12 1/2	12 1/4	140	Do. pfd.	18 1/2	17 1/2	17 1/2	- 1/2
22 1/2	22 1/4	34,500	Gen. Elec. (60c)	31 1/2	28 1/2	28 1/2	- 1/2
35 1/2	35 1/4	24,000	Loew (1) 1/2	100 1/2	100 1/2	100 1/2	+ 1/2
107 1/2	107 1/4	200	Do. pfd. (6 1/2)	90 1/2	90 1/2	90 1/2	+ 1/2
10 1/2	10 1/4	1,400	Radio Corp. (1) 1/2	1 1/2	1 1/2	1 1/2	+ 1/2
20 1/2	20 1/4	300	Met-GM pfd. (1.80)	20 1/2	20 1/2	20 1/2	+ 1/2
5 1/2	5 1/4	27,000	Paramount cfs.	4 1/2	4 1/2	4 1/2	+ 1/2
4 1/2	4 1/4	3,900	Radio Exchange	1 1/2	1 1/2	1 1/2	+ 1/2
24 1/2	24 1/4	2,000	Radio Class A	13 1/2	12 1/2	12 1/2	- 1/2
9 1/2	9 1/4	30,000	Radio Corp.	4 1/2	4 1/2	4 1/2	+ 1/2
4 1/2	4 1/4	2,100	Radio pfd. A	2 1/2	2 1/2	2 1/2	+ 1/2
33 1/2	33 1/4	18,100	Radio pfd. B	30 1/2	26 1/2	27 1/2	- 1/2
4 1/2	4 1/4	6,000	RKO	1 1/2	1 1/2	1 1/2	+ 1/2
46 1/2	46 1/4	1,100	Universal pfd.	57 1/2	57 1/2	57 1/2	+ 1/2
8 1/2	8 1/4	22,500	Warner Bros.	4 1/2	4 1/2	4 1/2	+ 1/2
47 1/2	47 1/4	24,400	Westinghouse	52 1/2	50 1/2	50 1/2	- 1/2
85 1/2	85 1/4	120	Do. pfd. (3 1/2)	86 1/2	86 1/2	86 1/2	+ 1/2

*Plus stock extras. †Paid this year on account of accumulations. ‡New 1934 high. \$10-share trading unit; sales reported in full.

CURB

14 1/2	14 1/4	2,000	Technicolor	13 1/2	12 1/2	12 1/2	- 1/2
3 1/2	3 1/4	400	Translux (20c)	1 1/2	1 1/2	1 1/2	+ 1/2

BONDS

18 1/2	18 1/4	3 1/2	\$23,000 Gen. Thca. Eq. '40	7 1/2	6 1/2	6 1/2	- 1/2
72 1/2	72 1/4	1,000	Keith 6s, '46	63 1/2	62 1/2	62 1/2	+ 1/2
103 1/2	103 1/4	85	14,000 Loew 6s, '41	110 1/2	102 1/2	102 1/2	+ 1/2
61 1/2	61 1/4	300	Par-Broadway 5 1/4s, '31	42 1/2	42 1/2	42 1/2	+ 1/2
61 1/2	61 1/4	85,000	Par-Pan-Lasky 6s, '47	58 1/2	55 1/2	55 1/2	- 1/2
61 1/2	61 1/4	10,000	Do. pfd.	58 1/2	55 1/2	55 1/2	- 1/2
61 1/2	61 1/4	75,000	Par-Pub. 5 1/4s, '30	58 1/2	55 1/2	55 1/2	- 1/2
61 1/2	61 1/4	104,000	Do. cfs.	58 1/2	55 1/2	55 1/2	- 1/2
100 1/2	100 1/4	10,000	Pathe 7s, '37	90 1/2	89 1/2	89 1/2	- 1/2
97 1/2	97 1/4	60,000	Warner Bros. 6s, '38	60 1/2	57 1/2	57 1/2	- 1/2

* Paid this year. † New 1934 high.

PRODUCE EXCHANGE, N. Y.

1,900	Par-Pub.	4 1/2	5 1/2	- 1/2
1,900	Par-Pub.	4 1/2	5 1/2	- 1/2
1,900	Par-Pub.	4 1/2	5 1/2	- 1/2
1,900	Par-Pub.	4 1/2	5 1/2	- 1/2
1,900	Par-Pub.	4 1/2	5 1/2	- 1/2
1,900	Par-Pub.	4 1/2	5 1/2	- 1/2
1,900	Par-Pub.	4 1/2	5 1/2	- 1/2
1,900	Par-Pub.	4 1/2	5 1/2	- 1/2
1,900	Par-Pub.	4 1/2	5 1/2	- 1/2
1,900	Par-Pub.	4 1/2	5 1/2	- 1/2

OVER THE COUNTER, N. Y.

1,900	Rox. Class A	4 1/2	5 1/2	- 1/2
1,900	Rox. Class A	4 1/2	5 1/2	- 1/2
1,900	Rox. Class A	4 1/2	5 1/2	- 1/2
1,900	Rox. Class A	4 1/2	5 1/2	- 1/2
1,900	Rox. Class A	4 1/2	5 1/2	- 1/2
1,900	Rox. Class A	4 1/2	5 1/2	- 1/2
1,900	Rox. Class A	4 1/2	5 1/2	- 1/2
1,900	Rox. Class A	4 1/2	5 1/2	- 1/2
1,900	Rox. Class A	4 1/2	5 1/2	- 1/2
1,900	Rox. Class A	4 1/2	5 1/2	- 1/2

Breaking Box Office Records at Oriental Theatre, Chicago, Week October 26

FILEX KALE

Original "Boop-Boop-A-Doop-Girl"

WEEK NOV. 2, SHEA'S TORONTO WEEK NOV. 9, LOEW'S MONTREAL

All Material Written by HARRY CARROLL

Personal Management, ABE LASTFOGEL—William Morris Office

After Four and One-Half Years in Europe Back Again at the CAPITOL, NEW YORK and DOUBLING BEN MARDENS RIVERA

HARRIS, CLAIRE and SHANNON

THE ULTRA-SMART INTERNATIONAL DANCERS

Capitol, MACK RAYMOND

Direction

Rivera, WALTER BATCHELOR

CALENDAR OF CURRENT RELEASES

(Continued from page 27)

turns into a real clump thanks to wifey. Pat O'Brien, Glenda Farrell, Claire Dodd, Henry O'Neill. Dir. Alan Crosland. 68 mins. Rel. July 7. Rev. Aug. 7.

Miscellaneous Releases

Are We Civilized? (Itapian). Propaganda for peace. Dir. Edwin Carewe. 70 mins. Rel. June. Rev. June 19.

Blue Steel (Blue Star). John Wayne Western. Dir. R. N. Bradbury. 54 mins. Rel. July. Rev. July 11.

Cross Streets (Invisible). Story of a down and out surgeon who performs a skilled operation. Frank Craven, Sally Blane. Dir. Wm. Nigh. Rev. July 10.

Dancing Man (Gigolo story). Reginald Denny, Judith Allen. Dir. Al Ray. 64 mins. Rel. July 24.

Drums of Voodoo (International). All-Negro cast in screen version of stage play "Louisiana". Dir. Arthur Hoerl. 70 mins. Rel. May 7. Rev. May 15.

Fifteen Wives (Invisible). Murder mystery around a bigamist. Conway Tearle, Patricia Macpherson, Ray Hutton. Dir. Frank Strayer. Rel. June 1. Rev. Sept. 15.

Hired Wife (Pinnacle). Man hires a bride to get a fortune and falls in love with her. Greta Nissen, Wendell Heyburn. Dir. Geo. Melford. 60 mins. Rel. March 12.

I Can't Escape (Syndicate). Ex-convict goes straight. Onslow Stevens, Lila Lee. Dir. Otto Brower. 69 mins. Rel. Sept. 3.

Lost Jungle (The Mascot). Circus-jungle story. Clyde Beatty. Dir. Armand Schaefer. 55 mins. Rel. June. Rev. June 19.

Man from Hazy (The Marcy). Western. Bob Russell. Dir. Lew Collins. 60 mins. Rev. Oct. 2.

Marrying Widows (Tower). Young widow gets her wish. Judith Allen, Minna Gombell, John Mack Brown. Dir. Sam Newfield. 67 mins. Rel. Sept. 3.

Take the Stand (Liberty). A columnist murder mystery. Frank La Rue, Thelma Todd. Dir. Phil Rosen. 78 mins. Rel. Sept. 7. Rev. Sept. 11.

White Heat (Seven Seas). Love on an Hawaiian plantation. Virginia Cherrill, Mona Maris, David Newell. Dir. Lola Weber. 60 mins. Rel. June. Rev. June 19.

World in Revolt (Mentone). News clips with comment by Graham McNamee. 69 mins. Rel. June. Rev. June 12.

Young and Beautiful (Mascot). Studio story with the Wampas' baby stars. Wm. Haines, Judith Allen. Dir. Jos. Santley. 68 mins. Rel. Sept. 2. Rev. Sept. 26.

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.)

Abel mit der Mundharmonika (Ger) (Ufa). Comedy of young love. Dir. Erich von Stroheim. 60 mins. Rel. Sept. 15.

Adieu Les Beaux Jours (Fr) (Ufa). Greek romance. Brigitte Helm. Dir. Andre Beucler and Johannes Meyer. 90 mins. Rel. April 15. Rev. May 1.

Airplane (Ger) (Capitol). Tent tube babies. Brigitte Helm. Dir. Richard Oswald. 70 mins. Rel. May 1.

Bionde Christi (Die) (Ger) (Bavaria). Musical. Karin Hardt. Dir. Franz Seitz. 75 mins. Rel. Feb. 15.

Buenaventura (La) (Sp) (WTV). Musical with Victor Herbert score. Enrico Caruso, Jr. Dir. William McMan. 80 mins. Rel. Sept. 15.

Broken Shoes (Italo) (Amkino). Child reaction to politics. Anti-Hitler. Dir. Margarita Barnakova. 80 mins. Rel. March 15. Rev. April 2.

Chalutzim (Hebrew) (Kismet). First taker-made in Palestine. Dir. Alexander Ford. 70 mins. Rel. March 15.

Ciudad de Carton (La) (Sp) (Fox). Drama of marital relations. Antonio Moreno, Catalina Barrena. Dir. Louis King. 70 mins. Rel. Feb. 15.

Corazones en Derrota (Spanish). Tragic drama made in Mexico. Dir. Ruben C. Novarro. 70 mins. Rel. Oct. 1.

Crown of Thorns (Kinemacolor) (Ger) (Dubbed Eng.). Biblical drama. Dir. Robert Wiene. 70 mins. Rel. March 15.

Cruz y La Escondida (La) (Sp) (Fox). Historical romance. Jose Mojica. Dir. Frank Strayer. 75 mins. Rel. Feb. 1.

Cuesta Abajo (Sp) (Par). Romantic drama. Carlos Gardel, Mona Maris. Dir. Louis King. 65 mins. Rel. Aug. 15.

Deserter (Russian) (Amkino). More class struggle. Dir. V. I. Pudovkin. 80 mins. Rel. Oct. 1.

Deux Orphelins (Les) (Fr) (Blue Ribbon). Costume melodrama. Yvette Guilbert. Dir. Maurice Tourneur. 90 mins. Rel. Feb. 1. Rev. Feb. 15.

Dos Mujeres (Las) (Sp) (Ufa). Romantic comedy. Dir. Jose Buchs. 80 mins. Rel. June 1.

Dream of My People (The Jewish) (Palestine). Silent travelogue of Palestine with records by Cantor Rosenblatt. Dir. Joe 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 Einfalt (Ger) (Ufa). Farce comedy. Willy Fritsch, Dorothea Wieck. Dir. Kurt Gerson. 70 mins. Rel. May 15.

Eine Stadt Steht Kopf (Ger) (Capitol). Farce. Dir. Gustav Grunewald. 70 mins. Rel. Jan. 15.

Eine Prinzessin Jungfer (Ger) (Ufa). Romantic comedy. Willy Fritsch. Dir. Arthur Robinson. 80 mins. Rel. March 15.

En Glas Oud (Norwegian) (Scandinavian). From Bjornson's novel. Dir. John Brunius. 80 mins. Rel. Nov. 15.

Enemies of Progress (Russian) (Amkino). Last of the Czarist generals. Dir. Boris Los. 70 mins. Rel. Jan. 15.

Enemigos (Sp) (Inter-Continent). War drama. Dir. Chano Urueta. 70 mins. Rel. Aug. 15.

Escondido (El) (Sp) (Inter-Continent). Dramatic romance. Dir. Chano Urueta. 70 mins. Rel. Sept. 15.

Es Wird Schon Wieder Besser (Ger) (Ufa). Farce. Dolly Hays. Dir. Kurt Gerson. 65 mins. Rel. Jan. 1.

Feldherrnhuegel (Der) (Ger) (Bavaria). Military comedy. Betty Bird. Dir. Eugen Thiele. 70 mins. Rel. April 15.

Fluchtlinge (German) (Ufa). German refugee yarn in the Far East. Hans Albers, Karl von Krauss. Dir. Gustav Voelke. 80 mins. Rel. Oct. 1.

Frau im Falsch Verlobten (Ger) (Capitol). Musical comedy. Trude Berliner. Dir. E. W. Emo. 70 mins. Rel. Jan. 15.

Freischuetze (Der) (Ger) (Ufa). Romantic comedy. Willy Fritsch, Camilla Horn. Dir. Carl Boese. 75 mins. Rel. Jan. 1.

Freundin eines Grossen Mannes (Die) (Ger) (Ufa). Theatrical comedy. Kaethe von Nagy. Dir. Paul Wegener. 80 mins. Rel. Sept. 1.

Galavestellung (Die) (Ger) (General). Mystery comedy with music. Max Adilbert. Dir. Friedrich Zeinik. 87 mins. Rel. Dec. 1.

Gehetzte Menschen (Ger) (Filmmobile). Drama of father love. Dir. Friedrich Feher. 70 mins. Rel. June 1.

Gold Regiert die Welt (Ger). Domestic comedy. Gustav Froelich, Camilla Horn. Dir. Max Neufeld. 70 mins. Rel. May 1.

Girls in Uniform (dubbed English) (Ger) (Filmmobile). Dorothea Wieck and Hertha Thiele. Dir. Richard Oswald. 80 mins. Rel. March 1.

Glueckszylinder (Der) (Ger) (Capitol). Boarding-house romance. Felix Bressart, Charlotte Anders. Dir. Rudolf Bernauer. 75 mins. Rel. March 1.

Granaderos del Amor (Sp) (Fox). Romantic drama. Conchita Montenegro, Paul Bonifas. Dir. Richard Oswald. 70 mins. Rel. Sept. 1.

Heideschulmeister Uwe Karsten (Ger) (Ufa). Nazi back to the farm propaganda. Dir. Carl Heins Wolff. 70 mins. Rel. April 15.

Hell on Earth (Ger) (Garrison). (dialog in five languages). Horrors of war. Dir. Victor Trix. 80 mins. Rel. Jan. 15. Rev. Feb. 6.

Hochtourist (Der) (Ger) (Ufa). Romantic comedy in Alps. Otto Wallburg. Dir. Alfred Zeisler. 70 mins. Rel. Jan. 15.

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 (Russian) (Amkino). Newsreel compilation of past year. 65 mins. Rel. Jan. 15.

In Wien Ham Ich Einmal Ein Maedel Geliebt (Ger). Military musical. Dir. Eric Scheidegger. 70 mins. Rel. May 15.

Iza Nemi (Hung). Produced, written by and starring Sari Felek. 80 mins. Rel. June 1.

Juarez V Maximal (Sp) (Coc). Mexican royalty's fall. Dir. Miguel Torres. 80 mins. Rel. May 1.

Kara Skanten (Swedish) (Scandinavian). Romantic musical. Dir. Gustaf Molander. 80 mins. Rel. May 15.

Lachende Erben (Ger) (Ufa). Farce. Max Adilbert. Dir. Max Ophuels. 70 mins. Rel. May 15.

Laughter Through Tears (Yiddish) (Worldkino). From a Sholom Aleichem novel. Dir. G. Critcher. 78 mins. Rel. Nov. 15. Rev. Nov. 21.

Liebe in Uniform (Ger.). Military romance. Harry Liedtke. Dir. Georg Jacoby. Rel. Oct. 1.

Liebe Muss Verstanden Sein (Ger) (Ufa). Comedy drama with music. Dir. Hans Steinhoff. Rel. March 15.

Lugen und Ruegen (Ger) (General). Farce. Otto Wallburg. Dir. Viktor Jansen. 80 mins. Rel. Dec. 15.

Mass Struggle (Sp) (Kinematrade). Russian revolt. Dir. I. Kavalieridze. 70 mins. Rel. Sept. 15.

Meisterdetektiv (Der) (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. March 15.

Melodie der Liebe (Ger). Musical romance. Dir. Georg Jacoby. 70 mins. Rel. Sept. 15.

Mils, Nitouche (French) (Protex). Charming love story. Raimu. Dir. Chas David. 90 mins. Rel. Nov. 15.

Mother (Rusa) (Garrison). Based on a Gorky novel. Dir. V. I. Pudovkin. 70 mins. Rel. June 1. Rev. June 5.

Mutter Der Kompagnie (Die) (Ger) (Bavaria). Military farce. Weiss-Ferdi. Betty Bird. 70 mins. Dir. Franz Seitz. Rel. March 1.

My Wife the Miss (Hung). Inter-marital farce. Dir. Steven Szekeley. 80 mins. Rel. Sept. 1.

Oder der Wanders (Palestine) (Hebrew). Life in Palestine. Dir. C. Halahmi. 65 mins. Rel. May 15.

Oro y Plata (Sp) (Inter-Continent). Romantic tragedy. Dir. Ramon Peon. 90 mins. Rel. July 15.

Parada Rezerwistow (Polish) (Capitol). Military musical. Dir. Michael Waszynski. 80 mins. Rel. May 15.

Petersburg Nights (Russian) (Amkino). Based on two Dostoevsky stories. Dir. F. M. Dostoevsky. 70 mins. Rel. Sept. 15.

Petterson & Bandel (Swedish) (Scandinavian). Comedy-drama with music. Dir. Per-Åke Branner. 80 mins. Rel. Feb. 15.

Problem of Fatigue (Hung) (Amkino). Scientific study. Dir. I. P. Pavlov. 60 mins. Rel. Aug. 15.

Prokurator (Pol). Tense court drama. Dir. M. Waszynski. 80 mins. Rel. May 15.

Quick (Koenig der Clowns) (Ufa) (Ger). Comedy. Lilian 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.

Romance Tropical (Spanish). First picture made in Porto Rico. Romantic drama. Dir. Ramon Peon. 80 mins. Rel. May 15.

S. A. Mann Brand (Ger) (Bavaria). Nazi propaganda. Dir. Franz Seitz. 85 mins. Rel. May 15. Rev. May 29.

Saison in Kairo (German) (Ufa). Musical comedy. Renate Mueller, Willy Fritsch. Dir. Reinhold Schunzel. 80 mins. Rel. Dec. 15. Rev. Dec. 25.

Sang'un Poete (Fr) (Rice). Jean Cocteau's idea of modern films. 60 mins. Rel. Nov. 1. Rev. Nov. 7.

Simple Tailor (Rusa) (Amkino). Drama of Jewish life. Silent with sound track. Dir. V. Vilner. 70 mins. Rel. Feb. 15.

Sobre Las Olas (Mex.) (Latin). Historical romance. Dir. Ramon Peon. 70 mins. Rel. March 15.

Serment (Le) (Fr) (Protex). Heavy drama of love. Dir. Abel Gance. 90 mins. Rel. March 1. Rev. March 20.

Sombra de Pancho Villa (Sp) (Col). Life of the Mexican bandit chief. Dir. M. C. Torres. 80 mins. Rel. March 1.

Soviet Closeups (Rusa) (Amkino). Newsreel compilation. 60 mins. Rel. Sept. 1.

Soviets Greet New Turkey (Rusa) (Amkino). Newsreel compilation. 60 mins. Rel. Sept. 1.

Spy (The Polish) (Capitol). Drama. 80 mins. Rel. March 1.

Stern von Valencia (Der) (Ger) (Ufa). White slave traffic in Europe. Liane Haid. Dir. Alfred Zeisler. Rel. April 15.

Storch Hat Uns Getraut (Der) (Ger) (General). Lil Dagover. Dir. Herman Kosterlitz. 80 mins. Rel. Nov. 15.

Tannenberg (Ger) (European). Military drama. Hans Stuwe. Dir. Heinz Paul. 85 mins. Rel. March 15.

Tante Guet Kommandiert (Ger). Romantic comedy. Hansi Niese, Max Adilbert. Dir. Carl Heins Wolff. 70 mins. Rel. May 1.

Tausend fur Eine Nacht (Ger) (Capitol). Farce. Trude Berliner. Dir. Max Mack. 70 mins. Rel. Feb. 15.

Thunderstorm (Rusa) (Amkino). Russian melodrama. Dir. V. Petrov. 80 mins. Rel. Oct. 1. Rev. Oct. 2.

Tochter Der Regiments (Die) (Ger) (General). Military musical. Anny Ondra. Dir. Karl Lamac. 70 mins. Rel. April 1.

Trenck (Der) (Ufa). Military drama. Dorothea Wieck. Dir. Hans Paul and Ernst Neubach. 80 mins. Rel. April 1.

Und es Leuchtet die Puzza (Ger) (Ufa). Musical romance. Wolf Albach-Retty. Dir. Heinz Hille. 80 mins. Rel. Jan. 15.

Unsere Fahne Flattert Uns Voran (Ger) (Ufa). Hitler propaganda. Heinrich Grosse. Dir. Carl Heins Wolff. 80 mins. Rel. July 1. Rev. July 17.

Verkaufte Braut (Ger) (Kinematrade). Smetana's opera diluted. Jamila Novotna. Dir. Max Ophuels. 80 mins. Rel. April 15. Rev. May 1.

Vi Som Gar Kokavagen (Swedish) (Scandinavian). Musical. Rel. April 15.

Volga Volga (Fr) (dubbed English) (Kinematrade). Adventure of a Cossack. Dir. Robert Hood. 70 mins. Rel. Dec. 15. Rev. Dec. 25.

Wie Mann Maenner Fesselt (Ger). Franziska Gaal. Musical comedy. Dir. Carl Boese. 75 mins. Rel. May 15.

Wie Sag Ich's Meinen Mant (Ger) (Ufa). Farce. Renate Mueller. Dir. Reinhold Schunzel. 70 mins. Rel. Jan. 15.

Wenn Die Liebe Niese Macht (Ger). Comedy with music. Renate Mueller. Dir. Frank Wenzler. 80 mins. Rel. Nov. 1.

Key to Address
Acme, 56 East 14 St.
Amkino, 73 Seventh Ave.
Bavaria, 133 East Ave.
Blue Ribbon Film, 154 W. 56th.
Capitol Film, 630 Ninth Ave.
Embassy Film, 73 Seventh Ave.
European Film, 64 West 56th.
Filmmobile, 569 Madison Ave.
Garrison Films, 729 Seventh Ave.

General Foreign Sales, 729 7th Ave.
Inter-Continent, 50 E. 42nd St.
Jewish American, 630 Ninth Ave.
Kinematrade, 73 Seventh Ave.
Protex Trading, 42 E. 58th.
Edward Rice, 66 Fifth Ave.
Palestine-America Films, 159 2d Ave.
Scandinavian Film, 229 W. 45th.
Ufa, 729 Seventh Ave.
Worldkino, 1501 Broadway.

So. Calif. I.T.O. Object To Ross Checking Ag'y

Hollywood, Oct. 29. Independent Theatre Owners of Southern California adopted strong resolutions against distributors using outside agencies in checking percentage films, pointing at Ross-Federal Service, which has been doing task for several years. Resolution claims that information received by the State is disseminated to companies not directly interested in each picture, though theatre men do not object to authorized company employees making a check. Resolution is being sent to all company sales heads, and district and exchange managers.

Nix Chi 10c Admish

Chicago, Oct. 29. Wallace theatre complaint against Ed Brunell's Metropole for charging 10c admissions was upheld by the local code board last week with an order for the theatre to live up to the terms of its flicker contracts, which call for 20c admissions for major pictures. It was the second desist order given to Brunell by the board on minimum admission.

KENDALL EXONERATED AS GOLD CONFESSES

Toronto, Oct. 29. Confession of Albert Gold, elusive state's witness, that he was the man who stench-bombed a Doyercourt house for which crime Low Kendall was sentenced to a year, saw the automatic dropping in criminal court here of further charges of perjury and perversion of justice which had been laid against Kendall upon his release. Kendall was originally alleged to have paid Gold to take the fall; Gold also testified that he had been double-crossed on the payment for the deed. Then he repudiated this confession because he did not want to see an innocent man punished. The case was then adjourned but Gold failed to turn up at subsequent sessions and Kendall was given a year. The case was reopened when Gold was picked up by police in Buffalo. He thereupon signed an affidavit that he had stench-bombed the theatre. Gold is now charged with kidnapping and Kendall will take up with the Department of Justice the fact that he served a year for a crime he did not commit.

MILWAUKEE WITHOUT STRAIGHT PICTURES

Milwaukee, Oct. 29. Straight pictures, on a single feature program, are a thing of the past on Milwaukee's main stem, with the local Warner and Garden theatres, first-run houses, going double feature this week. Now there are four double feature and three vaudeville houses on the street. Double featuring are the Garden, Alhambra, Strand and Warner. Theatres offering stage shows with their films are the Palace, Wisconsin and Riverside.

Gangsterism Charges In B'klyn Op. Union Case

That gangsters were used by the Brooklyn (N. Y.) Operators' Union in forcing its demands on local theatre owners was given as the opinion of the Kings county grand jury yesterday (Monday) in handing up a presentment to County Judge John J. Fitzgerald. This opinion was based on the fact that large sums of money were spent without any reasonable explanation given. The grand jury made several recommendations, including that there should be legislation to compel maintenance of adequate books of account; that a closed ballot of voting be permitted to prevent strongarm men from assaulting opposition voting; that state inspection of books and records of trade be provided; that compensation to anyone except members of the union be prohibited; that mass picketing be forbidden and picketing restricted to two men at a theatre; that all public accounts be licensed so that when called upon they can give detailed account of all receipts and expenditures.

The presentment on indictments for grand larceny charges that the union defrauded members of \$50,000 by collecting \$200 each, ostensibly to set up a fund to guarantee to theatres that good service would be rendered. The indictments are based on the complaint of a union member who alleges the \$200 was obtained under false pretenses.

THEATRE CHANGES

Two Reopenings, One Transfer in L. A. Territory

Hollywood, Oct. 29. Two houses reopening after long shuttering and takeover of a third account for unusual booking activity in nearby spots. Fox West Coast reopens its Imperial at El Centro, bringing Frank Record from the Capitol, Calico, as manager. Kent Franklin goes into the Capitol. Larry Vanna, Ariz. unshuttered Drury's (29) in Imperial, with Frank Gonfalo operating it on a weekend basis. Forum in Barstow is being taken over by John Harwood, long an operator in Winslow, Flagstaff and Phoenix, Ariz.

THE DISTINGUISHED INTERNATIONAL DANCERS

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Nat'l Screen's Poster Co. Tieup in So. California

Hollywood, Oct. 29. National Screen is reported to have closed a deal Saturday (27) with Southern Poster Company here to handle all paper and accessories for all National Screen producers in this territory except Warners.

Local office of National says it's uninformed though rumors prevalent some time.

New Racket; Woman Has Man Arrested For 'Annoying' Her

Milwaukee, Wis., Oct. 29. An alleged "racket" through which a woman had men in theatres arrested for annoying her, merely to collect \$2.88 in witness fees each time she appeared in court, was charged in municipal court here on an appeal from a \$15 fine by Richard Kosinski, 26.

Kosinski told the jury he was sitting in a downtown theatre when a Mrs. Dorothy McDermott, 45, slapped him twice and then called for help. He was arrested and fined \$5. His attorney appealed the fine and told the court he had evidence Mrs. McDermott was making a "racket" of having theatre patrons arrested. He showed a record of five arrests made recently on complaint of the woman under various names. Appeal was denied in district court and the fine raised to \$15 where—upon Kosinski went to the municipal court and asked for a jury trial.

Case was clinched by Kosinski when two women, one a former landlady and the other a former room-mate of the woman, testified that she was a "trouble maker" and had often caused disturbances in public places with cries of being "insulted" by men and demanding their arrest. Woman denied the charge. She admitted, however, that she was the complainant in five court cases against men whom she had had arrested for "annoying" her.

Jury was out five minutes and returned a verdict of "not guilty."

Pitt Theatre Map May Shift; Stanley's Stage

Pittsburgh, Oct. 29. After extended period of straight pictures, Stanley, WB's deluxe, swings back to stage shows Friday (3) to meet increasing competition on this end from Penn. Alvin and Pitt. Bill will include Guy Kibbee in person and Don Bestor's band. Against this lineup Penn will have no presentation, but only 'Merry Widow,' while Alvin brings in local boy, Jack Heller, quite a favorite around here.

Week following, Stanley gets Waring's Pennsylvanians. Whether presentations will become a steady policy at Stanley now hasn't yet been determined. It's very unlikely, however.

Indications are that if Pitt folds, as reported, Penn and Stanley may go back to straight pictures permanently, giving Alvin the stage show field to itself.

N. W. ALLIED ELECTIONS

Bruen as Pres.—11th Re-election of Hone as Sec'y-Treas.

Seattle, Oct. 29. Allied Exhibitors of N. W. met here Friday in annual convention, electing H. W. Bruen, Seattle, president; H. A. Bishell, Spokane; Le Roy Johnson, Seattle; W. G. Ripley, Longview; Elso, vice presidents, and J. M. Hone, Seattle, sec-treas. This is Hone's 11th election to the post.

New trustees elected: Al Rosenberg, Seattle; John Danz, Seattle, and H. T. Moore, Tacoma.

Legislative matters chief consideration at meeting. Theatres in state now pay 1 1/2% on gross as occupational tax. Washington is faced with task of raising \$60,000,000 tax money for next year, and so there is cry that this tax may double.

Bank Night Again

Los Angeles, Oct. 29. Local Grievance Board has a bank night hearing set for next week, first in about a month.

Highland, Fox West Coast house, is accused by York theatre.

Pooling Arrangement for Palace, McVickers in Chi Jones-RKO Plan

It's Cheers in Port.

Portland, Ore., Oct. 29.

Call it the New Deal or what you will, there are no dark theatres, first or nabe, in this burg. Looks as though business is really expected this winter. During the past several years at least a half dozen houses were for lease at all times at any price.

Along with the 100% theatre situation, there are more night spots running to fair business than at any time in the history of Portland. Several of the spots have better than average floor shows and the local musician is coming into his own.

Exhib Charges Publix Favored in Clearance

Minneapolis, Oct. 29.

After the local zoning and clearance board upheld the zoning in the Duluth district, J. B. Clinton, Duluth independent theatre owner and himself a board member, who protested against the schedule, demanded a rehearing, claiming the hearing was not conducted according to the code manual.

Board has acceded to the demand and the rehearing is set tentatively for this week. Clinton also states that he has newly discovered evidence.

In his demand for a rehearing, Clinton pointed out that the personnel of the trial board did not conform to code requirements. Clinton claimed that zoning in the Duluth district favors Publix. Five other exhibitors joined him at the hearing.

Since Clinton originally filed his complaint Publix voluntarily had the clearance of its Lyceum, Duluth leading first-run house, over the Doric, Clinton's neighborhood theatre, reduced from 67 to 59 days. The board decided that this was fair clearance, but Clinton still isn't satisfied.

Theatre Stockholders Sued on Unplayed Pix

Hollywood, Oct. 29.

Seeking to collect \$14,345, Columbia Pictures has sued 35 stockholders of the Long Beach Theatre Co. for alleged repudiation of a license rental contract and seeks to recover sums of \$7,350 and \$6,995 on two separate counts, plus an accounting and special damages based on daily gross for a 30-day period antedating dates picture were to have played.

Suit asked that defendants be assessed damages pro rata in proportion to their stock ownership. Named are Llewelyn Bixby, W. J. Fahy, Elsie Fahy, W. M. Cook and 14 John Does.

Chicago, Oct. 29.

Aaron Jones will reopen the Reg McVickers Nov. 9, one day after its take-over from Bainman & Katz, who have kept the house dark for the past three months. Jones has not yet decided on the policy for the theatre, but he will decide this week following negotiations on both pictures and possible talent.

Possibility that the house will not go into a big stage show policy, as originally planned, but instead will go into a big picture, extended run system. This is the likelihood following a conference today (Monday) or tomorrow between Aaron Jones and Jules Levy, Radio pix exec. who is in town expressly for this negotiation. Deal being discussed is a pooling arrangement between the McVickers and the RKO Palace, the Jones spot to get the top Radio pix for long runs at 55c top while the Palace would depend on lesser pix and vaude at 55c top. Both houses would pool profits for a 50-50 split. If the RKO-Jones deal goes through in this manner Universal pictures will also be included in this arrangement.

If no go on the above deal the house will try a big stage show policy. Understood that Jones is planning to bring in a name band to head the weekly show.

Jones just missed out getting the Warner pictures McVickers. There had been early negotiations on this matter but Jones has not received the final okay on the house as yet and refused to make any promises to WB until he was certain which way the house would go. Final disposition of the theatre was stalled just long enough for Warner to signature with B&K.



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WAX SHUFFLES THE CARDS

Drug and Food Aspect of Radio Heightened by Latest Figures

Drugs and foods have this season more than ever established themselves as the backbone of commercial broadcasting. Analysis and comparison of last month's CBS and NBC grosses with those of September, 1933, tend to reveal pertinently radio's growing dependence upon these two sources for the major part of its income. Scrutiny of the same figures also shows that drugs and cosmetics have by a wide margin taken the lead over all other classes of broadcast advertisers.

Together drugs and foods accounted for 66% of NBC's revenue from time sales last month. With Columbia this joint percentage came to 63. In September, 1933, NBC garnered 59% of its income from these two industries, while in the case of CBS it was 41%.

NBC last month took in from the drug and beautifying verein \$117,141, or 33.6% of its total income for the 30-day period. Estimates brought the web \$511,572, which meant 27% of the gross. For the parallel month of 1933 the share from drugs and cosmetics came to 24% and from foods, 35%. Breakdown of Columbia September, 1934, figures rates drugs and cosmetics 37.5% and foods 25%. Compared to September, 1933, it's a hefty boost in either class. Last year the month drew 22.5% of its gross from drugs and cosmetics and 19% from victuals.

NBC this season isn't getting from the petroleum the coin it did last year. Drop amounts to 20%. Income from the auto group is about the same. But in the instance of CBS the business from this latter source represents a jump of over 100%.

Agencies Watch NBC-Kastor Wrangle In Chi Over P.&G. Drefit Ad Spiels

Chicago, Oct. 29.

Three-way battle involving NBC, the Kastor agency and the Procter and Gamble company is now in progress, with the argument centering around the copy used for the soap company's Drefit account on the 'Song of the City' program. NBC is trying to get Kastor agency copy-writers to tone down on their spiel for Drefit, with the network feeling that the present copy is too antagonistic to rest of soap industry.

Copy has been stating that ordinary soaps leave a 'scum and film' on your 'dainty underthings' while Drefit is purely itself. NBC officials here resent this reflection on the general soap trade and want Kastor to stick strictly to a plugging of its own product without taking digs at rival products. The Kastor boys state that they can't tell the Drefit story within the limitations of the NBC rules.

Precedent

Agency men in town are closely watching this particular tiff and see in the outcome a decision, once and for all, of just how strong the new NBC script and copy supervision policy will and can be. NBC script supervision, under the eye of Sen. Kane, has been in operation for several months now and has worked with agency and sponsor for the removal of objectionable features from the network, both in shows and in spiels. The general aim has been to eliminate knifing tactics in copy and to keep the plugs centered on the individual sponsor's product and away from any reference to the competitor.

Ted Lewis for Radio

Goodrich is about set on Ted Lewis' band and Dr. Rockwell as principal names on its one-hour variety show. Framework will be a special book by Jack McGowan, legit author.

Starts on NBC late in November. Rutthrauff & Ryan agency is doing the show direct.

Rardin on Bernie Show

Chicago, Oct. 29.

Joe Rardin, who has been named the Blue Ribbon beer vocal winner in the Ben Byrnes contest and rattles out to Oklahoma to guest on the next Bernie broadcast.

Rardin is on several Chicago local programs, and spotted through Paul Rapp.

PICKFORD EAST FOR 3

Returns to Coast After Gelatine Broadcasts

Hollywood, Oct. 29.

Following Wednesday's (31) broadcast for Royal Gelatine here, Mary Pickford goes east for three programs to emanate from the NBC New York studios.

Miss Pickford then returns to finish out her air contract here.

Harriman as Program Head of New WCFL Web

Chicago, Oct. 29.

Colby Harriman, former Paramount and Loew executive, is coming West to take over the program director job on WCFL and the newly formed Affiliated Tri State Network.

He takes key position on the net with supervision of 16 hours of the sustaining programs coming out of Chicago. Also bringing talent in from the East.

Midwest NBC Mgrs. in Chi Meet; Seek A.M. Acc'ts

Chicago, Oct. 29.

Managers and representatives of NBC owned and operated stations from all over the country met in Chicago last week for a pow-wow on policy, particularly commercials, and decided to advertise the afternoon hours more. Reports from KGA, KDKA and WTAM were that their regular evening time was so full that some indentation should be offered sponsors to take less crowded times.

Managers were satisfied with sustainers to fill in, but what gave them concern was that sponsors having their minds set on certain hours only took their business elsewhere. Managers want a drive to show that some afternoon time and late evening time is equally effective when brought out with the right kind of publicity.

Agent Sues Bordonni

Rene Recover, agent, has started suit against Irene Bordonni for \$515. Amount is claimed due him for advances and commissions on Miss Bordonni's radio work on the I. J. Fox and Ross-Fenton programs. White & Stillman are counsel for Recover.

REPS AND WORLD PONDER A DEAL

Following Off in Spot Broadcasting This Season Prompts Petry and Others to Look for a Showmanship Source to Implement Salesmen—World to Drop Out as Time Broker

FOUR A'S SLANT

World Broadcasting System is prepared to give up completely the time brokerage phase of its business if it can get together with the major special stations reps of the country on a trade allocation pact. This agreement now under negotiation would pledge the station reps to bring all the transcription business they create to World and also assist in selling World's disc library service to both local stations and advertisers. With the removal of Scott Howe Bowen earlier in the year World remains the last of the general station reps.

Readiness of the exclusive reps to join World in a working agreement brings into the open a problem that has recently begun to worry the former element. They have come to realize the fact that the ability to sell an advertiser on a particular station's coverage and popularity is not enough. With the crowding of such pioneers in spot broadcasting as Bowen and World from the station rep field there developed, the exclusive rep contingent now realized, a serious situation. Everybody was concentrating on selling the particular stations they represented but few gave thought to creating ideas and business for spot broadcasting, with the result that this end of radio isn't anything

Byers Makes Bid

J. G. Byers, founder and actual operator of the concern, has submitted to Judge Knox in the New York Federal court a bid for the assets of the Byers Recording Laboratory, Inc., which is in receivership. Offer will win the next week or two be turned over to the creditors for consideration. Byers' bid, if accepted, will again make him the sole owner of a business which he started 12 years ago. At the time of receivership the controlling interest in the labs was held by Scott Howe Bowen.

If the creditors reject Byers' bid or if other previously turned in to the court the recording outfit will automatically go under the hammer. Byers has personally assured the creditors that if he regains control of the business he will eventually make good to the last cent the labs' obligations.

what the reps figured it would be this season.

Order-Takers

Leaders among the special reps have come to recognize the fact that the spot business needs more than mere order takers and that they cannot depend upon ad agencies to boost their end of the business. As Scott Howe Bowen saw the initial inclination of the agency is toward network broadcasting. It lends prestige and allows for a neater profit on the commission collected from the account. Spot broadcasting not only requires more personnel but loads of extra attention, such as worrying about the records, checking on the local broadcasts, etc. Faced with this attitude the special rep has no alternative but to go over the head of the agency to the advertiser direct. And in approaching the advertiser the station rep must first arm himself with

No Special Deals to WLW, WJR, Etc., Under New Pay Rates, NBCers Say; Web May Announce Plan This Week

Radio Roulette

St. Paul, Oct. 29. Boys at KSTP have inaugurated 'radio roulette.'

Staff has numbered the spokes on the giant Riesel engine transmitter balance wheel. They place their bets at night, when the engine is turned on. Engineer, who never gambles, is stakes holder. He phones the boys in the morning and tells 'em at which number the wheel has stopped.

NBC expects to be in a position to start submitting its new plan of station compensation to the web's affiliate the latter part of this week. Under the general readjustment of card rates that is due to follow acceptance of the new station contracts the red (WEAF) and the blue (WJZ) links stand to come in for a rate boost of around 20%.

Network's higher - ups have already disclosed to several affiliates how the revised rate for individual stations will be determined, and that the same percentage of payoff from NBC commercials will prevail for all associated stations. Under no circumstances, these affiliates have been assured, will any allied station be accorded a special deal.

In readjusting a station's rate the network, according to the advance info, will be governed by McGraw-Hill's latest survey of set distribution by community and the results of the field tests made of allied stations by NBC engineers last year. NBC regards its findings in each case as an accurate measure of the relative worth of the station's time.

An Hour of Own

New contracts tendered by NBC will also guarantee each ally an hour of evening time for its own local use. Through this device NBC hopes to overcome the complaint frequently advanced by allied stations that no provision is made for them to make a little extra during the post evening hours from spot or local accounts.

If the web can garner the signature station contracts in time it will announce its new schedule of rate to the advertising agencies shortly after the first of the coming year.

Ovaltime Ready For CBS Shift On NBC Burn

Chicago, Oct. 29.

Indications are the Ovaltime's 'Little Orphan Annie' show will shift from NBC to Columbia later this year, when the present NBC contract expires. Sponsor is known to be plenty burned at NBC because of the network's ruling ordering Ovaltime to move off the west coast hook-up on Saturday in order to let the Swift coast-to-coast show get the stations.

Sponsor and the Blackett-Sample-Hummert agency feel that NBC did them an injustice since the Ovaltime account started on the west coast hook-up five years ago and has been a steady customer for NBC all this time. Because of a NBC ruling Ovaltime is now making recording of its show for the west coast and has manipulated its sunshine slope schedule so that only one NBC transmitter is being used.

KAY VAN RIPER EAST

Coast Radio Femme Tagged for a Year by ABS

Hollywood, Oct. 29.

Kay Van Riper, who has authored and staged the several series of English Coronets, historical serials over KFWB, leaves here Nov. 12 under a year's contract to the American Broadcasting System.

Miss Van Riper will headquarter at WMCA, New York, and as an itinerant will launch a new English Coronets from that spot. Her 'American Crossroads' continues on KFWB.

TRAMMEL GIVES STAN HUBBARD ASSURANCES

St. Paul, Oct. 29.

Niles Trammel, vice-president of NBC in Chicago, telephoned Stanley E. Hubbard, KSTP vice-president and gen. mgr. Friday (26) night and flatly declared that no 'move to hedge in perk KSTP' is under way.

'For four years I have heard these rumors of ticklish relations existing between NBC and KSTP, and as a matter of fact we are definitely opposed to establishment of releases in the Twin Cities of both the red and blue networks,' Trammel assured Hubbard. 'If such a policy were instituted there (St. Paul, Minneapolis), Trammel declared, it would immediately open up problems for us throughout the country where like circumstances obtain.'

It so happens, according to Hubbard, that KSTP has fled on the same frequency (I.C.) as the one WTCN is now purportedly shifting to, and since this filing has been made with the Federal Communications Commission at Washington, nothing could be done without a hearing before that body.

'Modern Choir' split on the new Gulf Oil commercial with 12 picked to start a series on Nov. 4. New group comprises most of the male voices.

an idea for a recorded program, or a sample attencing.

Through an alliance with World, these exclusive reps would be in a position to obtain showmanship aid for the development of prospective programs or something tangible in the way of a recording to take to a potential client. Recognizing this need, Edward Petry recently undertook to work out a deal with World whereby that firm would do his recording exclusively. It is anticipated that Henry will become a member of the general pact between the station reps and World.

It is understood that the proposed agreement will not affect any of the contracts that World holds for its library service with individual stations. This includes those contracts involving an exchange of so much station time for the use of the services always been the case. The pact in effect the sale of such time be- longing to World would be handled by the exclusive rep allied with that station and World would pay him a commission of 15%.

Another actuating factor in the proposed pact as far as the reps are concerned is the NBC policy of restricting its transcriptions to affiliated stations. Because of its opposition to this NBC policy, the World-station rep alliance is expected to receive the support of the American Association of Advertising Agencies.

DECCA

scoops the

GUY LOMBARDO
and his
ROYAL CANADIANS

**ETHEL
WATERS**

**BING
CROSBY**

ORVILLE KNAPP
and his
ORCHESTRA

**EVERETT
MARSH**

**TED
LEWIS**

ISHAM JONES
ORCHESTRA

**LEE
WILEY**

HARRY RESEY
and his
JUMPING

**JIMMIE
LUNCEFORD**
and his **ORCHESTRA**

FRANK LUTHER
and
ZORA LAYMAN

**SPIRITS
of
RHYTHM**

ROY FOX
and his
BAND

**RED
McKENZIE**

THE RANCH BOYS
**HAPPY
JACK TURNER**

**BERT
AMBROSE**
and his
ORCHESTRA

The Music World!

**ORSEY BROTHERS
ORCHESTRA**

**GLEN GRAY
and
CASA LOMA ORCH.**

**VICTOR
YOUNG**

**MILLS
BROTHERS**

**FRANK
CRUMIT**

**BOB
CROSBY**

**TINY BRADSHAW
and his Orchestra
CLAUDE HOPKINS
and his Orchestra**

**LOUIS
KATZMAN**

**ARTHUR
TRACY
(The Street Singer)**

**JOHNNIE
DAVIS**

**EARL HINES
and his
ORCHESTRA**

**MOANA
SERENADERS
DICK MCINTYRE'S
HAWAIIANS**

**CAVALIER'S
Quartette
BRADLEY KINCAID**

**DICK JURGENS
ORCHESTRA**

**CHICK WEBB
and his Orchestra
FLETCHER HENDERSON
Orchestra**

**FRAY
and
BRAGGIOTI**

We are proud to be associated with Decca Records, Inc., proud because of its progressiveness and its brilliant recording. Our affiliation is particularly agreeable because of Decca's International, comprehensive distributing facilities

NBC ARTISTS BUREAU GETS DEEPER INTO NON-RADIO BOOKING BIZ UNDER REORG.

Labyrinth of Sub-Departments and Wholesale Passing Around of Titles in New Revamping—Old Report on Bureau Collected Dust in Files

NBC MAY TAKE 20%

Consider Following CBS Artists Bureau Rate

NBC Artists Service yesterday (Monday) put into effect an elaborate reorganization plan, which among other things involves the addition of some 10 employees to the bureau's payroll and the spreading of some two dozen new titles. The plan represents the results of months of probing and devising by a troupe of efficiency men from Trade-Ways, Inc., all of whom knew nothing about the entertainment business before they embarked on this survey.

Curious twist to the whole situation is the fact that a plan similar to the one now being put into effect has been available to the network for the past three years. Practically every one of the reallocations of duty suggested in the Trade-Ways document was contained in a report turned in at that time by an employee of NBC, who had been assigned by one of the v.p.'s to make a study of the artists' booking division and see what could be done about bettering its income. All this latter report got was a layer of dust in the files. Trade-Ways' bill for the job is expected to figure around \$25,000.

Under the new departmental setup, the NBC Artists Service will have two divisions, one tagged 'Talent Supply and Management' and the other 'Talent Sales'. Function of these two divisions will be expanded to cover almost every phase of the amusement field as far as the management and booking of talent is concerned. In addition to continuing to head up the artists service, George Engels, v.p., will assume charge of talent supply and management. D. S. Tutthill, who has for the past four years held the same authority, but not the title, will as artists service sales manager direct the placing of talent. Tutthill will also be second in command of the entire artists service.

With the reorganization plan intended to start the bureau off to going places and doing things, one of the new niches carved out in the department is that of 'talent scout'. A functionary for this assignment is yet to be hired. His duties will be supervised by the director of talent supply and management.

Assisting him in the general management of talent Engels will have A. Frank Jones and others still to be employed. Another cubicle of the management division which remains vacant is the talent auditions staff. Concert management and sales will continue to fill the working hours of Mark Levine, A. F. Haas and Siegfried Hearst, while Miss Dema Harschbarger goes on directing the Civic Concerts Corp.

Titles

Designations to the division of talent sales are as follows: Artists Service rep on commercial board program—Harold Kemp, who formerly held the title of manager of popular entertainment.

Artists Service reps on the sustaining program board—L. J. Fitzgerald, with the booking confirmations for this end of the business coming through George Sax, R. E. Smith and J. L. Striton.

Sales reps to sell talent to the agencies—Theodore F. Allen, who comes from the NBC time sales department; William McCaffrey, John Babb and Mrs. E. B. Gilbert.

Sales reps to sell talent to local stations—S. L. Ross, who headed the WEAF program department at the time the network was formed.

Sales reps to sell talent for vaudeville—Chester Stratton and Ruby Cowan. For this pair it's a continuation of the old duties, with the exception that Cowan will no longer concern himself also with artists service auditions.

Sales reps for private entertainment—Frances Rockefeller King, present incumbent.

Sales reps to sell talent for motion pictures and legit—to be filled. Sales reps to sell talent to hotels and night clubs—to be filled.

Sales promotion manager of artists service—Edward DeSalisbury. His is a transfer from the time sales promotion department. DeSalisbury

NBC Artists Service may raise its commission rate to 20%. Proposed boost from the prevailing rate of 10% was mentioned in the report turned in by Trade-Ways, Inc., but it was decided to make a further study of the proposition before including it as part of the booking bureau's new change of policy. With few exceptions, the CBS Artists Bureau makes a deduction of 20% from the salaries of acts it books.

Also left for further consideration by the Trade-Ways reports is the matter of developing a band booking bureau in the NBC Artists Service and the establishment of a Hollywood branch office.

Swank Suburban Station Run by Woman with Hints from Neighbors

White Plains, N. Y., Oct. 29. Mrs. Selma Seltz with the aid and collaboration of her son, Frank A. Seltz, is making a 100-watt station, WFAS, stand up in this ritzy suburb of Greater New York.

Mrs. Seltz steers a course of heavy community showmanship. Resident character of White Plains (no factories or manufacturing establishments) creates a unique problem. Station counted 60,000 fan letters last season.

Well-bred clubwomen and those who take their culture and their responsibilities seriously are the best boosters and severest critics of the little station.

Whenever anything of the blood and thunder type creeps over WFAS might be jarring to little Joan's ears, the club leaders visit the station and remonstrate. They don't squawk. Not in Westchester. They remonstrate.

WFAS has stuck to the Westchester programs for its Westchester listeners, being completely geared to the fraternal, social, civic, athletic, religious and educational spirit of the area. Since such service would not be offered by chains or outsiders whose interests were in the big city, the station chose its policy by coming through with thoroughly saturated Westchester projects.

Station has increased over 200% in time sales the first ten months of the current year over 1933.

Closely identified with this intelligent aura is the WFAS Air Theatre, comprised of 70 members who work from a script service in presenting regular Saturday night programs.

WSUI, University of Iowa radio station, has okay to take on new time from 10 to 11 a. m. each morning to broadcast a special woman's hour and from 10 p. m. to 1 a. m. on certain nights for the purpose of broadcasting university homecoming and other institutional programs during November and December.

Ben Hyams new night manager in CBS press office. Replaces Dave Carter, who is in Columbus, O., on a visit with his family. New man will be assistant when Carter returns.

House Jameson, chief WEVD New York announcer now filling a cast assignment in 'Judgment Day', is being relieved of his air duties by Everett Suffens, for the time being.

Harry Hershfield over ABS-WMCA network for five-day schedule now.

will have an assistant, and it will be up to them to handle the exploitation and publicity for all the artists on the bureau's list.

Must See Equity

Expansion program of the NBC Artists Service includes the establishment of a legit booking department. Under the rules and regulations prevailing with Actors' Equity Association no member is permitted to accept booking other than through an agency certified by the association.

Up to Monday (29) NBC had not as yet applied to Equity for the required permit or franchise.

WOR-Daily News Tiff Settle Up; Listings Back

WOR, Newark, has straightened out its difficulties with the New York Daily News and the station's program listings go back into the tab with today's (Tuesday) issue. Paper eliminated the WOR listings last Thursday (25) as a lesson and warning to the metropolitan outlets which have been lax about getting in their last minute program changes.

News found that the cost of making the corrections after the listings had been set up in type was getting prohibitive, with the result that it passed around notice to the stations that they either get the revisions in within ample time or lose out altogether as far as the day's listings were concerned.

In yesterday's (Monday) listings the News passed up all WOR programs but one, and that referred to the speech at 8:30 p. m. of Robert Moses, Republican candidate for governor of New York.

Holbrook's New Job

John Holbrook, formerly an NBC announcer, has joined the Conquest Alliance Co. He will be in charge of the firm's program productions for South American release.

Holbrook originally came from WBZ, Boston, where he won the American Academy of Arts and Letters' dictation award.

KFWB's Tactics

Hollywood, Oct. 29. KFWB is sending Jerry King to Washington seek increase of power from 2,500 to 5,000 watts. Believed here move is to put station in position to compete with station KNX for CBS tieup when KFI deal expires a year hence.

Liquor Program Curiosity

Inquiries Flood St. Paul Following Story in Variety of Novel Proposal

St. Paul, Oct. 29. Both Edward P. Shurick, whose 'liquor program idea' was reported in last week's VARIETY, and KSTP, over which it is planned to inaugurate the idea, have been queried by wire and airmail from national distillers, agencies, radio stations and talent, all anxious to edge in on the plan.

Judging from the inquiries, liquor advertising via radio is a problem of national importance. It's a burning and anxious question with the distillers and a worried and querulous one with the stations—which eternally fear repercussions from the dry element.

According to Ford Billings, KSTP sales mgr., his station has made no definite commitment to air the Shurick program, and will not do so

Park Ave. Steps Out of Its Bawths At 11:30 to Hear Baron Wrangel

By Cecelia Ager

It's 'a-ris-tocratic,' it's 'new-view'—as the housewives who cavendish on Baron George Wrangel now murmur over their tea saucers in the Bronx. At 11:30 of a Tuesday and Thursday morning, they may tune out the rub-a-dub-dub of their washboards, tune in on WMCA, and give ear to the so amusing doings of the hooty-tots, list to the lovely, lovely things they wore, and more particularly—the names of the shops where they bought them. Nobody can stop them from giving ear, even though Baron Wrangel doesn't happen to be talking to the likes of them. Everybody seems to have a radio these days.

To put it quite bluntly, Baron Wrangel doesn't care to talk to the folks in the Bronx, Queens, Brooklyn and Flushing, he said, talking to a VARIETY mugg. He makes his appeal to Society—Society, and those who would like to be Society. He particularly chose 11:30 a. m. as the hour for his broadcasts because really, that is the only time you can get a society woman at home. If you can also get the Queens hausfrau at home then, Baron Wrangel can't help it.

It was a year ago that Baron Wrangel, while toying with the dials of his radio, noticed he didn't give

WIND Wins 150 Min. Commercial as 15-Min. Sponsor Does Pout

Chicago, Oct. 29. Friction between the Cadillac agency here and the Ralph Atlas station, WIND, is resulting in unexpected profits for the station. Cadillac got temperamental with the station despite the outlet's endeavor to satisfy the client, even to accepting a loss, and now there's talk of a possible law suit.

Whole thing started when the Atlas station signed with the American web and shifted away from Columbia. Station had contracted with Cadillac for 15 minutes every Saturday just before the football game. When WIND went to ABS, the station told the client that they would pick up the Chicago university games and leave them unsponsored, so that Cadillac would continue to precede a football game. Cadillac agency squawked, however, and said that they wanted the Columbia web games.

Atlas station couldn't comply with this demand and when Cadillac refused to see it the station's way the outlet went down on auto row and in 30 minutes sold the Chicago university broadcasts to Dodge, and thereby gained 150 minutes of commercial as against 15 minutes.

Herbert Steiner of 'Merrily We Roll Along' cast, introducing newest protegee, eleven-year-old Rene Travers, of Scranton, over WOV, New York, on Thursday mornings. Youngster makes weekly jaunt here with parents.

a fix for whosoever was sponsoring the program he was listening to, and that furthermore, as soon as the salestale came on, like a will o' the wisp he, himself, was off. Right then it occurred to the Baron that if the 'salestale' were threaded through the program as an integral part of the chatter, one would simply have to stick it. So the Baron kept right on thinking, and lo, the idea for 'Champagne Cocktail', which is the title of the Baron's radio program, was born. No, muggs, not 'Red Eye'—'Champagne Cocktail'!

A year later—it was at Col. Rogers' party, to be exact—Baron Wrangel poured out his idea to Herbert Weston. Ten days later 'Champagne Cocktail' went on the air. Mr. Weston is now the Baron's partner in his radio enterprise and stands by at his interviews. Mr. Weston and the Baron agree that painless sponsoring is what radio needs and 'Champagne Cocktail' got.

The Best Peepul

'Champagne Cocktail' got the response of the Best People, too. After his broadcast, Baron Wrangel lies himself to lunch at the Colony or Ritz—where he is wont to lunch anyway—whereupon the Best People come flying over to his table to tell him how much they liked his program or how little and why, which, reasons the Baron, proves they've been listening.

Besides painless sponsoring—quite casually the Baron mentions the names of his sponsors as he chats in delicately modulated tones of this and that—and besides the attention of Society, 'Champagne Cocktail' has the authority that a man gives to a discussion of women's fashions.

Women, Baron Wrangel learned in Paris, pay more attention to what a man says about women's fashions. And they are going to heed, if the Baron's ambitions are fully realized, what he says about men's styles, too. At the moment, the Baron has five sponsors—women's shops—but he dreams of adding to his list a smart men's tailor so that should he remark on the do-little hand of any Willie Thimble-lander Stewart's tails, the ladies, God bless 'em, will straightway drag their husbands kicking and screaming to the genius who, since the Baron will have let the cat out of the bag, fashioned those self-same tails.

'Champagne Cocktail' is hardly a month old and already its possibilities are tremendous, but there is this difficulty, which the Baron as a man of honor must inevitably face: how many truly smart shops are there in New York? For no establishment need have for mention in the Baron's programs which is unworthy the Colony, nor, for that matter, need any of the shops which make the grade think the Baron is going to push any of their dogs either.

Baron Wrangel's sponsors may suggest, but the Baron reserves the right to reject. He's got personally to approve a gown before he describes it, and believe him, he knows about gowns. He could tell you in a flash whether that smart woman's costume is a Mainbocher, a Schiaparelli, an Augustabernard or a Molyneux, a knack he acquired when he was foreign correspondent in Paris, which in turn led to a post as a fashion writer for the Hearst papers.

There's another fetching quality about 'Champagne Cocktail' which endears Baron Wrangel to his audience and sponsors alike, and that is his way of mentioning the names of society ladies, who it so happens, happen to be wearing the habiliments of his sponsors and he says so. Before he breathes a word about it, the Baron asks the lady's permission to send her name careening over the waves. Granted, and it always is, he asks her to sign a release so there'll be no nasty old misunderstandings later. What does the lady get out of it? Publicity. Only the publicity. The sponsor? The use of priceless, awe-inspiring phrases. And how does Baron Wrangel do it? Through his wide social acquaintance, admits the Baron, through his wide social acquaintance. 'The Baron is Reggie' of the Journal's society page.

POLITICIANS AS SPONSORS

Radio and Red Faces

Radio has been barred from the Morro Castle hearings which resume Nov. 5. This isn't particularly important except that political opponents of the Washington administration are already using it as fuel for their charges, aired in Congress during the last session, that radio is subject to political censorship.

Some sort of clear-cut policy seems imperative on the Government's part toward the question of radio eavesdropping at judicial hearings, whether in court or committee rooms. It is hardly consistent to grant the broadcast privilege, as in the case of the Morro Castle, and then rescind it when the heat of criticism becomes uncomfortable.

New Jersey has barred radio from the Hauptmann trial and the Denver bar association is fighting broadcasts of misdemeanor cases from the Municipal Court. There are at present at least 12 cities in the United States where microphones are regularly placed on the bench of police magistrates.

Radio differs from press reports of the same proceedings in the complete candor of the medium. No friendly air reporter can make a sage philosopher of a ward heeler when listeners hear what they hear. And no whitewash can be applied when the ether screams a contrary story. This phase of radio has become fraught with possibilities of embarrassment and politicians are learning that radio is dynamite in more ways than one. It isn't good politics to be chummy with radio in the expectancy of favorable publicity and irritated and arbitrary when the press agency boomerangs.

New York Radio Parade

By Nellie Revell

More in a spirit of reciprocity than reprisal the Columbia Broadcasting System will do a half hour program burying the British Broadcasting System. Cesar Searchinger, European rep for CBS, will stage the show. It seems the BBC has been entertaining its listeners with take-offs on American shows.

Roxy Dedicates Turnpike

Roxy, Paul Keast, Vera Van, Stoopnagle and Budd troupe to Easton, Pa., to attend the opening ceremonies of Gov. Pinchot at the debut of a new road through the Pocono Mountains. Compliment to Editor Catherine McNellis of Tower Publications, who is responsible for the new highway since her home town is Wilkes-Barre, Pa.

Hypochondriac Item

During broadcast for Byrd last week, Dr. L. I. Dublin, who is v.p. of Met. Life Insurance Co., was talking to Dr. Potaka of Byrd Expedition about large number of colds in little America since germs are not supposed to live in frigid zones. Payoff has Harry VonZell and two agency men doing the usual stroll into reception room of WABC for a smoke and returning with the muzzes.

News-Week's Air Scripts

News-Week Mag furnishes a weekly news bulletin to 160 of the smaller stations in USA. Fifteen minute show with the magazine on the cuff in return for the service. Mag gets but one plug which comes at closing of show and consists of just mention of name.

Short Shots

Geraldine Farrar was the commentator during the broadcasts of the Metropolitan Opera troupe in place of John B. Kennedy...Harry Saiter Ork exits from Park Central...Ray Heatherton and Harry Reiser Ork for Wigley's Spearmint Toothpaste at NBC on Sundays...First of the stage stars to demand two weeks' rehearsal before she did the hour last show at NBC is Jane Cowell who comes on in "Smilin' Thru"...John Mills of Mills Bros. is expected dad...Sid Gary on WOR at 7 twice weekly...Childs restaurant underneath the Par theatre on Bway joins the WNEW dance parade...Zito Ork returns to open the Bert Room of the Waldorf-Astoria...New commercial at WOR for United Cigar Stores has Al and Lee Reiser, Jack Arthur, Bide Dudley, Roxanne Ork and Basil Rudyade...Pete Woolery, who signs in floor show at Park Central, gets a CBS sustaining thanks to Ralph Wonders catching the act.

Scrambled Notes

Willard Robinson Ork has received its notice at the Hotel St. Moritz...Wayne Randall, NBC press, spent last week in Chicago...Larry Taylor of the Roxy program was once Larry Tait of WCAU in Philly...Tiny Tarpley out of WOR press dept...John Greig's new character 'Prof Epinard Out' translated from the French means Spinach and Egg...Gene Hamilton of WTAM in Cleveland and Bill Bailey of every station in Phila are new members of NBC announcers' staff...Voice of Experience moving into new suite of offices comprising entire 20th floor of 501 Madison Av...In the NBC research lab, the radio frequency engineers snub the audio-frequency dittos and vice versa...Micheline Pooler singer at ABS, is wife of Bill Pooler, NBC engineer...Bert Swor, the original Moran of Moran and Mack, joins the CBS 'Modern Minstrels' as end man.

Gossip

Kate Smith makes her first night club appearance at the Arcadia in Phila on Nov. 19. Booked by Artists Bureau and WCAU for four weeks along with Jack Miller's Ork...Studebaker auditioning speakers at NBC in effort to find double for David Ross...Bill Eagan, radio editor of Akron, O. Times-Press, has been promoted and Vince Johnson now handling job...Saul Kusdiner managing Eddie Lane beside handling Don Bestor...Control room of studio 8H in NBC has set of call buttons on wall. Used to summon actors from dressing rooms of which there are plenty in that studio...Betty Jane, new singer at ABS, answers to name of Betty Gottschalk when the mailman comes...Jack Lavin, manager of Paul Whiteman, discovered a new femme trio in Kansas City...Irene Reynolds to WTIC, Hartford, with a new 'Slumber House' show five times weekly...Irving Rose Ork from Club Morocco and Dick Mansfield from Firenze are new ABS orks...Steve Field and E. R. Patterson new members of WNEW sales staff...Outdoor Girl Beauty Products auditioned Blossom Seely and Benny Fields with Peter Van Steeden Ork at NBC.

USE TALENT TO BAIT LISTENERS

Hurts Their Pride but Find That 'Show's the Thing'

ALL GAB N.G.

Chicago, Oct. 29.

Politicians are beginning to realize that when they go on the ether they must go on in competition to the regular commercial air shows. And for this reason the political boys are starting to put showmanship into their programs and are adding regular show business talent to take away the sting of bald stuffing.

For instance, the parties now advertise their programs in the dailies next to the commercial program ads. Run something like this: Democratic party presents—WENI, Don Pedro orchestra and the Hon. John S. Clark; WCFL, Pat Kennedy and James J. Kelly; KYW, Rex Maupin's orchestra and Mayor Edward Kelly.

Political boys were pretty stubborn about getting showmanship into their programs. They first didn't like the angle of paying coin to performers to take up part of the time, and, secondly, didn't like the angle of sharing a show with some crooner. But the political wise ones who first put local radio talent on the programs grabbed off so much fan mail from listeners that the other politicians finally saw the light and rushed to signature microphone performers to help them put their political ballyhoo across. It has put a serious crimp into the ego of the politicians, but they have learned what the advertisers have long ago learned—that it's the show that counts, not the bally and spiel.

RADIO TAX SLACKERS FINED \$3 IN CANADA

Toronto, Oct. 29.

Waging an intensive campaign against radio-owners who are evading the \$2 annual tax, federal radio authorities are making a house-to-house canvas here and handing out a summons to all owners unable to produce the 1934-35 permit.

Result of this rigid check-up sees about 125 persons a day appearing in city and county courts where they are being fined \$3 and then signed on the dotted line for a permit costing another \$2.

Canadian Radio Commission Will Be Go-Between for Stations-Sponsors

Toronto, Oct. 29.

Immediate decision of the Canadian Radio Commission to control all ether advertising emanating in this country and act as a clearing agency between stations and sponsors is the answer to protests of the Canadian Daily Newspaper Association against the federal-appointed radio body entering the field of sponsored radio advertising programs.

Hector Charlesworth, CRC chairman, states: "The Canadian Radio Commission is not going into the business of commercial broadcast advertising; is not using any of the revenue collected from radio listeners in any such way; is not seeking to have commercial advertising appropriations diverted from newspapers or any other advertising channels."

But, in order to clear up a controversial situation in which some

Free Show in Civic Auditorium as Dept. Store-CBS Tieup Called Off; Theatre Men Raise 'Unfair!' Cry

Cleveland, Oct. 29.

Higbee Department store's plan to sponsor free vaudeville shows made up of name radio, stage, and concert acts, as a business stimulator, went bloomy when heads of theatre circuits joined hands in squelching it. CBS network was a prime mover in the enterprise.

Kate Smith was slated as first headliner of show to be staged under auspices of Higbee Store, which also had arranged for a radio tie-up. Sales receipts over a certain amount given customers were to be good for free admission.

Hitch came when Higbee's tried to rent Cleveland Public Auditorium for series of radio shows. Banded theatre managers made a loud squawk to city officials, on grounds that it would be unfair competition. Circuit heads made same complaint when Cantor-Jessel was booked into civic auditorium several seasons ago. This time they won. Higbee's cancelled plans and so did radio station. Jack Pearl, Amelia Earhart, Walter Pitkin and Alexander Gray had been tentatively booked.

EMPIRE GOLD ASKS AL SMITH TO WAX

Empire Gold has added a Sunday matinee 15-minute spot on WOR, Newark, to its roster of broadcast obligations in the New York area. Contract with WOR stipulates a run of 26 weeks. Account is trying to induce ex-Gov. Alfred E. Smith to record for the WOR series a group of messages inviting the listeners to come and visit the Empire State tower. Gold dealer is a tenant in the same building.

Commercial is also using Rudolph Bockho, violinist, in the quarter hour on WEAF, New York, which precedes the Major Edward Bowes program Sunday mornings. Another station on the Empire Gold Co.'s payroll is WINS, with two 15-minute periods a day.

Find Edgar Wallace Script in CBS Files

One of Edgar Wallace's last thrillers 'Evidence' written especially for the air was recently found resting in the CBS files and is now being dusted off for early presentation. Discovery came about when the estate of the late author sent the chain a bill for the work. Dramatic Guild rehearsing and will present it on Nov. 4.

Chi NBC Co-op Program

Chicago, Oct. 29.

NBC is going into a participation program locally with a 'Radio Kitchen Period' over WMAQ starting Nov. 5 from 3 to 3:30 p. m. weekly for five times a week.

Time allotment is for five non-competing commercial companies selling foodstuffs. Kitchen is being installed in the WGN studio, with Eleanor Howe to conduct. Tie-ups with Women's Clubs are figured to bring a daily attendance of 200.

WENB Starts Nov. 1

Syracuse, Oct. 29.

Donald Walker, police reporter for the Syracuse Herald, resigned Saturday to become assistant manager of WENB, Olean, which will send out its first programs on Nov. 1.

New station is controlled by the Exchange National Bank of Olean, from which it gets its call letters, and will be managed by Dick Pierce of the Pierce, McEwen Advertising Agency, Olean.

Football Broadcasts

(Networks haven't set games settled as yet, but far in advance for one reason or another.)

Nov. 3

WJZ—Army vs. Illinois.
WEAF—Princeton vs. Harvard.
WABC—Princeton vs. Harvard.
WABC—Minnesota vs. Michigan.
WOR—Cornell vs. Columbia.
WMCA—Pittsburgh vs. Notre Dame.
WINS—Manhattan vs. City College.

Nov. 4

WINS—Cardinals vs. Brooklyn Dodgers.

Nov. 10

WABC—Northwestern vs. Illinois.
WABC—Harvard vs. Army.
WINS—Manhattan vs. Holy Cross.
WMCA—Notre Dame vs. Navy.
WOR—Brown vs. California.

Nov. 11

WINS—Green Bay vs. N. Y. Giants.

Nov. 12

WABC—Boston College vs. Centre.

Nov. 17

WABC—Michigan vs. Ohio State.
WINS—Manhattan vs. Villanova.
WINS—Chicago Bears vs. N. Y. Giants.

Nov. 24

WABC—Army vs. Notre Dame.
WOR—Syracuse vs. Columbia.

Nov. 25

WINS—Boston Red Sox vs. N. Y. Giants.

Nov. 29

WABC—(Thanksgiving Day), Pennsylvania vs. Cornell.
WINS—N. Y. Giants vs. Brooklyn Dodgers.

Donald Withycomb Puts In R. M. Brophy as Asst.

R. M. Brophy, who formerly managed CFCF, Montreal, has been appointed assistant manager of the NBC stations relations department. Office is newly created. Brophy will function under Don Withycomb's direction.

Rural Stations Under 1,000 Watts Plan Sales Pact in Middle-West

Dubuque, Ia., Oct. 29.

Negotiations are in progress for the formation of an organization for protection of corn belt radio stations. Headquarters of the sales group would be in Chicago. Outlets up to and not exceeding 1,000 watts in Illinois, Iowa, Wisconsin, Missouri and Indiana, between territory of the big time outlets are being marshalled.

Alex Sheppard, director of WROR, Rockford, Ill., recently acquired by Lloyd H. Thomas, former NBC executive, is doing the contact work in the middle west at present and will go to Chicago central offices when the plan has been readied.

Back of the plan is seen a well formed idea of the smaller stations to get sales representation through being able to present a radio audience comparable with any of the major single units and heretofore impossible.

While station time will be sold on a blanket basis to advertisers, there will be no line or plant charges. Each station is to produce programs as outlined.

WOI's Petition

Ames, Ia., Oct. 29.

When other outlets sought to encroach upon the time of WOI, Iowa State college radio station, authorities got busy and there is now in the hands of the Federal communication commission a petition representing some 10,000 listeners within the range of the station's signal.

Strictly educational and sans commercial status, the listener interest is surprising. Probably the high in listener interest was one petition, signed by some 285 patients at Oakdale sanitarium, located a short distance from the station.

Lelan Ryan, assistant attorney-general of Iowa, presented the petition in person to the Federal commission.

Murder Trial This Week Of 21-Year-Old Radioite

Zanesville, O., Oct. 29.

Russell Swiger, 21, of Avondale, radio entertainer and musician, will go on trial before Judge P. H. Tannhill in Muskingum county court this week on a charge of murder in connection with the slaying of Harold Fleming, 18, filling station attendant of this city; during a holdup on Sept. 29.

Grace Mitchell, Pittsburgh radio entertainer, will be called to testify for the defense. Swiger was arrested in Pittsburgh the day of the killing, having driven his automobile to the home of Miss Mitchell, where police were awaiting him.

KTBS, Shreveport, Sold To Local Newspaper

Shreveport, La., Oct. 29.

Station KTBS, member of NBC chain, has been purchased by the Shreveport Times. Newspaper announces that John C. McCormack sticks as general manager and there will be no changes in the staff. Coincidental with the purchase the Times will carry a daily and Sunday radio column. KTBS has had several change of call letters but has been on the air since 1922.

Milk Replaces Beer

Lancaster, Pa., Oct. 29.

When Franklin and Marshall college inverted the thumbs on a beer sponsor for football games recently station WGAL pulled out the sponsor in the interests of peace and hunted another.

When the play-by-play went on the air Saturday (27) the opening announcement read — "Milk builds muscle. It plays an important part in the conditioning of these gridiron gladiators."

Premieres

(THIS WEEK)

Nov. 2. Dick Liebert, Mary Courtland, Robert Armbruster band. (8:15 p.m., WJZ, London's Coughdrops) (Mathes agency).

Nov. 5. 'The Gumps' (12:15, WABC, Corn Products) (Helliwig).

Nov. 5. 'Vic and Sade' (2:45 p.m., WPAE, Procter & Gamble) (Blackman).

40-HR. WEEK FOR ENGINEERS UP AGAIN

Washington, Oct. 29.

Long-sidetracked revision of the radio broadcasting code, cutting to 40 hours the work-week for studio engineers, has not been abandoned. It was heard today in government and industry circles, but will be the subject of a conference with members of the code authority during the next fortnight.

With the codists slated to hold their first meeting since Cincinnati here on Nov. 8, Deputy Administrator William P. Farnsworth denied the revision is dead.

Despite the long silence since the June hearings, broadcasters have not abandoned their intention to fight to the end against the proposed hour-cut for technicians. It was made clear in industry circles.

There were intimations, however, that despite the militant stand of the Electricians' union the government may eventually make a concession on the radio point in view of the fact that at present the industry is employing a record number of engineers. Reports submitted by the code authority several months ago showed that the peak employment level of 1929 has been passed since the code was adopted a year ago. Broadcasters insist that with this record they should not be expected to add to their labor costs and are not required to take up the slack in employment in other industries.

Code overhauling job will be completed before the pending investigation into working conditions of actors and performers has been completed, it is believed, although Equity had insisted that the talent survey be rushed in order to provide a basis for inserting code clauses benefiting these classes of employees. The questionnaire to be sent out for survey purposes awaits ratification by the code authority.

HARRY SHAW SELLS WMT TO COWLES CO.

Waterloo, Ia., Oct. 29.

Harry Shaw, owner and manager of WMT, has confirmed the sale of the station to the Des Moines Register and Tribune (Cowles Bros.). Transfer of ownership approved by the Federal communications system.

Shaw gives the Des Moines outlet practical control of station facilities in the entire state, except for border line station. Now operating KSO in Des Moines, and KWOI, Cedar Rapids, the latter also representing WLAS, Ottumwa, through consolidation, both on NBC.

Only opposition that the Farnsworths have to contend with in the home state comes from the Palmer interests, owners and operators of WHO, Des Moines, (NBC) and WOC, Davenport, (CBS). Cowles Bros.' third station is KSO, Des Moines, which operates at 1,000 watts daytime and 500 watts nights and serves as the other local release for NBC. WMT, which is licensed for 2,500 watts daytime and 1,000 watts nights, was founded by Shaw in 1922. Shaw, rated as one of the midwest's outstanding pioneer operators, served two terms as president of the National Association of Broadcasters.

Gardner S. Cowles and James C. Hanrahan, his vp., in charge of station operations, talked over the affiliation proposition with CBS during the pair's visit to New York last week.

Stations in Worcester, Hartford A Protective Move by Shepard

100-WATT PETITIONS

Four More File With FCC—Total Pending, 97

Washington, Oct. 29.

Six more applicants for construction permits for 100-watt, quota-exempt broadcasting stations filed requests with the Federal Communications Commission last week. Four previous plans were set for hearing.

The newcomers, bringing the list to 97, are: Hart & Nelson, High Point, N. C., 1,200 kc; Dallas Broadcasting Co., Dallas, Tex., 1,500 kc; Abraham Shapiro, Astoria, Ore., 1,370 kc; Broadcaster of Erie, Erie, Pa., 1,420 kc; Hazlewood, Inc., West Palm Beach, Fla., 1,420 kc; and Bellingham Publishing Co., Bellingham, Wash., 1,420 kc.

Commish set for hearing requests of James D. Scannell, Lewiston, Me., 1,210 kc; Ohio Valley Broadcasting Corp., Parkersburg, W. Va., 1,420 kc; William G. Demuth, Uhrichsville, O., 1,420 kc; and Radio Service, Inc., Riverside, Calif., 820 kc.

Radio Salesman Stabbed

San Antonio, Oct. 29.

Ray Leonard of KABC's sales staff is recovering from a severe stab wound over the heart, and the negro janitor of an apartment house near the station is booked on assault to murder.

Doctors at first feared for his life, but recovery is expected.

Osborne at WCAE

Pittsburgh, Oct. 29.

Nathan G. Osborne, former NBC employee, becomes sales manager of Hearst radio station WCAE in Pittsburgh.

Osborne has been in various fields of advertising.

Boston, Oct. 29.

As soon as the Federal Communications Commission has dispensed of his bid for a place on the 640 k.c. channel, John Shepard 3d of the Yankee Network will take steps to equip himself with a 100-watt station in both Worcester, Mass., and Hartford, Conn. Shepard's present affiliation in Hartford is WDIR, of which Sam Pickard, CBS v. p., is a part owner, while in Worcester WOHC serves as the local release for Yankee web programs. Both of these stations are now being represented as to spot broadcasting by Radio Sales, Inc., a CBS subsidiary.

Shepard's move to get into Hartford and Worcester on his own is motivated by a desire to protect the Yankee Network on time availability when it comes to these two spots. With the WDIR and WOHC schedules filled by CBS network programs and Radio Sales business there will be little time left, Shepard figures, for the stations to take care of Yankee clients.

Out of the scramble for 640 k.c., Shepard hopes to get permission to transfer WAAZ, Boston, from 1,140 k.c. to an exclusive position on the eastern end of the disputed clear channel.

WOV Must Answer

WOV, New York part time outfit, was ordered by Judge Knox in the Southern District U. S. Court last week to answer a group of questions submitted by the Society of European Authors and Composers, which is suing for infringement of copyright.

Performing rights agency claims that WOY used one of its numbers without the required license and it seeks the requested info to round out its case preliminary to trial of the action.

Is this a LYRIC?

"Catch 'em in the daytime,
Catch 'em in the mood,
Catch 'em when it's buy-time,
And do yourself some good!"

Well, maybe not. But it's darn good advice to the fellow who wants to sell merchandise or service. Catch 'em in the daytime with your message, and you catch 'em with the old family purse wide open.

KSTP

has only a few choice daytime periods to sell (worse luck!), but applications will be cheerfully received.

And, may we remind you: KSTP dominates the metropolitan area of more than 1,142,000 population, which spends 74.3c of every dollar in Minnesota—in the very heart of the 9TH U. S. RETAIL MARKET!

KSTP

MINNEAPOLIS—ST. PAUL

DOMINATES THE 9TH U. S. RETAIL MARKET

Just Ask . . .
FORD BILLINGS
General Sales Manager
KSTP, Minneapolis,
Minn.

or our
NATIONAL
REPRESENTATIVES
NEW YORK

Paul H. Raymer Co.
CHICAGO DETROIT
SAN FRANCISCO
Greg. Blair & Spight,
Inc.



Bright Stars of Danceland

William Stoess and his Flying Dutchmen
OVER THE WORLD'S MOST POWERFUL
BROADCASTING STATION

Here is musical *divertissement* easily the equal of anything ever presented over the radio. Presented over station WLW and coast-to-coast NBC network this talented group under the baton of a genius wins acclaim everywhere. Truly a marvelous background for the message of some forward-looking sponsor to whom this popular attraction may be made available.

From the sound of footsteps
to a symphony orchestra . . .



talent and production facilities cover
the gamut of radio entertainment . . .

Daffodils

Baltimore, Oct. 29.

Epidemic of nuts has been plaguing the radio stations in Balto. of late. A few were always assailing stations with absurd ideas to present on the ether, which invariably brought into play their own participation, but of late the nuts have increased alarmingly, both numerically and in violence.

They have been troubling in and demanding to see station managers in an ever ballooning phalanx, and then presenting even weirder ideas for the ether than they broached in the past. A great number have to be bodily tossed out, as many growing violent when their pet plans are poo-pooed. Stations have mapped out with the cops on the beats just where John Law may be found at all hours in case an eviction is necessary.

With election fever permeating the burg, horde of political slug-nutties is constantly making the rounds of the stations seeking other time. None can pay, but all promise to save the country if given an opportunity to talk on the air, and then, they promise, radio will be grandly taken care of. Oftentimes when refused they fly off the handle and let loose a radical tirade and run berserk; then the cop has to be fetched to hound 'em. Greatest increase, however, is in number of the absolutely balmy who have been in evidence. These are always difficult to deal with. In most instances fortunately they can be thumbed as crazy at sight. If their attire doesn't give 'em away, their speech is certain to, as witness the nut who was gagglingly told at WCMB that political-speech rates on air were \$200 for 15 mins., and \$100 for a half hour, and who responded that he'd take a 15-min. spot because his cure for the nation's ills could be broadcast in that time and if he talked longer he would be late for dinner.

Another who has been plaguing studios is the one who boasts of his orchestra which, he explains, is composed of five saxes, clarinet, flute and bugle. A joshing station employee questioned him on the bugle, and was answered, 'The U. S. army has a bugle and if a bugle is good enough for the army, it is good enough for my orchestra'. This particular chap has also been around demanding dough for broadcasts he thinks he has made; says he airs his ork from his home over the radio, and wants pay for it.

Stations formerly treated the nuts bamusedly, often telling 'em that some other station, and naming it, would be interested in what the nut had to offer. Of late, however, stations are looking upon the thing as a menace and with the increased number of nuts have desisted from ribbing each other by sending 'em around the circuit just for laughs.

NBC WAX DEPT. DELEGATES RCA VICTOR TO PUSH PLATTERS IN SO. AMERICA

Sponsors--Agencies

Brill's E-Zee-Ocs over WOV, New York six times weekly. Orch and singer to be picked after preliminary auditions.

Limit due back on the air shortly. Auditions being looked over in the variety show vein. Has been off for several months.

Fletcher & Ellis is again expanding its quarters. Agency moves Nov. 15 to the 54th and 55th floors of the building it's now in, 500 Fifth avenue.

Wrigley Pharmaceutical Co., subsidiary of the gum interests, starts plugging its Spearmint Toothpaste over an NBC hookup Dec. 9. It will be a Sunday matinee quarter hour, involving the entire red (WEAF) link. Program will combine Harry Reser's band with Ray Heatherton, barytone.

Gorton-Pew now over WLWL, New York, for 26 weeks. Male quartet and talks on twice weekly, Mondays and Thursdays at 7:15 o'clock. Placed through Churchill-Hall agency.

Wax Works

Freitag Agency avers that the Pure Oil Co. has no intention of producing a wax series with Arthur Boran for release outside the United States.

Lur-Eye Products using program service from World Broadcasting System on 42 stations for period of 26 weeks.

Conti Products using disc service now over WBAL, Baltimore; WCAU, Philadelphia, and WEAI, Boston. Placed through Henry S. Howland agency.

Phillips' Petroleum sponsoring 'Phillips' Dramatized Flashes' on 33 stations for 20 weeks, starting Nov. 5. Through Lambert-Feeney agency.

LaGerardine, through the Lesan agency, is recording 16 five-minute programs at Sound Studios, Inc., with Eileen Douglas on the scripting and direction. Series will be placed on 20 stations.

Par-T-Pak Ginger Ale (Nehi Bottling Co.) has had 15 one-minute announcement records turned out for it by Sound Studios, Inc., for booking on 10 southern stations. Eileen Douglas is handling the copy assignment for the James A. Green agency, of Atlanta.

RCA Victor office here grabs off two recording jobs, the 'Jack Armstrong' for General Mills and the 'Vic and Sade' program for Crisco.

'Vic and Sade' on NBC have just gotten the Crisco sponsorship and the shortening account is taking some platters for the west coast spots.

NBC's Seal?

National Broadcasting Company has under consideration a stunt to establish a 'Seal of Acceptance' to be applied to commercial products advertised over the web. While details have not been worked out the idea contemplates following the general lines of Good House-keeping magazine. Latter publication has a fancy insignia that advertisers are authorized to boast about.

Recent efforts of the network to censor copy and elevate the ethical tone of sponsor sales arguments lends credence to the belief that NBC ambition is in the direction of such a 'Seal of Acceptance.'

NBC has plans of expanding its transcription business to take in South America, with RCA Victor, sister RCA subsid, serving as its sales and distributing agent among the Latin-American republics. Conferences on the proposition are being held with R. B. Todd, South American manager for Victor, who is on a three-weeks visit in New York.

Web figures that it can do a more effective selling job in South America by having reps on the scene who are conversant with local merchandising and program requirements and are also in a position to contact the local distributor of American made goods. Many American manufacturers who are anxious to plug their products over South American stations are restrained from doing so by agreements with their Latin-American distributors which give the latter the first and last word on how the coin for local advertising should be spent. In several of these countries, particularly Brazil and Argentina, the local distributors are leery about antagonizing the newspapers by allying themselves with the new medium.

Plan proposed by NBC to take over the world synchronization rights to all transcription, manufactured by the web is still in the discussion stage. Music Publishers Protective Association has declared itself as amenable to entertaining the proposal if the network will primarily agree to turn over all its masters to RCA Victor and let that company assume responsibility for the payment of music royalties. Original suggestion made by NBC was that it be granted the world rights to all music it recorded upon the payment of a flat fee.

Task of mapping out of an agreement covering the world rights proposition has been turned over by NBC to its legal department. Completed draft will then be turned over to Francis Gilbert, counsel for the MPPA, as a preliminary to discussion between the two organizations of the terms involved.

KOIL-KFAB Staff Changes

Continuity staff at KOIL-KFAB Omaha studios gets an addition in Billy Williams. He returns to Omaha from radio work in Denver. Williams formerly a member of the KOIL staff in the days before it was taken over by the Union Holding Co., of Lincoln and owners of KFAB. He joined the staff Monday (22).

Added to the technical staff of the Omaha studios is Mark Bullock, who comes from a Union station in Jamestown. He replaces Gordon Anderson, departed on an out-of-town proposition.

Addition to the sustaining staff is 'The Deckers', three men and a gal, brought in from an outstate station to perform regularly on the farm program. They replace 'Harmony Boys', Gum, Jim and Andy. This trio, Gus Sindt, Jim Mogg and Andy Martin, move on to WIBW at Topeka to go to work Nov. 1.

binning them with news bulletins, and got drastically panned for their callousness, so this time no one took chances and shut down on all amusement broadcasting.

RADIO UP IN SPANISH ESTEEM

Madrid, Oct. 18.

Radio played an important role in the Spanish red revolution now simmering down. And the importance already has upped sales of radio sets.

With communications cut and few newspapers publishing, the Spanish people were left out in the cold regarding the goings-on until the government temporarily took over one of the three local stations, Union Radio, and started to issue hourly bulletins read by the ministry of interior or some other official before a microphone in the minister's office.

Only a relatively small proportion of the local gentry has receiving sets but both the Madrid government and the Catalan government appeared to assume that every householder was a potential listener. When Catalonia set itself up as a separate state—for the space of eight hours—the Barcelona government went on the air over Radio Barcelona with government officials issuing exciting and encouraging reports each hour and urging all Catalans to come armed to the teeth and help them whip the federal troops.

All radio distributors jumped on the opportunity to point out the importance radio was playing in the revolt and all radio stores reported a sudden sales ascent.

Paris, Oct. 21.

Murder of King Alexander of Yugoslavia and Foreign Minister Louis Barthou at Marseilles completely disrupted French radio programs and at the same time was good propaganda for radio by proving how effectively it can be used for news.

When President Doumer was shot couple years ago certain stations continued musical and entertainment programs after the event, com-

Rearrange WCFL Program Setup To Ready for Tri-State Web Start

Chicago, Oct. 29.

Inauguration shortly of the new Tri-State Network has WCFL in fast activity to get lined up for the spot they'll hold as key station. For WCFL it means a change of policy from straight labor to a schedule of general programs.

Program department has been busy shifting time around so that there is balance of programs for all audiences. The station has brought in showmen in the department who are making this the opportunity to bring out ideas they have been working up for more showmanship on the air. For the average listener type they are putting on a 'University of the Air.' 'Art Institute' is another educational period starting Nov. 5 under Dudley K. Watson, of the Chicago Art Institute, and other invited speakers. Plan is to have about an hour of such periods daily.

Idea is to build a background that appeals to the average listener. Instead of a barn dance type of entertainment they're planning on a mass voice and production type, using stage successes and drama synchronized with music.

Irene Castle McLaughlin is coming on for twice a week with an 'Orphan of the Storm' program, a dramatized true dog series. They're angling for the Symphony to be a regular sustainer. A 'Children's Magazine of the Air' is for the country kid audience.

Radioite Now LL.B.

Pittsburgh, Oct. 29.

After a career in local radio stretching back over 10 years, Louis L. Kaufman, 'Sun-Tele's' Globetrotter over Hearst station WCAE, is retiring to devote himself to practice of law. Kaufman started out as an announcer at KDKA, shifting to WCAE a few years ago. His Globetrotting job, which has also included special interviews, goes to Jimmy Murray, sports reporter and p.a. for CBS station, WJAS. Murray was formerly on sports staff of 'Post-Gazette.'

Changes also send Joe Sartory, formerly of WWSW, to WJAS as Murray's successor. Sartory was replaced week ago at WWSW by Al Heller.

WLWL Staff Shifts

Two new announcers on WLWL's staff are Charles McKenna and Andrew Burke, the latter coming over from WINS. Former is new to radio.

They replace Tom Paradine, who has left to join WTIC in Hartford after three years with Paulist Father's outlet, and Jack Henry, who shifts to Waterbury to become affiliated with new Waterbury Republican station.

Sandra Swanska branching out into radio broadcasts under wing of Peppy DeAlbrow.



NICK LUCA

CAPITOL NEW YORK 2 WEEKS

This Week and Next—Weeks Oct. 26 and Nov. 2

Direction
CBS ARTISTS BUREAU

Warner Bros. Short
"RUN ON THE BANK"
RELEASE DATE 800N

Web Restrictions Shift Gen. Mills Disc Contract from NBC to RCA

Chicago, Oct. 29.

NBC attempt to invade the ether disc field by selling RCA Victor service through the network sales force drew a bad slap in the face last week when the General Mills company allowed its contract for recordings through NBC to expire and made a new deal direct with the Victor company. These are recordings of the 'Betty and Bob' show for Blauwick.

Reason behind the moving of the General Mills contract from NBC to RCA Victor is the fact that the network has passed a ruling that all NBC-contracted recordings can only be placed on NBC stations or indie transmitters but not on any Columbia web station. With the contract made direct with the Victor recording lab here, the sponsor and its agency, Blackett-Sample-Hummert, have no such station restrictions and can place these show recordings anywhere. While there is no plan

at present to shift to any Columbia transmitter, the agency feels that it should be in a position to do so at any time without getting balked by NBC rules and regulations.

For the same reason, the 'Betty and Bob' show which was formerly recorded directly from the NBC studio broadcasts, will be given a separate show in the Victor lab for the recording, since the NBC rule is that all recordings taken direct from NBC studios must not hit on a Columbia transmitter.

FANS COMMEND ABBREVIATED COPY

Chicago, Oct. 29.

Nelson Bros. Furniture Co. is basing its bid for good-will from listener-consumers upon the fact that it uses a small percentage of plug matter in its programs over WBBM. Credit copy is confined to the opening and closing of the 15-minute stanza, with the introductory material running 75 words and the fadeout accounting for 67 words. For a local account in the Chicago area Nelson Bros. economy of ad verbiage constitutes an innovation, if not a revolution.

Store reports that program's mail has undergone a huge jump, all complementing the commercial on its new plug policy.

Stations and sponsors throughout the midwest have been contacting the WBBM outlet requesting information as to how the new type of spiel is handled. And it's likely to mean a general revision in local plugging throughout the territory.

Here are the new Nelson Brothers announcements, verbatim. Opening announcement is as follows:

"In their new radio advertising policy, Nelson Brothers bring quality music, more of it and less of their advertising message. For years Nelson Brothers have given you high quality furniture and rugs at low prices that satisfy your purse. Nelson Brothers believe that these low prices speak for themselves—that they need no long advertising messages. So just remember this and see Nelson Brothers before you buy furniture or rugs. And now on with the show."

And their announcement at the close of the 15-minute program is:

"You have heard of Nelson Brothers' new radio policy—quality music and more of it and less advertising messages. Nelson Brothers invite you to join them in these radio programs, in which the artists themselves are the chief reminders of Nelson Brothers' quality rugs and furniture and the sensational savings they give you. You can't afford to buy furniture or rugs until you have looked at Nelson Brothers."

WFER's Big Program

Baltimore, Oct. 29.

WFER will spot its first coast-to-coast NBC program next Sunday (4) night, when the Hearst newspapers here have their turn at sponsoring the weekly short-wave broadcast to Admiral Byrd in Little America.

Station and the newspapers are lining up a lengthy list of participants to take part. Governor, mayor, half a dozen of Byrd's relatives who reside in Balto, plus Col. Jake Ruppert, old friend of the admiral, will chat to the exploring party.

Talent, to date, includes WFER's Kiddie Klub, an ork which will be sent in by the local musicians' union, and a choral group which is being rehearsed by Franz Bornschein.

Don Bestor unit, playing this week at the Penn, Pittsburgh, was released from its Sunday, (28) performances in order to broadcast the Jell-o show from the NHC studios in New York.

Lazy Pleasure

Lancaster, Pa., Oct. 29.
Radio is hot stuff—too hot for the Foreman's Club of Lancaster.

When the club planned re-summing meetings for the winter, a poll of the members was taken to see how they felt about the matter of broadcasting the sessions.

Vote was so large and in favor of the airings that the club officials checked the vote and found about half of the boys had gone inactive during the broadcasting period, and that they listened to the programs from their home, thereby saving the energy of going downtown.

Issue was settled immediately. The club decided to broadcast only the entertainment from the meetings, with a very large nix on the speech part of the sessions.

O'Halloran to KYW

Chicago, Oct. 29.

Hal O'Halloran left the WLS staff to join KYW as announcer. He had been chief announcer on WLS for some time and master of ceremonies for the WLS barn dance.

NBC REMOTES BANDS

Los Angeles, Oct. 29.

A battle is on with the musicians union over the permission to NBC to remote the Ambassador and Hillmore hotels' bands.

Number of musicians used by KFI more than covers the required minimum, argue NBC.

Inside Stuff—Radio

Although Lux is desirous of having George Arliss do an air version of 'The Green Goddess', which he first did as a show and also in pictures, it is doubtful if the quest will be successful. This supposition is based on the English actor being opposed to doing two things at once.

Due here late next month, Arliss immediately goes to the Coast for a film and then returns to London for two more. An unofficial guess could be that Arliss will never seriously undertake radio until such time as he is idle as regards either screen or stage. For if he goes on the air it will be a sincere effort with no distractions. He works that way.

Joe Cook will wind up broadcasts for Colgate six weeks earlier than provided for in his contract, final program for the tooth-paste firm being Nov. 19. Star insisted on securing a release after a series of differences with Ken Dyke, advertising manager for Colgate. Reported interference by the latter has had Cook and his writing staff on edge for some time. Understood the ad man's propensity to order out material at the last minute after the programs were set at rehearsals, irritated the Cook staff.

Lehn & Fink's 'Hall of Fame' switches from NBC to CBS in January, to team up later on with the same firm's Eddie Cantor (Pebecco) program on Columbia.

'Fame' transfer occurs early in January, taking up the 8-8:30 Sunday night spot. When Cantor commences in February he goes into that time period, with 'Fame' moving up a half hour, changing to 8:30-9. Under that arrangement Lehn & Fink will split one full hour equally between two programs.

Johnny Marvin has a business sideline: the distribution and sale of a low-priced oil burner which bears his name. Marvin is pushing the burner from quarters in Schenectady, N. Y. He is also broadcasting over WGY in that city, and is playing theatre dates, booked by WGY Artists' Bureau, within a 25-mile radius. He has not mentioned the heater on programs to date.

Survey made by CBS on one of its sub-stations in the midwest showed the people prefer local talent to that from adjoining cities. Town has a population of 50,000.

Of the answers turned in 80% claimed to be regular listeners of the station and further survey showed that 91% of the programs of the station were of local origin.

Hoagy Carmichael, guesting with Gershwin last week, was introduced as the new Paul Dresser in music, bringing in the identical Indiana background. 'Star Dust' writer used to bang out most of his current hits while a student at the state university. 'Rockin' Chair', 'Riverboat Shuffle' and 'Washboard Blues' all saw the light of day on the campus.

WLWL, New York, listeners squawked recently when 'Old Man Noah' popular ditty for quartets, etc., came over the air from this Paulist Fathers' outlet. Next day the mail was swamped with letters declaring that the song was of color and poked fun at the Bible. Immediately song had to be stricken from the musical library.

A full day and then some for Richard Leibert who goes on the air first at 8 in the morning, follows with his duties at the Music Hall, and doubles during the evening hours on the Rockefeller Roof. On top of this comes a new commercial for Luden's.

Would-be suicide, who climbed the east tower of KFWP atop Warner's theatre in Hollywood, gave Jack Deeny, technician at the transmitter, some anxious moments before police coaxed the guy down. Tower sinner is being held as a psycho suspect.

Paramount Pictures continuing its policy of keeping its contract players off the air as much as possible, nixed Jack Oakie from making a couple of radio discs for Brunswick.

'Oakie was set to sing a couple of songs from 'College Rhythm'.

American Broadcasting system is hooked up between New York and Washington-Baltimore by Western Union wires. Rest of the network is on telephone lines. Understood that AIB will eventually be all A.T.&T.

WLS Finds Many Listeners Paid No Attention to World's Series

Chicago, Oct. 29.

Since the last game of the World's Series baseball broadcasts WLS has received 2,000 letters from people who were not listening to the baseball game.

WLS, not broadcasting the series, decided on the last day, which was the seventh game and the deciding one, to find out how many listeners it was costing them. The assumption has been by most radio stations and sponsors that any large program and baseball particularly, kills that time for any other sponsors.

Station made three half-minute announcements during its commercial 'Homemakers' Hour' from 2-3 p. m. asking listeners to send in a card if they were not listening to the baseball spiel.

Station is using the fan letters to show sponsors that their biggest competition isn't really some other big broadcast. It's more a matter of how many regular listeners the station has, which is generally a buildup from the talent they use.

Ruth Aulenbach, WDEL, Wilmington, secretary, resigned to marry Robert Potts, November 10.

4 Chi Bands on MBS

Chicago, Oct. 29.

Mutual web, including stations WOR, WGH, WLW and WXYZ, have added Earl Burnett orchestra and Ted Weems orchestra to their list for sustainers.

With Jan Garber and Wayne King it makes four, and a setup so that WOR gets an orchestra from Chicago every night.

Amos 'n' Andy Sustaining

Baltimore, Oct. 29.

Amos 'n' Andy went on the ether out of character yesterday (Sunday) afternoon. Double local hook-up, over WCAO and WBAL, aired them in an interview handled by Lou Azrael, News-Post columnist, for the Municipal Community Fund.

H. L. Mencken was sought to pop the quizzes at A.&A., but said nix. On same program was Mayor Jackson in an appeal for public support of the fund; and Carmela Ponselle, operatic warbler.

Greig, Blair & Spight will add WMT, Watertown, Ia., to its representation list as soon as the Cowles Bros. take over the station's operation from Harry Shaw.

Same firm of reps have an exclusive arrangement with the Cowles Bros., other two outlets, KSO, Des Moines, and KWOR, Cedar Rapids.

Can You Write For Radio?

If you can write mystery sketches of the type used on Crime Club, The Shadow, Witch's Tale, and similar dramatic radio programs, it will pay you to get in touch with the undersigned.

Do Not Send Manuscripts

Just write us, telling what you have done in this line, and whether you have scripts ready for consideration. If your letter sounds convincing, we will invite you to submit scripts. These sketches are wanted for an advertiser who is now "on the air." Prompt response is advisable.

Address Replies
Box 26, Variety
New York, New York

Columbia Broadcasting System
Presents

THOMAS "FATS" WALLER

"Radio's Harmful Little Angel"
Composer, Pianist, Comedian,
Character Vocalist
On Entire Columbia Network
3 TIMES WEEKLY
Hear New Victor Recordings
Direction
PHIL PONCE

JACK DEENY

AND HIS ORCHESTRA

Conoco Oil
Wed., 10:30 P.M.
WJZ

fred allen's

"TOWN HALL...TONIGHT!"
an
HOUR OF SMILES
with
PORTLAND HOFFA
JACK SMART
LIONEL STANDER
JOHN BROWN
MINERVA FLOUS
EILEEN BOYLAN
Material by Fred Allen and
Harry Tugend
Management by Datchelor
Wednesdays
9-10 P.M., E.S.T.—WEAF

RAY HEATHERTON

Broadcasting
Mondays and Wednesdays, 11 A.M.
Feta-Saphia, WJZ-NBC
Direction NBC Artists Bureau

COLUMBIA BROADCASTING SYSTEM Presents
MARK WARNOCK
PHYSICAL DIRECTOR
BORDEN'S
45 MINUTES
HOLLYWOOD
Thursday Nights
at Ten, EST
CBS NETWORK
COLUMBIA BROADCASTING SYSTEM

ABE LYMAN

AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST

WABC—Tuesday, 9:30 to 9 P.M., DST
(Phillips Dental)

WEAF—Friday, 9 to 9:30 P.M., DST
(Phillips Milk)

GRACIE BARRIE

HELD OVER
CASINO DE PAREE

Sole Direction
HERMAN BERNIE
1619 Broadway, New York

KEN AND HIS BANJO HARVEY

Dorchester House, London
Indefinitely
London Evening Standard: "Ken Harvey plays 'Hollywood in His' on the banjo and does it extraordinarily well."
Dorchester Mayfair Hotel
Radio Direction Cafa
Phil Ponce Henry Hermann

JAY MILLS and PARKER

Radio's New Comedy Find
Radio Management
MARTIN GORCH

N o w a t

BEN MARDEN'S
PALAIS
ROYAL
on Broadway

DORSEY BROTHERS STOCK GOES UP!

DECCA
RECORDS

THE DORSEY BROTHERS

and their orchestra

In seven short months "radio's next name band" has become "radio's newest name band". One of those months was spent in organization and rehearsal—the next six in an unbroken series of successful engagements. Now, at Ben Marden's Palais Royal on Broadway, the Dorsey Brothers and their orchestra are sending their stock still higher! The wide radio audiences which their distinctive rhythms and distinguished arrangements have attracted will welcome them on a commercial series.

BEN MARDEN'S
RIVIERA
Fort Lee, N. J.

NATIONAL
BROADCASTING
COMPANY

[NBC - WJZ]
Tuesdays 11:30 PM
Saturdays 7:15 PM
NBC - WEAF
Thursdays 11:30 PM

TOMMY DORSEY
conducts the Dorsey
Brothers Orchestra
and adds his incred-
ibly brilliant trombone
to the ensemble. Three
trombones and but
one trumpet make the
instrumentation of
this orchestra both
original and unique.



JIMMY DORSEY
amazes symphony
men with his clarinet
and shines among
jazz musicians on the
saxophone. He heads
the roster of impecca-
ble instrumentalists in
the Dorsey Brothers
Orchestra, and the
basis of the band's
modern style is found
in his novel phrasings.

SANDS POINT
BATH CLUB
on Long Island

ONE NIGHT
STANDS

THE DORSEY
BROTHERS

ORGANIZATION
& REHEARSAL

are represented by the Artist Bureau of the National Broadcasting Company and

ROCKWELL-O'KEEFE INC. ARTISTS' REPRESENTATIVES
R. K. O. BUILDING • ROCKEFELLER CENTRE • NEW YORK CITY • CIRCLE 7-7550

1934

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

Radio Chatter

New Business

New York

Maj. Bowes plans to let the public listen in on his round-table sessions and is getting a new one ready, calling it 'Coming Out of the Ether'. Will have his eight announcers on WJLN all on the air for an informal set to.

Hazel Politt new singer over WOV.

Santo Di Pimio, tenor for new Localelli account over WOV.

WHN adds Anna Anderson to its list of singers.

WMCA starts its football series on Nov. 2 and is trying to get the best available game possible for relaying.

Mother of Eugene Lester, on WHN staff died last week in Worcester, Mass.

Father of Bettie Glenn, in WMCA's publicity department, died last week in New York.

WMCA's publicity department expands with addition of Robert B. Sullivan from Evening Ledger in Philadelphia.

Off-stage noises in 'Sleeping Clergyman' supplied air material for George Greenberg's guesting over WBNX, Bronx. Interviewed by Charlotte Buchwald. George Sklar, co-author of 'Peace on Earth' and 'Stevendore' also over station.

WBBC, Brooklyn, has one account, Farmer Brothers which has been over station for six years straight.

'Fats' Waller with Charles Turner orch opens series of stage dates at Academy.

Republican organization in Syracuse is leaning upon the Rhythm Boys, colored quartet at WSYR, to inject musical relief at political rallies during the campaign. Turn works at La Mills Brothers.

Nell Blach, WSYR, Syracuse, blues singer, has resigned to take a New York radio club offer.

Richman Brothers, men's clothing, is trying radio via WFBI, Syracuse. Programs consist of waxings by Victor Arden orchestra.

Tommy Tucker band, which goes over WHAM daily from the Odenbach Peacock Room, forced to refuse NBC spots because Rochester musicians' union refused to okay.

Jack Lee of WHAM does some voice twisting Saturday nights when he works on three successive programs as rub, Dutch and straight.

Rochester Philharmonic orchestra matinees go NBC starting Nov. 13 at 3:15 p.m. for 45 minutes with WHAM doing the pickup.

Frank Knutti and Dorothy Dean of WLW are at WHAM, Rochester, for an audition.

Ray B. Berry, organist-program manager of KSOO, Sioux Falls, in Rochester attending the Eastman School of Music, featured over WHAM Sunday evenings, Oct. 28.

Minnesota

Bob de Havens of WTCN are expecting a new arrival, their first, LeVanche Ludwig is WDG's new program director.

Nancy Evans flew in from Chi for her part in the drama festival. Irene Purcell guested over WCCO Friday (28) night. She proved herself an enthusiastic rodeo fan, cheering both the broncos and the rough riders at the music auditorium wild west show.

WDG's first annual wiener roast was held Thursday (25) night by the waters of Minnetonka.

Doc (WTCN) Jenckes' kid is developing into quite a drop-kicker, like his old man.

Since news got out that KSTP makes discs, the station gets dozens of calls every week from people who want to hear themselves talk.

Doc Young, WDG's owner, has had that nasty cast removed and now he's driving his gas buggy again.

When Prof. Thomas Healy of Georgetown U addressed the American Legion at Miami, KSTP's switchboard was swamped with calls on 'President Roosevelt's' talk, so great was the similarity between Healy's voice and F. R.'s.

Pacific Northwest

Cliff Engle, recently with KGW, has been added to the NBC announcing staff in San Francisco. KEX will release a series of thrice a week programs concerning narcotics control, the similarity between the Oregon Anti Narcotic Assn. will give the talks.

Marguerite Mayne, Seattle attorney and National director of the Continental Committee on Technocracy, New York City, held conferences and gave talks over station KXL last week.

After making an extensive study of spiritualism, palmistry, horoscopes and fortune telling, Frank Parr is broadcasting a series 'Science vs. Hocus' over KCOAC, Corvallis. Parr is professor of education at Oregon State.

Prospects and accounts were forgotten by four of the KOIN staff

last week. Roy Hunt, Charley Couche, Clyde Phillips and Owen Dunning knocked off to go pheasant hunting. They all came home with the limit, sore shoulders and stiff legs.

New member on staff of KFBI, Great Falls, Mont. is Dan Cushman, newspaper man now on continuity. Lorenzo Kenyon is writing the script for the regular weekly funfest 'Studio Parade' popular program on station KGVO, Missoula, Mont.

Gene Baker, announcer and bass-baritone of KOIN, father of a baby girl.

Singing dog, an Alaskan husky, was heard over KEX last week. The dog was coaxed to render the 'Call of the Wild,' its claim to fame.

Marion Thornton back on the KOMO-KJR, Seattle, continuity staff.

Seymour Rila, KOMO-KJR music man, recently married to his accompanist, Edith E. Hien.

Country home of Birt Fisher, KOMO-KJR general manager, damaged by the recent Pacific Northwest hurricane.

KOMO-KJR staff members bearing home complimentary leaves of bread from commercial client, Hansen Baking company.

Illinois

Edgar L. Bill, president of WMBD, Peoria, is now an extender decorator. The 'Showboat' annual benefit vaudeville show to aid the local Y.M.C.A., gave him the man-sized assignment of making the building look like a boat. Now they're calling him Captain Henry. Virginia Gordon, soprano of WMBA, and winner of the CBS Hollywood Hotel contest, heard in a new 15 min. series of songs.

Ohio

Al (Buddy) Ransom of Canton, former band maestro, takes a new spot on WLW Monday night at 6. Ransom left an executive position in the city waterworks department to become identified with Cincinnati station.

WJW, Akron, planning series of hour broadcasts called 'Business Stimulating' programs to be heard every Wednesday at 8 p.m. Heads of civic and commercial organizations will be guest speakers.

WLW, Cincinnati, claims 24.6 percent of its programs to be of educational nature, according to recent check.

Florence Golden and Hilda Hinkle, of Crosley dramatic staff, put in an afternoon at a Cincinnati hospital's maternity ward to learn infant wailing.

Linda Carlson had studio visit at WLW last week from Helen Broderick of 'As Thousands Cheer.'

Armed band, a Sunday nighter on the NBC red wave, originating at WLW, Cin., to commemorate birthday anniversary of the late John Philip Sousa, Nov. 4, with his marches. Fred Simon, director, and 14 members of band, trouped with Sousa; Mrs. Sousa will be piped in on program from New York.

WSAI, Crosley affiliate, using under-grad musical units of University of Cincinnati for weekly sustainer.

Connie Liddington and Wanda Edwards added a new vocal sustainer on WCKY, Cincinnati, with Lowell Baxter at piano and Bob Keyes, Jr. on guitar.

Dixie Dreamers, hillbilly foursome assigned to weekly spot on WCKY, Cincinnati; Hazel and Glenn Hughes, vocalists, use unpublished Kentucky mountain tunes. String support by Buddy Spenslin and Harpo Kidwell.

Pennsylvania

Mamie Sacks has booked Arthur Borman into the Arcadia after a Morton Downey and Mal Hall's band may follow.

Vincent Travers ork, now on the new Pep Boys show, will open in a nite club here this week.

Completing its longest sports remote, WGAL moved its equipment 100 miles Saturday (14) to broadcast the Franklin and Marshall Lafayette game. Frank Diehl, the sponsor, handled the play by play himself.

Cliff Grey, announcer for WGAL, has slipped in his bid for deer hunting time out.

Bill Bailey, WKJC, headman now preparing station's radio program column under the handle of Jolly Bill.

Hill Kid and the South Mountain Boy are paired on WKJC, Lancaster. Hill Kid is Leon Allemen and the South Mountain Boy is Allen Ober.

John Longenecker, baritone on WOKR, York, Pa., inaugurated a new series of programs over WGLL Lancaster on Sunday (28). Song feature has pipe organ accompaniment with Ernie Stanolaia at the console.

BOSTON

T. Noonan & Sons, 52 30-word announcements, Sundays and Fridays, beginning Oct. 21, through WIO, Putnam and Wood, Boston. WYAG, Irving Kimball Co., six time signals, daily, renewal effective Oct. 22, through Scott Advertising Agency, Boston. Acme White Lead and Color Works, 26 15-minute programs, Mondays and Fridays, beginning Nov. 2, through WJMN, Hurd & McConill, Chicago. WWSA, WFRAN, WICC, WMAA, WORC.

BROOKLYN, N. Y.

Dr. Julius Lurfield, Jewish Theatre of the Air, Saturday nights from 8:30-9, one year. WBBC. Carter's Medicine, spot announcements, three times weekly, one year. WBBC. Brooklyn Designing Academy, 13 weeks. WBBC. Maronina Wine Corporation, 13 weeks. WBBC. Union American Tobacco Company, 13 weeks, one hour program of 'Italian music.' WBBC. Curtis Department Stores, Wednesday evenings from 9-10, Jewish singers, one year. WBBC. Marshak Maltomak Co., 26 weeks, featuring Olga Winchell, soprano. WBBC.

NASHVILLE

Mantle Lamp Company of America, Chicago, Illinois, 'Snail's' Ed McConnell, 4:30-5:00 p.m., each Sunday, beginning Oct. 21, for indefinite period. WSM. Sears, Roebuck & Company, Chicago, Illinois, beginning Nov. 13th for 13 times, Mondays 7:00-7:05 a.m. Neisser-Meyerhoff, Inc. WSM. United Drug Company, 15-minute electrical transcriptions, 'The Magic Hour,' 8:45-9:00 a.m., each Tuesday, Wednesday, Thursday, Friday and Saturday, beginning Nov. 13, Street and Finney, New York. WSM. Vick Chemical Company, Greensboro, N. Carolina, Monday, Wednesday and Friday, 6:15-6:30 p.m., beginning Oct. 29 (73 times). Morse International, Inc., New York. WSM. Norwich Pharmaceutical Company (Ungentine), 26 announcements beginning Oct. 24. L. C. Gumbinner Agency, New York. WSM. Scott and Bouché, one minute electrical announcements beginning Oct. 16 (39 times), each Tuesday and Friday at 9:30 a.m. Marshchik and Pratt, Inc., New York. WSM. Comfort Mfg. Company, one minute electrical transcriptions, beginning Oct. 15 (12 times), each Monday, Wednesday and Friday, Street and Finney, New York. WSM. Coleman Lamp and Stove Company, one minute electrical transcriptions, beginning Oct. 5, at 5:00 and 6:15 p.m., beginning Oct. 22 through Dec. 18. WSM. Slingerland, Banjo and Drum Company, beginning Nov. 3rd for 22 times (10:30 beginning of Grand Op. Op.). 10:00-10:30 on Saturdays. WSM. Faultless Starch Company, 15-minute, 6:45-7:00 p.m., each Tuesday, Thursday and Saturday, beginning Oct. 30th (52 times). Russell C. Comer Adv. Company. WSM. Bernard Performers Company, 7:15-7:30, beginning Oct. 29th, through April 13th. Hilmer V. Swenson Company, St. Louis. WSM.

SAN ANTONIO, TEX.

Cord Piston Company, one daily spot 100-word announcement. Placed by local distributor, KONO. San Antonio Public Service Company, an Spanish language announcements. Placed direct KONO. Karl G. Stephan Chiropractic Clinic, three one-quarter hour programs, 13 five-minute announcements. Placed direct KONO. Penick & Ford, Ltd. (Erer Rabbit), 168 one-minute recordings. J. Walter Thompson, WQAL. Don Parmelee, 15 five-minute announcements. Heath-Sechof, Inc. WQAL. Staley Starch Corp., 26 100-word announcements. B. B. D. & O. WQAL.

SALEM, ORE.

Capital and Storage Company, 15-minute program, daily, one month. KSML. Miller's Department Store, six announcements daily, one year. KSML. Clarence J. Ehrhart, auto dealer, 26 announcements. KSML. Mike Panek Company, six announcements, daily. KSLM.

SEATTLE

Zukor's (wearing apparel), 13 announcements between Oct. 16 and 19. KOL. Bartell Drug Company, general advertising for one year. KOL. Seattle Trust Co., half-hour evening program on Oct. 31, plugging home ownership campaign. Mary Pentland Agency. KJL. Roop Lake Chamber of Commerce,

52 announcements, running three a week. KJL.

Wander Co., quarter hour, 'Orphan Annie' discs five times weekly, plugging 'Orphan Annie' starting Nov. 13. Blackett-Sample-Humbert. KJL.

United Swiss Singers, pair of announcements. KJL.

Mean Gloe Committee Co., one spot per week, Nov. 2-23. Emil Briecher Agency. KOMO.

Plymouth Tire Co., series of 13 announcements, two per week. Edwin Wasey & Co. KOMO.

WHITE PLAINS

Aper Cleaners, Inc., Mamaroneck, 10 announcements. Placed through Commercial Broadcast Advertising Company. WFAS.

Drug Trade Products, Inc., of Chicago, 10 15-minute announcements. Placed through Associated Broadcast Advertising Company. WFAS.

Frank's Modernistic Beauty Salon, New York, spot announcements weekly. WFAS.

Emma Goodrich, Inc., garment announcements for five weeks. WFAS. N. Herman and Son, indefinite run, using wax programs. WFAS.

Louis Clothing Company, New York, five 15-minute programs weekly, indefinite run, using wax programs. WFAS.

Ucci Plumbing and Heating Corp., spot announcements for 10 weeks. WFAS.

EDDIE PEABODY

The Instrumental Stylist

Now Playing

Fox Theatre

Brooklyn, New York

5th Appearance by Popular Demand

MAXWELL HOUSE COFFEE

SHOWBOAT HOLE

Thurs., Nov. 29th-NBC West Coast

Personal Direction

Harold P. Kemp

NBC Artists' Service

LEON DELASCO

ARMOUR HOUR

FRIDAY-WEDNESDAY-9:30-10 P.M.

NIGHTLY, CASINO DE PARKS

Broadcasting—Const-to-Const—CBS

Direction, HERMAN BERNIE

1619 Broadway, New York

CHARLES PREVIN

Conductor

REALSILK'S SILKEN STRING CONCERT

N.B.C.—SUNDAYS

8-9:30 P.M. EST - 9-9:30 P.M. PST

10-10:30 P.M. MT

Tommy "Cecil" MACK

COLUMBIA'S CREATIVE COMIC

WITH GEORGE GIVOT EVERY TUESDAY 10:00-11:00 P.M. COAST-TO-COAST

Management HERMAN BERNIE 1619 Broadway, New York

EMERSON GILL AND HIS ORCHESTRA

HOTEL WEBSTER HALL DETROIT MCA DIRECTION

LOOK AT HIM! COLUMBIA NETWORK—MON. NIGHTS AT 9:30

JESSE LOCK and SULLY EYE

DIRECTION WILLIAM MORRIS AGENCY



wabe

columbia broadcasting system . . .

wednesday 3-4 P. M.

friday 10:30-11 P. M.

e.s.t.

coast-to-coast

Management TED COLLINS

Anti-Sinclair Faction Subsidizes Four Radio Programs in California

Los Angeles, Oct. 29.

About everything is being adapted to radio in the 'beat Sinclair' campaign now in progress. For the final weeks of the campaign every device known to opinion management and the artisans of propaganda is being employed. Lord & Thomas advertising agency is using four radio programs to undermine the Sinclair arguments through subtle arguments put across in the shape of entertainment by professional actors. These are financed by the Republican campaign fund.

Novelty of the presentations is sure fire and a check of the listening audience shows that a tremendous wedge is being driven in spots where other agencies of promotion have failed to make much more than a superficial dent.

Show which is creating the most interest is tagged 'Weary and Willie.' Subject treats with two hoboes

hopping a freight to California and discussing the good things in store for them in the advent of Sinclair's election. Script is well done and the characters drive home the anti-Sinclair propaganda in a whimsical but straightforward way. Theme is a parody on 'California, Here We Come.' This one is on for a 15-minute swing three times a week.

In high favor is 'The Bennetts,' aimed at the family circle and similarly done. Various subjects of a political nature are discussed around the fireside and the appeal is directed mainly at the women of the household. Intimate touch is used.

'Turn of Events,' patterned after 'March of Time,' is an historical dramatization of events that skirt the political border. This is disguised as entertainment for 15 minutes over KJL, the CBS outlet.

Slotted every night on KNX is 'The Political Observer,' a supposedly non-partisan view of things political, but highly tinged with anti-Sinclair promotion. Current events are mulled pro and con.

Around 35 actors are used in the four skits. Expensive radio and film writers are turning out the continuities. Don Parker, of Lord & Thomas, is handling the radio end of the campaign.

Flareback

It's a cinch that if the L&T promotion is successful in keeping Upton Sinclair out of Sacramento this new text book on political campaigning will gain wide circulation. Board of strategy sits every night to keep a close tab on the reactions to the various programs. Indictment of this vigilance is the suspension, after one program, of a highly satirized conception of Sinclair's Utopian promises, the basis of his campaign.

Such standard radio names as Tizzie Lish, Joe Twerp, Gill and Doemling and other funny men of the air were bunched in a skit. Act was pulled when it burned too deeply into the Sinclair ranks. True Sinclairites answered by wire, letter and switchboard.

Outdoor campaign also is nothing to sniff at. Full standard showing of 24-stands over the state. Around 2,000, went up weeks ago and get a fresh covering at regular intervals. No location seems to have been overlooked by the snipers.

Street stunts are numerous and some novel. Topper is the replica of a freight train festooned with dummy hoboes, signs and banners stressing the influx of unemployed should Sinclair win. Also good for a laugh is the Epicure paper money being passed around. This is a die at the script that assertedly would replace U.S. currency should Sinclair get the call next month.

Paint Up Sinclair Weakness

Students of mob psychology on the Lord & Thomas strategy board have won a point that has caused a switch in tactics during the past two weeks. For weeks on end the orations, air skits and billboards have played on Sinclair's weakness rather than on Merriam's good points. Merriam has been the forgotten man. It is figured that too much attention has been paid to the rival candidate and that the constant hammering away might cause the voters to associate it with the adage that every knock is a boost. A bulldozer for Merriam is the result in the final push.

Violet and Murison Dunn, from legit, are scripting the 'Footlight Highlights' program for the Canadian Radio Commission out of Toronto.

Eddie Fitzgerald, formerly of Boston and now arranger for WJW, Cincinnati, has been added to production board at station.

George Comtois has joined the radio department of the Gotham agency, New York, and will go after new accounts.

Sammy White in his original role in 'The Girl Friend' which Paul Whiteman revives next on the air.

Lee Atlase making his first talk over CBS mike since the days when he was announcer.

Peaches Browning m.c.'ing over WMCA on 'Radio Scandals.'

LISTEN IN To LOUIS

Monday - Wednesday - Friday
10 a.m., WJW
CARLSBAD SPRUDEL SALTS

KATZMAN

Wednesday, 10 p.m., WJW
COAST-TO-COAST
WITH
DENNIS KING
ON
ENNA JETTICK PROGRAM

KATZMAN

Sundays, 4:30 p.m., WJW
WITH
ROD ARKEL, LEW WHITE
and RUTH EVERETS
ON
CARLSBAD SPRUDEL SALTS
PROGRAM

KATZMAN

Fridays, 8:30 p.m., WOR
WITH
NORMAN CORDON
AND
LUCILLE PETERSON
ON
BAUME BEN-GAY PROGRAM

KATZMAN

Sundays, 6 p.m., WABC
COAST-TO-COAST
WITH
GEORGE GERSHWIN
THE CHORISTERS and
DICK ROBERTSON
FEENAMINT PROGRAM

KATZMAN

DECCA RECORDS

Columbia Broadcasting System
Presents
GEORGE GIVOT
THE GREEK AMBASSADOR
OF GOOD WILL
Every Tuesday, 10:30-11 P.M.
Coast-to-Coast
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 Roche Productions

ROY FOX
AND HIS
BAND
ON TOUR
B.B.C. NETWORK

**LEITH STEVENS
HARMONIES**
Leith Stevens Conducting a Program
of Vocal Color
Thursday 8:30 P.M., WABC
COAST TO COAST NETWORK
Exclusive Management
COLUMBIA BROADCASTING SYSTEM

**GIERSDORF
SISTERS**
"CHESTERFIELD"
Monday, Wednesday, Saturday,
WABC-9-9:30 P.M.
Columbia Broadcasting System

VIVIAN JANIS
"ZIEGFELD FOLLIES"
CHICAGO
Sole Direction
HERMAN BERNIE
1619 Broadway
New York City

Praise Is Sweet! but It's the Gross that Counts

CAPACITY CROWDS GREET EACH PERSONAL APPEARANCE

The Headliner

The Picture

CHICAGO "DAILY NEWS"
(OCT. 3, 1934)

"Street Singer" Returns

It's been many a moon since I have heard Arthur Tracy sing, but in the last two days I have heard him sing four times. First was Monday night on the WGN Midnight Filers from Blackhawk cafe, second was in Oriental theatre yesterday. Third was another show at the Oriental. Fourth was on Chicago theatre broadcast over WGN last night. And I noticed two things:

First, the Street Singer's voice has improved tremendously in the last couple of years. It is fuller, richer, mellower now. Second is that Chicago likes Tracy and remembers him enthusiastically. Just as soon as they began playing his theme song, the ripple of applause grew to a storm. And when he was finished the audience didn't want to let him get away. And if you heard the WGN broadcast from the Chicago theatre you heard the Niagara that was his applause on that occasion. Right now Arthur Tracy sings better and is a bigger draw in Chicago than ever before.

CHARLES J. GILCHREST,
Radio Editor.

MONTREAL "GAZETTE"
(OCT. 15, 1934)

'STREET SINGER' IN PERSON AT LOEW'S

Arthur Tracy Gets Tumultuous Reception in Stage Appearance

The allure of a popular movie star often dims when this film luminary is seen in person at close range at a theatre. The mystery and imaginary halo of a radio performer often vanish when he or she emerges from the invisible sanctum, the studio, and tries to work in sight of an audience. Arthur Tracy, known to millions of radio fans as "The Street Singer," and now headlining the stage show at Loew's, is decidedly an exception. In fact, the magnetism of his singing voice, the personality his radio performances sent to his hearers are even more effective when he appears in person. It is doubtful if in a long time any individual seen here in a vaudeville act has been accorded such a reception as Tracy received

at every performance over the week-end. Vaudeville audiences have become blasé; to stir them to real enthusiasm demands something unusual. Tracy gives it to them in good measure. His presentation is more like a miniature concert recital than a vaudeville turn, even though his repertoire includes some popular numbers of the higher type. In staging his act there is the illusion of the radio studio, the microphone, etc., also the theatre has provided the public address system of loud speakers. Tracy is not a mere singer. He has a gorgeous voice, rich, resonant, of unusual range. But it is the easy way he sings that makes his work so enjoyable. There is magnetism in his singing, but he is also an actor who makes an audience know he feels what he sings and makes them feel and get the spirit of the music and the words. His programme is well selected, and he is generous. He gave seven numbers, and still the audience wanted more.

OTTAWA "JOURNAL"
(OCT. 20, 1934)

"Street Singer" Headlines Capitol

Arthur Tracy, the "Street Singer" of radio fame, headlines the week-end stage show at the RKO Capitol theatre, and the popularity of this other celebrity was indicated in the enthusiastic reception accorded him at the opening performance yesterday.

Appearing before a set representative of a broadcasting studio, Mr. Tracy sings many of the songs he has made familiar to millions of radio fans. His repertoire also includes several numbers of the higher type, during which his rich, resonant voice of wide range is heard to best advantage.

A magnetic personality, pleasing stage presence and the capacity to please his audience are other characteristics of the radio singer, who responded to the enthusiastic demands of his listeners with generous encores.

THESE REPRINTS ARE FOR THE LAST THREE CONSECUTIVE WEEKS' ENGAGEMENTS CONCLUDING OCT. 24

ARTHUR TRACY

"THE STREET SINGER"

RADIO AND RECORDS
ROCKE PRODUCTIONS, Inc.
RKO Building, Rockefeller Center, New York

STAGE AND SCREEN
WM. MORRIS OFFICE
Mayfair Theatre Building, New York

PONTIAC PARADE

Jane Froman, Modern Choir
Songs, Band
30 Mins.

COMMERCIAL

WJZ, New York
With Roy McNeil and Betty Winkler and their well-intentioned but pointless comedy now eliminated, Pontiac's program is showing signs of being one of the finer pop musical shows. High point of the event is Jane Froman's singing personality. She is revealing a voice enriched by experience and an interpretation that has replaced lip-service to the lyric with warmth and feeling. In no small measure responsible for this program is the organization that Pontiac has given her in support. Modern Choir serves her as a perfect background.

Those responsible for the program's production, however, could improve things for the choir by a more careful selection of tunes. Most of the arrangements are so badly off pitch that the choir sounds like a village glee club. When it comes to handling improvisations of the type and number there are few ensembles on the air that can approach the performance unimpaired by this one. A good example in this regard is the Modern Choir's interpretation of "Sparkling Eyes."

Band's solos are effectively dovetailed with the program as a whole and when it comes to timing with the modern orchestration of some of the old ones such as "Whispering" there's heaps of tunefulness for the ears and a quickening bunch of rhythm for the feet.

Retained from the show that started off the season for Pontiac is the introductory telephone rag. Horlick's use of the device for Pontiac might think up some other and more original device. Ben Grauer does the credit reading for the program and also the m.c'ing. In either instance, his allotment of words is meagre, and that too is all to the credit of Pontiac's latest program editon. Continuity continues to irritate the remark about it's being too had television isn't here so that the beauty of Miss Froman could be appreciated. It's been done on practically every one of her programs. At one time it may have served her well as part of the buildup, but now it's flubdub.

Ode.

CBS DRAMATIC GUILD

"All The Brothers Were Valiant"
30 Mins.

Sustaining

WABC, New York
Late Sunday evening half hour of dramatic illustration of the new works can cap laurels in that field. Ben Ames Williams much-used story "All The Brothers Were Valiant" was adapted into a piece with considerable a fiction by Charles Caswell's script kept the auditory limitations always in mind and the director had nice tempo. Individual parts were well blended into a total dramatic personae of merit.

Perhaps a line or two here and there failed to take the desired effect, yet the total worked up suspense. A revelation of the importance of characterization in capturing the listener's interest in the first minute or two was the show's owner's part. Actually not important in the subsequent action and dropping out of the story altogether after the role brought the vividness to it that intrigued curiosity immediately. That's the job of radio series. To get the imagination caught.

Land.

BACK HOME

With Sidney Ten Eyck, Radio Tomboys, Kentucky Ramblers, Little Colonel Quartet
30 Mins.

Sustaining

WKCY, Cincinnati
A bell-ringing home-talent glad for past and present rural natives and a novel idea of the country. Basic idea is that small-town entertainment, in school auditorium, is being piped by an admiring returned son.

Singing and ork hix handled in true high-grade fashion with descriptive stuff and philosophizing handled neatly by Sidney Ten Eyck. Interesting characterizations of most every cross-roads community described in homey fashion by Ten Eyck.

Chatter, soft and slow, is mixed cleverly with vocal and instrumental renditions, which include standard, church, pop and hillbilly pieces. Style of work done by Ten Eyck is a departure from his long line of non-sensical breezing on various types of impostance.

Closing announcement named them in support of Ten Eyck: Helen and Madeline Tomboys, Lowell Baxter, Alma Ascherat, Dick Chann, Uncle Johnny Bill Hawkins, Johnny Hayton, Alvin Crabtree, Bob Keys, Sr. and Jr., Chas. Sears and Joe DeMaun in addition to Radio Tomboys and Kentucky Ramblers.

Program is known to have fetched a heap of fan mail and caused favorable conversation among dial twisters locally.

Kollig.

LITTLE JACK LITTLE

Songs
Talk
15 Mins.
COMMERCIAL

WAB, New York
It's without a band behind him that Little Jack Little is doing a weekly stint for Pinex cough medicine. The difference between the bass profundo Little's is a takeoff of the Smilin' Ed McConnell routine. Little, accompanying himself on piano, gives ten a little introductory patter, warbles a popidly of the romantic genre and between tunes dishes a folksy-like bit of advice to the product. With McConnell's is a month in the introductory stuff, but with Little it sounds like so much flat reading of a sheet of copy.

Little may talk a good lyric but not a good speller. Chances are the program would be better off if the plunking were left to an expert announcer-lesman. He has neither the experience or elasticity needed. Strictly a song plunger.

Ode.

STORY BEHIND THE CLAIM

Sketch
30 Mins.
COMMERCIAL

WJZ, New York
Union Central sells insurance by retelling the Civil War for more years than it actually took to be fought, but Provident Mutual gets right down to cases and makes of its weekly 15-minute segment on NBC straight recital of what happened to people who scorned the endowment or annuity idea: "Each Provident Mutual presentation is an exactly carbon copy of the other as to general outline and theme. It's a humanized version of the grasshopper and the ant, the plow, on the one hand, who took care of the future and provided for himself with a juicy insurance policy, and the other who assumed a potluck attitude toward life and died with his heirs with remorse and deprivation."

Regardless of the fact that the things have little of dramatic value they make good sales talk. Effect of these sketches on those listening in by chance can be twofold. One, sir thought about doing something for the protection of the wife and the kids, and two, call the attention of those who have been thinking about this problem to a particular brand of policy. For either the Provident Mutual Insurance Co. of Philadelphia has primed follow-up. It's a booklet telling the whereabouts of its annuity plan. It can be the listener's for the writing.

Each program closes with the same refrain: "Isn't it better to look forward under the protection of Provident Mutual than to look backward without anything?" What makes this pronouncement especially irresistible is the choice bit of timing which the announcer wraps around it.

Ode.

FRIENDLY BUILDER
With Orchestra, Bel-canto Quartet
30 Mins.

COMMERCIAL
WPA, Dallas

Texas Lumbermen's Association grabbed this half hour Tuesday spot on the Texas quality stations for timely re-in of industry and national housing acts. It's smooth and effortless throughout.

Spotted at 6:15-6:45 to catch the head of the family at home and tell with a minimum of help that home needs repairs and all one has to do is to go to Uncle Sam for the nazuma.

Spots ads in papers and special inclusion for member companies builds attention for the period. From the talent angle it's as good as anything in the southwest. The first act is the friendly builder philosopher speaks in a natural southwest dialect which is soft and pleasing. It's effectiveness lies in the fact he doesn't spread it on—just brags, homey chatter as from a neighbor. There's a brief spiel, midway, explaining housing act. The bel-canto outfit is new and has a number of good vocalists and band perform with a nice change of pace through repertoire that's sure to please everybody some.

WOAI, San Antonio, and KPBC, Houston, cut in on this one to give it nice coverage.

Keys.

COCKTAIL HOUR
Glady's Bowen
Society Chatter
15 Mins.

COMMERCIAL
KGW, Portland, Ore.

Society is on the air in a new program called "Cocktail Hour." KGW and sponsored by Milton Gumbert, furrier, Gladly Bowen, society editress of the Oregonian, discusses the latest in social events in a conversational manner, and the first two programs caught real news . . . a fatal auto accident following a marriage which was the high point of the season, and an

Not confining herself to local society, Miss Bowen, tells what the four hundred are doing and wearing from San Francisco to New York. This program broadcasts five times weekly and is becoming increasingly popular with the women.

SUNOCO NEWCASTER

Jim Healey
15 Mins.
COMMERCIAL
WG, Schenectady

Sun Oil Co. has switched from waxed broadcasts by Jules Lande's orchestra to in-the-fleshers by Jim Healey, Albany newspaperman with a large WGY following on this three-weekly, early-evening airing. Program is moulded to the new form set, early in fall, by Healey for the thirty minutes he's got and done for his rag but it has a bit less of the spot angle. A new curlicue is a narration of the story behind the writing of famous songs.

Healey's newswoman here is a combination of interpretation, editorializing and philosophizing. His analyses are not always deep nor his viewpoints original, but they take on an impressiveness and a listenable appeal, by reason of the speaker's fine microphonic personality. Healey has neither the Brisbane slant on some topics—the Hearst editorialist is one of the feature writers on the daily for which Healey's program from which he takes news material.

Healey's song-tales are well done; he is right at home in narrating a song. Healey's program is a ground. However, some of the edge is taken off this feature by dovetailing the story into a plug for Sunoco motor oil. Healey slips in two other apories—much too much advertising, as is usual on locals.

A pleasing program, due more to Healey's friendly and smooth mike technique than to the material. Incidentally, it is a question whether the program which Healey enjoys in broadcasting is not leading him to coast mentally.

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HOME SWEET HOME

With Cecil Seacrest, Harriet McGibb, Billy Halop
15 Mins.
COMMERCIAL
WJZ, New York

If the present run of "Home Sweet Home" on WJZ exclusively is in the nature of a test campaign, Procter & Gamble's doubts, if any, ought to have been settled in this time. Compared to other script acts of similar genre that have done time on NBC, "Home Sweet Home" stands up as worthy of an expanded release. Its set of characters, though built to formula, are easily recognizable and ingratiating, while the sort of homey, sentimental touches of the sort of homey, sentimental touches that fell nicely with the hausfrau. P & G is backing this series, starting Nov. 5, on behalf of Gilson, with the schedule calling for every afternoon in the week but Saturday and Sunday. Up to end of this week the serial will continue to do duty for Gilson.

Script deals with the daily doings of the Kent family, who have just moved out from the city to a newly developed suburban division. In addition to Mr. Kent, Daddy Kent and Dicky Boy, there's an Aunt Sarah and an Uncle Will. Aunt Sarah is of the false-tooled, haughty type, while Uncle Will is one of those lumbering, punch-drunk types who are constantly losing his way around. It's a good piece of casting all around.

As the series goes on, the stress is laid on the beauty advantages of using the product. It's made of pure vegetable matters, is easily digestible and gives assurance of leaving the consumer with a nice clear skin.

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McLAGLEN AND LOWE

"What Price Taxi?"
COMMERCIAL
WJZ, New York

Victor McLaglen and Edmund Lowe did what would be expected. A "see-you-me" exchange of results between two taxi drivers, one of whom subsequently becomes a traffic cop and persecutes the other. It was neither funny as gagged by Billy Wells nor good plot construction for radio. It brought guff mentally and unjustified vulgarity to the Hinds-Lysol Hall of Fame Sunday night.

Just what logic the makers of a product for women followed in presenting two roughnecks' loafing of their cheap amours and quarreling over a waitress is hard to understand. Hinds commercial copy on the same program ought to build up a romantic background through a love scene across the border of the "fines" and the pounding of Jim's heart (sound effect) when Mary's Hinds-protected hand touches his. To the radio mental picture the entertainment presents two illiterate brawlers and a female hash-slinger with a vocabulary and a discrimination ranking about par with the men.

Disc Reviews

By Abel Green

Frances Maddux

Liberty Music Shops, which privately records and markets the smarter niter tuners around town, has issued a special \$3.50 album of Frances Maddux at her best. This sweet nite club chanteuse is the femme Dwight Dicks, although a bit less bold in her innuendo lyrics, which certainly have been proved acceptable to mixed midnight cafe audiences at still tariffs.

This six-plate (three disks) edition of Miss Maddux couples a polite enough pair of songs in "I'm a Fool for You" and "I'm a Fool for You," "It's All Forgotten Now" and "Bloom," "It Happens to the Best of Friends," "Second couplet is much squalier," "Sin Tax" (The Movie Star Song) and "Ho Hum," as are "I'm a Divorcee" and "On the Brink of Disaster," in a couple of which the chanteuse had a hand on the collection. She accombs herself on the baby grand, with hand backer-upper, Ian Stewart, Carroll O'Grady (when he was here on visit from the Waldorf), Horacio Zito, from the Waldorf, and a few other of the better musicians assisted the songstress in this album of songs which she made on a royalty arrangement.

Judging by the manner in which the fashionable east side patronage of Liberty goes for the Klatsch, Maddux and kindred type of cry lyrics, there must be an unsuspected market which, like the buyers of Anecdota Americana, will pay fancier toll for the collection than purrified stuff than the other brand. Not that there's anything especially objectionable—certainly no under contemporary standards of niter modes, manners and Madduxes.

Pickens Sisters

Victor 2475, debuts the three-Pickens Sisters (from Georgia), with their own dance orchestra. They also handle the vocalizing of course, in "Be Still My Love," "Happiness Ahead," latter from the WB film of that name, "Heart" by Allen Flynn-Jack Egan, is one of the current outstanding in ballad construction and the harmonizing Pickens gets lost out of it.

Ray Noble

Victor has evidenced its enterprize in a couple of instances of late by rushing out the collection of new labels to coincide with the new films and plays. It beat its competitors with the "Merry Widow" songs by backing up the Paul Whiteman version of "Villal" and Marek Weber's (Berlin) version of the Lehar title song, and merely substituting the Met's "Merry Widow" timeliness. Now, with "Conversation Piece" having premiered on this side, under the Frankwyn acgle, Ray Noble's "Conversation Piece" mothers have been rushed to this side and pressed so that the Noel Coward fans may have it hot off the griddle.

"I'll Follow My Secret Heart" is the waltz bit of this play with music, now current at the 44th St., New York, and the record is "Nevermore," which is medleyed with "Dancer, Dancer." Both are waltzes and done in Noble's usually distinguished manner, a recording style which makes him the biggest tin pan alley noise in years and finally catapulted him to Hollywood a fortnight ago at a reported \$1,000 a week film salary including contract. Victor No. 24749.

Richard Himber

Himber has finally succeeded in getting Victor to release the studio-baker Champion Orchestra on the label—formerly it was the Hotel Ritz-Carlton (N. Y.) from whence this smart young maestro doubles for the automotive account. In No. 24750, Himber has an unusual couplet, both revivals and sure for big sales: the now classic Irving Caesar-Vincent Youmans tune, "For Two," from "No, No, Nanette," coupled with "Al Johnson-Vincent Youmans' Avalon," one of the biggest Johnson song hits.

Under 1934 dancipation standards the two tunes have lost none of their basic charm and have been enhanced, if anything, by Nash, as usual, warbles the vocals with the Himber combo.

Jack Teagarden

Brunswick has suddenly discovered this jazzist as good vocal material and solos him in "Stars Fell on Alabama" and "Goodness Is As Good As Mine." Teagarden is one of our foremost jazz musicians and has dance-maestroed on his own, merely vocalizing and accompanying. But he shapes up as surprisingly good vocal timber with this couplet. No. 6993.

Rudy Vallee

Photograph record business needs sales exploitation such as is attempted in this Victor No. 24759 release. Not that it's any music, but it's some excuse anyway for a lip novelty and, as such, merits support.

It's a re-release of "The Drunkard Song" (There's a Tavern in the Town), an oldtimer, wherein Vallee seemingly slipped into uncontroll-

able mirth and it became a laughing recording. The disk label for general release is an unconventional white tag with a notation from E. Wallerstein, Victor's recording manager, asking, "Dear Rudy: What do you say we let the public have this one? The 'slip-up' makes the record much funnier." A replica of Vallee's signature, with an up, up, up appended, all in red-ink. Against the white label, the red alone should attract customer attention. Reverse is Walter O'Keefe's "The Tattered Lady," another of those "Flying Trapeze" sillies, also by Vallee and a fitting companion piece. Both in foxtroxy tempo.

Calloway-Blue Rhythm

Cub Calloway does okay on Brunswick 6992 with "Weakness" and "Chinese Rhythm," the latter his own new 'un which, as the title indicates, is originalized Harlemmin Calloway, with-wh per usual. A hotcha disk for them as likes this style of recording.

On Columbia 2963 Mills' Blue Rhythm Band is a too wild canphon which makes it dubious for sales. "Out of a Dream" is smoother but "Let's Have a Jubilee" is a jazz herange. Chuck Richards vocalizes the first.

Grace Moore

"One Night of Love," her starring film's title song and the Italian folk song, "Cribitribi" are Miss Moore's Brunswick No. 6994 disk debut recordings which, on her cinematic rep alone, should sell.

She's assisted by a male chorus from the Metropolitan opera house no less, and an orchestra batoned by Wilfred Pelletier. Sometimes her range is too shrill and it 'blasts' the recording, but in toto it's satisfactory. The male accomp also pitches it too shrilly.

Anson Weeks

This California dance maestro, during his recent month's engagement at the Waldorf-Astoria, N. Y., has been at the Stroller hotel, Boston, was intensively 'canned' on the Brunswick label.

"When My Ship Comes In" and "Kick Toot and Toot," Kahn-Danolson tunes out of the Eddie "Cantor film, 'Kid Millions,' which Weeks fashioned expertly, losing none of the melody and lyric charm. That's a cinch for a big click on its own. Frankie Saputo and Ben Gage are the vocalists. No. 6990.

Two more out of the same film on No. 6993 are "Your Head on My Shoulder" and "An Earful of Music," which Kay, St. Germaine handle vocally. No. 6997 is split with Frank Trumbauer's "In a Mist," by the late Bix Beiderbecke, of the Whiteman organization and a pal of Trumbauer's as well as a music associate in the same orchestra, whose career as one of the ultra-modern jazzists and composers was cut short too short. On the reverse Weeks dispenses "Wild Honey."

Ethel Merman-Johnny Green

In the merman manner this songstress gives out "Earful of Music" from "Kid Millions" and "You're a Builder Upper" from "Life of the Party." The latter is split with Johnny Green and his orchestra. Arrangements are ultra and Miss Merman's modern manner is at its best in the latter salesmanship. Brunswick No. 6995.

Johnny Green with his orchestra has his dancipation opportunities on Columbia No. 2970 with "World Is Mine" and "Were You Pooin'?", the former his own tune, with the composer presiding at the ivories for the Steinway fol-de-rol. Alan Curtis and George Beuler officiate vocally and the general foxtrology is inspiring to the hoot.

Emil Coleman

Not for nought is Coleman a society dance fave. He purveys smooth, smooth and hoof-trotting dancipation and gives good evidence thereof on Columbia 2960-61. First couplet is the brisk "If I Had a Million Dollars" and "Sweet of You" at the Transatlantic Merry-Go-Round, while "Earful of Music" and "When My Ship Comes In" are his foxtroxy ballad chores on the other. In all, Coleman is a foxtroxy vocalist. And in all Coleman is plenty nifty in his try style.

Ozzie Nelson

This Hotel New Yorker maestro, doing bullshitz biz at the Ralph Hitz hostelry, records a good example of snappy dancipation in Brunswick No. 6991-6999, "Million Dollars" from "Transatlantic" and "24 Hours in Georgia," with the maestro doing his foxtroxy ballad chores on the other. In all, Coleman is a foxtroxy vocalist. And in all Coleman is plenty nifty in his try style.

Sam Serwer, Remick sales manager, will the early part of next month start on a cross-country tour with the syndicates and jobbers as his main objective.

Most Played on Air

To familiarize the rest of the country with the tunes most popular 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 plugs on WEAF, WJZ and WABC.

The Continental.....	27
Be Still, My Heart.....	26
Out in Cold Again.....	25
Lost in Fog.....	24
Stars Fell on Alabama.....	24
Were You Pooin'.....	21
Sweetie Pie.....	19
Two Cigarettes in Dark.....	19
Don't Let It Bother You.....	18
Rain.....	17
Must We Say Good Night?.....	17
If I Had a Million.....	16
Isn't It a Shame?.....	15
I Saw Stars.....	15
Stay Sweet as You Are.....	15
Give Heart to Sing To.....	14
If You Love Me.....	14
Love in Bloom.....	14
Diff'rence Day Made.....	14
You're a Builder-Upper.....	14
Needle in Haystack.....	13
One Nite of Love.....	13
Okay, Toots.....	12
Water Under Bridge.....	12
Happiness Ahead.....	12

LINCOLN'S FIRST NITER MOPPIN'

Lincoln, Oct. 29.

Ted Cooper's Marigold Club is going over with a bang here, the first click of its kind ever in town. Formerly a dance hall which did pretty good business four nights a month, it's now turned into a niter with turnaways almost every night. A floor show with from 14 to 18 people and an ork is the entertainment.

Although Franny Young heads the standby band, one name outfit is booked in every week for one night. Healy Kay, Jack Crawford, Frankie Waterhouse, Tommy Christian, Jimmy Joy, etc., are in the lineup.

Laying dough on the prospect of repeal in Nebraska at the Nov. 6 election, a cocktail bar is lined up all ready to shoot with announcement that it's legal. Jim Beltsner and Jake Bebscock are Cooper's backers.

Gov't Suit Answers

Answers to the Government's suit for dissolution against the American Society of Composers, Authors & Publishers and the Music Publishers Protective Association will be filed Thursday (1) in New York Federal court.

Replying papers will make a complete and categorical denial of the Government's allegation that the two organizations operate as a monopoly and are interlocked in dominating the performing rights and sheets music phases of the business.

Geo. Beebe's Rest

Iowa Falls, Ia., Oct. 29. Ranked as Iowa's oldest band leader from the standpoint of continuous association with one organization, George W. Beebe, after 40 years as leader of the municipal band, has racked his baton and will enjoy what he terms a "well earned rest."

About the only break in his record of service with the Iowa organization was in 1933 when he played with a state band in Chicago. He directed his first band here in 1899, a 15-piece group.

No Met Pit Cuts

New York musicians' union has turned down the Metropolitan Opera's request for permission to clip pitmen's salaries.

Edward Ziegler, business manager for the Met, asked the local governing board to authorize a reduction for the coming opera season, basing his argument for the cut on special allowances made by the union for the Cosmopolitan Opera at the Hippodrome.

Al B. White m.c'ing at the Pavilion Royal, Valley Stream, L. I.

JACK AND MRS. MILLS HURT IN AUTO CRASH

Jack Mills, head of Mills Music, Inc., is recuperating from a badly lacerated face and severe body bruises suffered in an auto crash near Lakewood, N. J., Oct. 21. Mrs. Mills, who was in the car with her husband, is under observation for possible internal injuries.

Mishap occurred when Mills, blinded momentarily by a cluster, became confused by the sound of an approaching car and, in swerving to avoid it, crashed into a telegraph pole. Mills was catapulted into the road while his wife was jammed against the steering wheel.

Mills' car was badly wrecked.

L. A. SYMPHONY SIGNS 24-WEEK UNION PACT

Los Angeles, Oct. 29.

Contract between the Southern California Symphony Society and Musicians Mutual Protective Association, Local 47, providing for the services of the Los Angeles Symphony Orchestra for a period of 24 weeks, beginning Nov. 11, was today (Monday) ready for signatures after agreement had been reached over the week-end.

Pact includes a clause whereby the Symphony Association may, before Jan. 1, 1935, elect to cancel the orchestra for the final 12 weeks, provided the entire orchestra, not individuals, be relinquished after notification.

Cancellation clause was conceded because pledges and cash for support of the symphony concert, including eight weeks at Hollywood Bowl next season, are not yet sufficient to guarantee the full 24 weeks.

Negotiations were concluded between the board of directors of the musicians and Gurney Newlin, representing the Symphony Society, following a preliminary meeting Friday (26) attended by orchestra members.

MPPA's Disc Collection On Upbeat; Oct. \$6,300

Collection of royalties on electrical transcriptions continues to be on the upbeat for the Music Publishers Protective Association. Something over \$6,300 from this source will be distributed among publishers for the month of October. MPPA last month took in around \$6,200 for music used in radio recordings. Royalty tally for October, 1933, came to \$4,400.

Transcription business has brought the MPPA a total of \$193,000 during the past 16 months. Accumulative total for the '12 months prior to the latter stretch was \$36,000.

Jack King Tune Waxed On Trial by 20th Cent.

Hollywood, Oct. 29.

Film rights to the Jack King tune, "Everything's Been Done Before," are being sought by Harry Zanuck for use in the next Chevalier starrer, "Folies Bergere." Number has been waxed and sent on to the French actor.

If ditto is okayed, Zanuck will make a deal with Jack Robbins, who owns the American rights.

LEDERER DROPS BATON

Baltimore, Oct. 29.

Jack Lederer, for years one of the best known ork leaders hereabouts, has retired from active baton-waving. Still retains reins over three string ensembles he has spotted in as many long eateries, but his own band, 12-pc. outfit, has been released to Earl Kahn, whose own crew is ensconced in the Gil-Nor niter.

Kahn has affixed his own tag to the Lederer aggregation and is sending it out on a string of one-nite dance dates throughout state.

DEMAND UPS CHI-NITER TALENT

Chicago, Oct. 29.

Small cafes and taverns in the neighborhood sections having been on a continuous increase during the past year, the number of professional performers has not been sufficient to meet the demand.

Up to a few weeks ago bookers were getting an average of \$15 for a single for all week. Now none of them goes below \$20, and the standard ones hold out for \$25 for their talent and get it. Small cafe owners, needing the acts to supply the popular demand for a floor show, have no alternative but to pay.

One consequence is that more new talent is being broken in than at any time in the last few years. Demand is for blues singers first, then contortion dancers and tap dancers. It doesn't seem to matter whether the talent is smooth or not. As long as they can put on a fair show and keep the customers noisy they get over well.

Calloway, Robinson Maybe for Cleve. Cotton

Cleveland, Oct. 30.

LoRoy Smith's ork has moved into Bernal Bernstein's Cotton Club for three weeks at \$1,200 per. Follows Don Redman, who doubled at RKO Palace with George Dewey Washington and Cotton Club Frolies.

Floor show lined up with Smith includes Naomi, dusky fan-dancer and first of her kind here; Berry Bishers, Leona Williams, Dewey Brown, Betty Hardie and Pedro Lane.

Bernstein also dickered with Cab Calloway and Bill Robinson, who is tentatively set for Cotton Christmas week.

Whiteman Leaving Hotel

Paul Whiteman is not renewing his contract with the Biltmore hotel, New York. Present agreement expires Dec. 31.

Whiteman may pull out of the spot a couple weeks prior to that date if he decides to take his organization on a tour of one-nighters or theatre dates.

Rainger-Robin Doubling

Hollywood, Oct. 29.

Ralph Rainger and Leo Robin have been doubled as Par with ascription to do ritzy melodies for "Caprice Espagnole" (Marlene Dietrich) and "Rumba" (Raft-Lombard). Pair have just been soldered to a new term.

FOGARTY'S DECCA YEAR

John Fogarty has been signed to a year's contract by Decca Records as part of the company's campaign to build up its standard library. Tenor's services will be confined to the old favorites.

Fogarty is slated to do his first batch of five recordings under the contract this week.

Golden Rhythm from the "GOLDEN GATE" DICK JURGENS and His Orchestra entrance patrons of the "GOLDEN GATE" as listeners on the Columbia chain. He features: "LOVE IN A FOG," "WILD HONEY," "SAY STARS," "From the Little Corner," "Kiss Me," "The Love of My Life," "YOUR HEAD ON MY SHOULDERS," "AN EARFUL OF MUSIC," "OKAY TOOTS!"

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Johann Strauss The 3d and Oscar Straus for U.S.A.

Two Strauss, both with reputations as Viennese "waltz kings," are due in America before Jan. 1. One is Oscar Strauss, contemporary composer of "The Waltz Dream," "Chocolate Soldier," "The Last Waltz," "Smiling Lieutenant" and "One Hour With You" (latter duo, both Chevalier, Paramount films), among other works.

The other is Johann Strauss, nephew of Johann Strauss II and grandson of Johann Strauss I. Fortified by the family reputation, the living J. S. is coming to America, himself possessed of a more limited Continental reputation as a philharmonic maestro and recording artist.

The present Johann Strauss is a son of the brother, Eduard, of Johann Strauss II, whose compositions included "Blue Danube Waltz," "Tales From the Vienna Woods," "Die Fledermaus," et al. It is history that, because of the creative rivalry, the two Strauss (father and son) became estranged and only a death-bed reconciliation softened the father towards his more talented and famous son.

The present Johann Strauss is seemingly being imported by Cliff Fischer and Jules Stein, prez of Music Corp. of America, to cash in on the current waltz revival in America. The present Johann Strauss is now about 67. He is bringing over an orchestra of 60. After Strauss, who is also reportedly related to that branch of the Strauss family (two s's), is a Viennese who has been in America before, for two years under contract to Paramount in Hollywood. With the Hitler regime Oscar left Berlin to reside in Vienna, although at this writing he is in Paris, where his "Last Waltz" (concerto) is being produced in English and French talker versions. His newest operetta, "My Little Love," will premiere in Vienna this season.

Oscar Strauss will organize an orchestra in America for concert but primarily with a view towards commercial radio. A motor account is said to be interested in him. Johann Strauss (II) is slated for a Chicago cabaret engagement at the French Casino.

ARGENTINE PROMISES PUBLISHERS PROTECTION

Assurance has been given Argentine music publishers by the Argentine government that it will not permit any reprinting of numbers copyrighted in this country unless properly authorized. This protection, John C. Paine, chairman of the Music Publishers Protective Association, was informed last week, is being accorded as part of the new Argentine copyright law which went into effect recently.

After the South American country had passed the copyright legislation the MPPA took under consideration a proposal to send a letter to that country to make a study of the local sheet music situation with the idea of establishing central clearing house for American publishers.

Survey suggestion was dropped because predominant opinion on the MPPA board doubted whether there was enough prospective sheet business in Argentine to make the investment advisable.

Oswald Presedo, president of the Argentine performing rights society, is in New York seeking to work a reciprocal arrangement with the American Society of Composers, Authors and Publishers. Dr. Eduardo Rios, counsel for the former association, accompanied Presedo on the trip from South America.

New Argentine copyright law, which went into effect recently, paved the way for the first time for agreements between Argentine authors and publishers and foreign performing rights organizations.

"Dunk, Dunk, Dunk," musical number used in Walter Lantz's Universal cartoon, "Jolly Little Elves," will be published by Harms. Music is by James Dietrich; lyrics by Lantz and Victor McLeod.

Ambitious

Lincoln, Oct. 29. One of the entertainers at a nite spot here has an unusual combo. At night he wheels himself around the dance floor on a trick piano singing and playing for the elbow benders during the dance interludes. Between his times on, he studies his lessons for a correspondence school course in the fundamentals of undertaking.

Radio Puts Phonograph And Disc Biz in S. A. On Fritz, Says Todd

Radio has finally caught up with the phonograph business in South America and dealt it a serious blow, according to R. B. Todd, South American manager of RCA Victor, here on a three weeks' visit.

Todd declared that dealers on the southern continent find themselves without customers for phonograph turntables that aren't part of a combination radio set. Along with the stagnation for straight phonographs machines, said Todd, the sale of records has for the past year been on the decline in a big way.

Todd makes Buenos Aires his base of operations.

Chi's Last Loop Couvert Spot Goes Min. with Rest

Chicago, Oct. 29. Congress hotel, the last of the loop's nite spots to stand out for a cover charge or admission tariff, has fallen in line with the rest and is stipulating only a minimum fee for its Urban room.

Minimum charge is to be \$1.50 for week nights and \$2 for Saturday nights.

Hotel Roosevelt, New York, is first of the class hotels to cancel its cover charge assessments. This takes in the grill where Del Campo and his continental show holds forth. Decision was reached by Herman G. Hines, managing director of the hotel.

Other class hotels in east side district, the Biltmore and Waldorf-Astoria, are continuing with their covert policy.

'Drunkard' Biz In Pitt. Gives Semi-Pros Idea

Pittsburgh, Oct. 29. Success of George Sharp's production of "The Drunkard" at Fort Pitt Hotel sending troupe of local amateurs and semi-pros into producing business. They're presenting a series of old-time mellers at Kleman's Inn, niter in East Liberty, opening this week with "10 Nights in a Barroom." Show is in five acts of quarter-hour each, with dancing and olio acts by players at intermission.

Troupe, headed by Walt Frazer and Norman Porter, is working on a percentage of covers with Inn's management. Present intention is to change shows weekly.

If idea gets over, organizers plan to form other troupes for similar presentations in different night spots about town.

NIGHT LIFE WARMS UP IN 10 P.M. ROCHESTER

Rochester, Oct. 29. Signs that Rochester is becoming night life conscious. In this notoriously 10 o'clock town more bands are working and more night spots are operating than anytime in history. While still lacking any real class spot, a couple of downtown places are taking in coin. A score of spots in the outskirts get an occasional play. Most of the places have small floor shows with local talent.

Chateau, which opened during prohibition in Brighton just outside the city, is still the largest place and has everything. Tops in popularity with show folks. Jungle Club and Peacock Room are doing the biz downtown.

Among orchestras now playing are Macomber at the Chateau, Tommy Tucker at the Peacock Room, Jan Campbell, at Marigold, Hughie Barrett at the Odenbach and Benny Morgan at Old Spain. But name touring bands still pass up Rochester, all going to Batavia, 30 miles away, a hot dance town.

Inside Stuff—Music

Picture song writing team, now in the east, is not expected to return to Hollywood hurriedly due to an embarrassing affair that attended one of their melody deals. Pair sold four numbers to a major studio for a picture and everything was okay until piano copies, forwarded to a New York music publishing concern by its Hollywood rep, revealed that two of the four numbers had been previously and freely played by a name band in New York, also given a liberal tumble around the nite spots.

Publisher notified the Coast rep of the ringer tunes and he tipped off the associate producer having the picture in charge. Letter pointed out a delirious condition and talked suit, etc. Publisher's rep suggested that he call in the tune team and call for a kickback. He did so, got a cash return from the pair and buried the incident, but he now was shy two numbers for his picture. Again the publisher rep leapt to the rescue. He'd been canvassed by a famed pop composer so he told the latter to write something, that he had a chance to spot a pair of numbers quick. The composer went away to huddle over the baby grand and came back in a few days with two numbers that have since made the picture famous.

An unexpected twist to the situation is that the called in composer now is accused of running out on the Hollywood intermediary through selling publishing rights of the numbers to a rival concern.

Music of the so-called 1905 American opera, being written in New Orleans by Jacques Wolfe and Roark Bradford will be published by the Robbins Music Corp., according to Jack Robbins, who is wintering on the Coast.

Opera is based on Roark Bradford's "John Henry." Negotiations are on to have Lawrence Tibbett sing the title role at the Metropolitan Opera next season.

It was Bradford's "Of Man Adam and His Children" which inspired the play, "Green Pastures," Pulitzer prize play, Jacques Wolfe composed "The Glory Road."

Jack Bregman and Joe Santly are doing the song-picking for Robbins publication while Jack Robbins is on the Coast. Latter took the Canal route to Hollywood chiefly for rest, following illness. While there he will confer with the Metro studio officials on filmsongs, but the popular stuff will be picked in New York by Bregman, g.m. of the firm, and Santly.

"Tain", latest Billy Hill-Peter De Rose tune, has moved into the best-seller class.

Call from jobbers and dealers gave the song a turnover of around 17,000 copies last week, which represents a jump of 8,000 sheets over the previous stanza.

Beatrice Lillie's records leading foreign demand right now. Public has taken to her discs ever since her summer broadcasts on the Victor hour. "Campfire Girl," "Snoops," the "Lawyer" and others top the list. The Lucienne Beyer records have maintained a fairly steady pace.

NIGHT CLUB REVIEWS

Hotel St. Moritz, N.Y.

New Continental grillroom of the Hotel St. Moritz is a peach of an interior, nicely handled by Nino at the door, and with a satisfying door entertainment within, not to mention the crack Willard Robinson's "Deep River" orchestra. But somehow his hasn't been there. Considering that it's a hotel and a limited capacity, the band, the smart ballroom dancers, Minor and Root, and George Givort, giving out Greek comedy, is really a buy for the \$1.50 minimum check for supper.

Perhaps the room will catch on. It deserves to do so. Givort, working amidst S. Gregory Taylor, the Skouras Bros. (who have a piece of the hostelry) and in an environment which features Greek vintage wines (perhaps the only N. Y. hotel to do so), isn't at all abashed by the Greek nationalism of the management-ownership and puts on the Acropolis No. 7 routine in a heavy manner. Even the Greek boys, waiters and captains go for it.

Minor and Root just closed at the Central Park Casino and have worked in similar such class environments, which gives an idea of their very smoothness. They too, therefore, are a hotel floor show treat. As for Robinson's band it's among the all's topnotchers and plenty okay on the hoof. A-1.

DANTE'S INFERNO (O.M.A.)

Omaha, Oct. 29. Most pretentious nite project tried here to date, a last year's trice approached it, but this is tops. Spot has been known as the Cosmo Club, but it's all new now. You go upstairs, but it feels like the third basement. Idea being that here for once real atmosphere has been created. Done with grotesque figures and prehistoric scenery that look like the McCoy, to say nothing of being a little off.

As entertainment club offers local maestro Eddie Perrigo his 12-piece band. Band is Perrigo's own this season and has been broken up in with dates at several other spots. Music leaves little to be desired, as Perrigo knows his stuff from years of playing in orchestras and lately as the town's No. 1 leader. As special entertainers he has Al Schwartz, Virginia Lee, and Paul Reese (formerly of NBC) as singers and the Bee Ruth line, local girls who have recently returned from a vaude tour. Floor show goes on twice nightly, at 11:30 and 1:30.

Club ads in the dailies brag about "never cover charge," but the spot is operating under the \$1 per person minimum, plan which has proven most successful locally. Regular dinners come at \$1 per with special at \$1.25. Besides these the Inferno has brought in a special chef and offers a complete line of Arabic dishes. Drinks are around the 40-50c scale.

Catering to the classier crowd, with all efforts along that line, and stages are out. Opening show set for only two weeks. After that it's hard to say, but a capable band is sure to be the mainstay.

Mayfair, Cleveland

Cleveland, Oct. 27. Booming of niter biz and new policy of dailies in reviewing floor shows, giving owners a chance to photograph covers of reviews in front lobby displays, has inspired Harry Propper and Mike Special to book six-act shows into the Mayfair every two weeks. Floor nights are now handled like theatre premieres in ballyhoo. Only things missing are the klieg lights.

Besides revues in his maroon

B.B.B. in Cab Crash

Baltimore, Oct. 29. B.B.B. (Bobbie Berman), niter m.c., current at the Hi-Hat, was out two nights last week as a result of injuries sustained when the cab in which he was returning from a benefit performance at the Southern hotel collided with another car. The m.c. has stitches in temple, plus bruised eye and shake-up, he is bringing suit against the Yellow Taxi company.

B.B.B. closes his six-week stint at the Hi-Hat Thursday (1). Opens following day at the Plaza, Pittsburgh.

Bornstein's H'wood O.O.

Hollywood, Oct. 29. Saul H. Bornstein, Irving Berlin, Inc., general manager, arrived here on Saturday for a two-week look-around.

While here he will confer studies on musicals.

colored club, seating 600. Proper has given it a distinctly novel flavor by engaging three comedians. These Paderewski's ensemble opens the spot in the afternoons, followed by Ray Carlin's band for cocktail sessions, alternating with Val Olman's during evening dances.

Put Vernon is a relief after a diet of loud m.c.'s. Modest in his announcements, he builds up acts with just the right amount of wisecracks. He does a neatly injected aerobically dance of his own, injecting a seed in his turn by whirling through a dance with a dummy for big laughs.

Woods and Ray manage to put some freshness as well as vividness to their negro stuff, which has been overdone here. Their best is a combination strong man-adagio number, a flashy thing due to its smoothness and the near-nude costumes. Henry Ventura, a tall and buxom blond, does character songs with imaginative touches and good voice. Then there is Yvette Lucel, whose Ray Eyes is a loud yell; the Peter and Paulie tappers; and Ruth Laird's chorus of eight pippins in eye-opening costumes.

Tie-up of large-calibered revue with plenty of music at \$1.50 week-end minimum, drinks averaging 50c, has the Mayfair giving the town biggest value for money. Pullen.

Club Variety, Balto

Baltimore, Oct. 26.

After having been out of the swim for some years, since his Silver Slipper gumshoe class-haunted niter, Gus Goldstein emerges out of the shadows with this one, which crowds the burg to excess of nite spots. One thing is certain: he won't enjoy the class patronage with this site that he formerly did with the Silver Slipper. Located in one of the toughest sectors of town and in a building that once housed a colored hotel, plenty of people here will be steered away by the remembrance of what the locale formerly was. And that will militate against the spot.

Rather a big set-up; club proper occupies the second floor but is rather hemmed in and the room doesn't accommodate more than 200. Enormous bar, cloak and restrooms and kitchen are on ground floor; in basement are the "bunkies," a "room," with bar of its own, layout of tables, floor and colored band and bit of a show. This basement affair is actually a more intriguing and comfortable place than the upstairs, and it wouldn't surprise if it eventually eclipsed the big-boy in popularity. Brief show and six-piece colored band and the local Harlem more than favorably compares with what's on tap upstairs.

In the club proper, show has been booked by the National agency of this town. Feature is a fanner whose terp trip is made on toes, evincing once again the standard routine. Billed Romona Ray, and gal is nicely needed. Highlight of show in patrons' estimation, and should have been on last, but wasn't. Inserted about midway, and remainder of bill had trouble following her. The show line is a line of girls that trot through two routines nicely and make for a favorable impression; one of the line has a strut and shimmy to a check. Blue warbler, Ethel Merman (no misprint, but the way she's announced it sounds like the original Miss Merman), is decidedly mild in a pair of songs. The last of the Red Heads, was billed but didn't show. Incidentally, the fanner abandons her plumes in favor of a coat of gilt at the second show of evening and works to much better advantage.

George Trotter m.c.'s effusively and stalls around so much gawking onto scene with those seated nearby that the show line is considerably. He also ran smack the night caught in the intro of celebs. Called upon one Sidney Klumberbus as the producer of the show, he considered "comedy," to take a bow, and the guy did. Also introduced a chap at a table as "Cap'n Henry," of the Maxwell House Showboat. He commences several songs, but the joke here seems to forget about it, his thoughts apparently switching to something else. He's tolerable when he lifts his pipes in song, but does so only in a few instances of peacekeeping. Incidentally, the operator of the light seems to think he's a comic, judging by the manner in which he judges the beam around. Class and likability are not to be counted enough, but the beam is to be found down in the "summit room," where there's no concert and where the minimum of tariffs are less than the rest of the town.

Goldstein unveiled his spot to a terrific fan-thumping that indicated all phases of expectation. He'll have to keep it up and hope to see enough strong acts to keep things under strain. Not will he find it easy; location still always divert possible patronage, which is unfortunate.

Inside Stuff-Vaude

Vaude producers or theatres can no longer bill chorus troupes as 'Chester Hale Girls', even though they still come out of the studio bearing the dance director's name. Hale's ex-wife, Amata DeGrasse, is now running the dance school and, according to a contract between them, Hale's name is not to be used in a theatre's advertising of any troupe she sells.

Hale's contract with Metro on the Coast, where he now is, also prohibits the use of his name on any outside choruses.

Stagehands in Meriden, Conn., collected a purse of \$50 to give Alice Gardner (Three Renards), aerialist, when she fell in a theatre there recently and suffered a fractured spine.

Harry Hollander, former Par booker and now an agent, is opening his own office in New York.

Vaude in Youngstown

Chicago, Oct. 29.

Vaude goes back into the Hippodrome, Youngstown, O., Nov. 3. Will be booked through the Boyle Woolfolk office here on a split-week policy.

House has been taken over by Arnold Minkley.

LEON NAVARA'S BAND

Leon Navara, standard vaude piano single, turns to baton-waving Monday (5).

Navara will take a 12-piece band into the St. Moritz hotel, New York, on that date for his first attempt as a leader.

Daffy Dignity

Negotiations between the Dean brothers and the Boxy, N. Y., almost hit a stumbling block when Paul Dean objected to the proposed billing of himself.

'Dya have to call me Daffy?', snarled Daffy, but brother Dignity remained silent. The billing stuck.

St. Louis, Without Vaude for Yr., Looks To Stageshow Revival

St. Louis, Oct. 29.

After more than a year of straight pictures throughout the city, it now appears likely that St. Louis will again get some flesh on its stages by Nov. 15. Several managers are now in active negotiation with the stagehands and musicians' unions on new deals. William Nick, of the stagehands, has settled with the theatres on a new setup. Only thing holding up the re-establishment of vaude in the houses is the contract with the musicians.

Heading the procession to flesh is Charles Kurtzman, who is dickering for stage shows for the Fanchon & Marco Ambassador. Kurtzman has already dealt with Chicago bookers for talent and has appointed the Billy Diamond office in Chi as booking representative. House will use the present State-Lake theatre policy of stage shows and vaude for a bargain line-up. Expected to start on Nov. 2, but now looks like flesh policy will not get going before Nov. 9 at the earliest.

1ST ROUND IN TIC TOC CASE TO GOLDENS

Maurice and George Golden, producers, won the first round in their suit against the Tic Toc Girls for alleged breach of management contract when Justice Albert Cohn in New York Supreme Court, Wednesday (24) ordered an immediate trial of the case and left an injunction application pending.

In handing down his decision, Justice Cohn denied the immediate issuance of an injunction restraining the Tic Toc Girls, but stated that if the defendants do not agree to trial on Nov. 7 the injunction is automatically granted. Tic Toc Girls are Yvonne Monoff, Mildred Link and Bobby Kroll.

Goldens claim they built up the Tic Tocs, originally a quartet, supplied them with material owned by George Golden, and after the girls clicked they broke away from their management, refusing to pay the 25% commission stipulated in a contract between the act and the Goldens.

Granting of injunctions in civil cases such as this are rare. Suit also asks for back commissions from Sept. 7, last, when the Tic Tocs allegedly broke away from the Goldens.

Julius Kender is counsel for the producer-brothers.

Phila. Variety Club

Philadelphia, Oct. 29.

Application for a charter for the Variety Club of Philadelphia was submitted to the National Variety Club.

Officers of this new Tent are: President, Earl W. Sweigert; first vice-president, Leonard Schlesinger; second vice-president, Frank Buhler; secretary, Jack Greenberg; treasurer, Jay Emanuel.

Mike Glynn's Loss

Mike Glynn, Long Island theatre operator, lost his left eye a couple of weeks ago as result of an unsuspicious tumor.

First knowledge came on the golf links when the showman complained of a blurred sensation.

Gibson-Gail Chi Dates

Chicago, Oct. 29.

Hoot Gibson and June Gail were scheduled for vaude appearances in the Midwest Warner houses, starting Nov. 12.

Booked through the local Wm. Morris office.

Timblin, Suing, Says Gerber Failed to Make Contract Good

Charles 'Slim' Timblin, blackface comic, has brought suit against Alex Gerber, his manager, for \$6,288 alleged due him on a contract in which Gerber guaranteed him a salary and 30 weeks work a year. Suit came up yesterday (Monday) in New York Supreme Court before Justice Dorr.

In his complaint, Timblin charges Gerber did not live up to the contract in its second and last year, paying him below the contracted amount and not giving him 30 weeks. He seeks the \$6,288 as back salary.

Jack Stanislaw is counsel for Timblin. O'Brien, Driscoll & Raftery defending Gerber.

ROSITA TO SUE RAMON ON NEW NAMESAKE

Rosita, estranged wife of her former husband and dancing partner, Ramon, has retained Robert Fitzsimmons, N. Y. attorney, to take action against the new Ramon and Rosita act, which Ramon organized on the coast, if he uses the R. & R. billing. Ruth Herbert is the new Rosita. New team is going into Universal's 'Great Ziegfeld' film.

Rosita meantime will form a partnership with Georges Fontana, due back from Europe shortly.

Donn Now Brit. Agent

Lee Donn, who was Leo Domke when he was pianist for his wife, Sibyl Vane, in vaude, is now a London agent, but presently in New York scouting talent for English bookings. Miss Vane is retired professionally.

POPS AND LOUIE

NBC'S
MASCOTS
HARMONIZING
SKYROCKETS.

NEXT TO CLOSING ROXY

NEW YORK

This Week (Oct. 26)

OPENING NOV. 9
WITH

EDDIE CANTOR'S REVUE

AT THE

EARLE
PHILADELPHIA

A PRECEDENT BROKEN A RECORD SET!

HARRY ROGERS

Presents

AN ALL-COLORED SHOW PLAYING
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PALACE, New York, THIS WEEK, OCT. 26

CLEAN WHIRL-WIND ENTERTAINMENT
A SMASH AT THE BOX-OFFICE

THE 1935 EDITION—THE NEW

"SHUFFLE ALONG"

EUBIE BLAKE

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LATE STAR OF "BLACKBIRDS"

Pete Peaches and Duke

"DANCING BEAU BRUMMELS"

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COMMEDIENNE

FAY CANTY
"DIXIE'S SONGBIRD"

JOSIE OLIVER
"ORIGINAL SNAKE HIPS"

ROY CARTER
FAST DANCER

TIMMY ROGERS
ACROBATIC

12 BRONZE BEAUTIES

BOOKED MIDDLE WEST
AND PACIFIC COAST

MAY RE-OPEN VAUDE CODE

Thar's Gold in Them Thar Hills And Hoss Yodelers Dig 8 Months

Hollywood, Oct. 29.

Arizona Wranglers, heel scraping yodelers who were on the air over KNX, have returned to Hollywood after an eight-month personal appearances which took them no farther from the coast than the eastern slope of the Rockies. Wranglers were piloted on their tour by F. M. Crabbill, Eugene, Ore., exhibitor who turned producer after he failed one of the biggest grosses in the history of his theatre when the cowboy dirge singers played his house.

They played everything from legit theatres to comfort stations, laid off only two days on their entire trip. Average weekly take was around \$1,200, which was profitable for the producer after paying off the eight tonsil stretchers in the act. States covered on the 20,000-mile tour were California, Washington, Vancouver Island, Idaho, Wyoming, Montana, Colorado, Nevada and New Mexico.

Nine-Day Stand

Longest engagement was at the Empress, Denver, which lasted nine days. Outside of Tacoma, Spokane and Salt Lake City, which were four-day stands, all other dates were one-nighters.

Dates were all percentage or outright buys of the theatres. Where an operator received a top profit of \$25 per night, Crabbill gave him \$30 for his house, took everything. Percentage was usually 75 or 80%, for Crabbill bought "Strawberry Roan," Ken Maynard western, from Universal after it was played out and furnished the entire show in the theatres. He always added a nickel to the general admission, averaged 45 cents in all towns.

Biggest jump was 363 miles, average around 125. Troupe traveled in three cars with a manager. Crabbill was ahead selling the show. Smallest town played was Hermeston, Ore., 230 population. House seated 200, played in 10 capacity shows on the day. Nobody ever found out where the audience came from.

Treated Like Home Folks

Cowboy singers were invited into homes for meals in every one of the small burgs, treated as kinkfolk. That cut down the nut. Everywhere they went they carried their 'A's with them. Crabbill never objected to him doing small stuff as a sample. Says it's good advertising. Only paper the show carried was tack cards made the same size as dogtags so that the one cut could be used for both. Small towns don't know display paper above one sheet size.

Tour was so successful that Crabbill will give the prairie moaners a month's vacation, start out all over again. He claims the boys like to travel, enjoy the scenery and, besides, they're in show business.

Irene Franklin, Ann Codee Osterman Sunday Nighters

Hollywood, Oct. 29.

Irene Franklin, Ann Codee, Frank and Milt Britton topped Jack Osterman's Sunday night vaude at the Wildfire Ebell last night (28).

It's the first time the girls have come out of hiding for straight vaude here in a long time, whilst the Brittons, just finished in the Vaalce picture at Warners, delayed starting for Chi to fill the date.

Going into its fourth presentation, the Jack Osterman-Irene Franklin Sunday night vaude, turned from open show to straight union. Eddie Michaels and 10-piece union band replaced Al Terry and stage was manned by an IATSE crew. Setup will continue from now on.

Boys explained that they couldn't go union at the jump-off due to financial weakness, but good b. o. response to its three performances made the switch possible.

MINERS VODE-HUNGRY

Northwest Silver District Seeks Entertainment—Dough Plentiful

Chicago, Oct. 29.

They are begging for stage shows of any kind in the mining sections of the Northwest. Towns that haven't had flesh for 5 years are now sending in requests for shows and acts.

Henson is the new silver act passed by Congress. Mining towns that were depopulated to the extent of only a few families have suddenly taken on new life. Miners, prospectors and promoters of all kinds are going into the territory to horn in on the rejuvenated industry. Dough has already started to circulate and the people are looking for ways to spend it.

The sections through Montana, Idaho and the Black Hills of the Dakotas are reported to be the ripest.

DOW'S INDIE AGENT SUBSIDY

Al & Belle Dow, man and wife indie booking combo, are branching out as silent partners and underwriters of specially designated vaude agents in the production of acts and units.

Reported that the setup calls for the Dows to lay out their extensive indie book for the productions and share in the profits, although not sharing in the costs of the acts and units.

Producing for the Dows are Sid Hall, Lou Sharpe, Danny Davenport, Mack Brown and Sam and Aaron Kessler. Johnny Singer is also said to be in on the deal, but denies having any direct tieup with the hookers.

CANTOR'S CAPITOL WK. SET BACK IN NEW YORK

At Sam Goldwyn's request, Eddie Cantor's week at the Capitol, N. Y., is set back until after the first of the year when Cantor returns from a European vauch. This is because of his picture, "Kid Millions," opening simultaneously at the Rivoli, a couple of blocks away from the Cap. and Goldwyn contending the Cantor personal would cut into the flicker.

Originally Cantor was to play the Cap in mid-November, about two or three weeks before the film opened at the Riv.

Cantor's show, playing three days in Bridgeport, Conn., Oct. 22-24, as a break-in, grossed \$12,000 on the half week, or \$5,000 for Cantor's share on a straight 50% booking.

Cliff (Charlie) Hall, Nicholas Bros., 12 Aristocrats (mixed dancing act) and Rubinooff are with Cantor. He opens Nov. 9 at the Paradise, Bronx; Loew's Met, Brooklyn, Nov. 16, and one week in Jersey City, for WB, precedes the Loew dates, all at \$15,000 a week.

Akron's Units

Akron, O., Oct. 29.

Palace (Chatkin), switches this week to unit shows, with Harlem on Parade, headed by Buck and Bubbler, in for four days as the first unit in almost a year. Shows will be presented whenever one is available.

No announcement has been made as to whether the units will be shifted to Youngstown for the last three days of the week, as was the policy last season. Palace there is also a Chatkin house.

SQUAWKS PROMPT SUGGESTIONS

Flock of Requests for Changes and Exemptions—Code Authority Suggests Re-hearing to Washington—If Okayed, May Occur Within Month

NEW ATTITUDE

Those with grievances against certain provisions in the vaudeville section of the Motion Picture Code may yet have an opportunity to bring about changes as a result of the latest action of the Code Authority. Latter body has recommended to Deputy Administrator Sol Rosenblatt that reopening of the code be considered.

Recent flood of requests for changes and exemptions prompted the C.A.'s recommendation. That the complaints cover all phases of the vaudeville business is said to indicate chances are bright for those desiring relief from allegedly unfair clauses in the present code.

An effort to change the code was made without success last season by a representative group of vaude producers, who organized for the purpose of altering the chorus wage rehearsal salary and break-in money provisions. Government at that time declared such a move would be too costly, since the NRA regulations provide that, in order to change any section of the code, the entire code must be made subject to discussion and possible change at an open hearing.

Varied Complaints

The new attitude was prompted by the fact that changes lately have been urged not by one faction, such as the producers, but practically every department of the business, theatres included.

Vaude code committee of three, working out of the picture Code Authority, consists of Charlie Moskowitz, Leslie Thompson and Sam Dembow. They have been the recipients of the various complaints, and the open hearing recommendation came from them through the C.A.

If the NRA acts favorably on the recommendation, an opening hearing on the vaude code in Washington may take place within a month.

Unknown N.Y. Agent After Original Mrs. Pancho for Vaudeville

Mexico City, Oct. 24.

A New York agent named Nortmann has propositioned the Mexican senate to fix it for him to book the American actress, Renata de Villa, recently proven to be the one and only widow of the late Pancho and who was granted a daily pension of \$250, for a vaude tour in the U. S.

Nortmann asked senate to ascertain whether or not the widow speaks English and could be coached to make sniffs about Villa's intimate life from vaude states. Senate is seeing what can be done on agent.

No agent of that name is known to the New York booking field.

Ace Brown Killed

Cincinnati, Oct. 29.

Ace Brown, former juv in musical comedy and burlesque, and m.c. this season at the Lookout House, nearby Kentucky cafe, was killed this (Monday) morning when his auto ran over an embankment. A native of Dayton, O., he was 35. Survived by a widow and two children.

Ed Fay, Mike Comerford Backing Indie Unit Producing Combine; First Show Nov. 2 in Providence

Up to George

Since the recent marriage in Chicago of Maurice Golden, producer, to Loretta Dennison, George Golden, brother of the groom, has been attending to the buying of furniture and other decorations for the couple's apartment. The other day Maurice suggested to his wife that they ought to have a baby after a year's marriage. "Oh, no," answered the bride, "George says that we must wait at least two years."

Will Replace Sam Dembow on Vode Code Committee

As a result of having stepped out of theatre operation, Sam Dembow, Jr., formerly with Paramount and now with National Screen Service, will be replaced shortly on the vaudeville committee of the Motion Picture Code Authority.

Committee, which handles vaude matter under the picture code, comprises Dembow, Charlie Moskowitz of Loew's and Leslie Thompson of RKO. Moskowitz and Thompson will retain their posts.

ROSE DELAYING VAUDE TOUR OF FLOOR SHOWS

Billy Rose Music Hall and Casino de Parée revues, primed to go out via the Morris office, are still being held up on injunction threat from Billy Rose who round-robin all booking offices declaring that he owns the material.

Rose and the cabaret managements of both spots have had differences of opinion. Abe Lastfogel, of the Morris office, is seeking to alleviate the situation so far as the acts for vaude are concerned. With the Rose Music Hall readying a new show this means the "Small Time Cavalcade" number, composed of some 50 old-time vaude-villains, will be displaced unless Lastfogel gets Rose's okay for the extended vaude bookings.

WB's Pitt Names

Warners resumes its now-'n'-then shows at the Stanley, Pittsburgh, Friday (2) when Guy Kilbee goes in for a personal appearance. Others on the show will be Don Bestor's ork, Keller Sisters and Lynch and the Three Queens.

Following week Fred Waring's Pennsylvaniaans go into the house as the whole show.

Not likely that the Stanley will continue the stageshows as a steady policy, despite the nearly combo, competitor of Loew's Penn. Alvin and Pitt.

BETTY PARKER RALLIES

Betty Parker, who was operated on two weeks ago for the removal of a stomach cyst, will go under the knife again next month. Blood transfusion rallied the patient. Second operation awaits her gaining strength.

Miss Parker is in St. Luke's hospital, New Bedford, Mass. She is the wife and partner of Jay Dillon.

First unit by the new indie-theatre-owned production combine opens Friday (2) in Fay's, Providence. Owner of theatre, Edward Fay, is one of the two operators backing the venture. Other is M. E. Comerford.

A new unit will be produced by Harry Puck every three weeks, opening in Providence and then following into Wilkes-Barre, Scranton and Fay's, Philadelphia, in the order named for a total of four weeks. Comerford owns the Wilkes-Barre and Scranton houses and is part owner with Fay in Fay's, Philly.

According to the deal made by Puck with Fay and Comerford, the operators pay the costs of each production but get this back through buying the units at production-talent cost, \$2,200. When playing other theatres the unit will sell for around \$3,000. Puck gets a salary and also becomes sole owner of each unit after it plays the four theatres, the operators being content with getting back the production cost and in being able to buy the shows so cheaply.

In with Puck and the operators on the deal is Joe Feinberg, who books Fay's, Providence, and who is booking the talent for the units. A. & B. Dow book the Comerford houses.

Talent in the first unit includes Lang and Squires, Don Lee, Yates and Lawley, Ames and Arno, and 16 Ned Wayburn Girls.

INDICT LEO SINGER FOR GRAND LARCENY

Hearing on a New York grand jury indictment for grand larceny against Leo Singer (Singer's Midgents) will be held today (Tuesday). Singer was indicted on a charge of mulcting Louis Spelman, vaude agent, of \$5,000.

Spelman claims he advanced Singer \$5,000 to import "White Horse Inn," European stage spectacle, for production in N. Y., and that Singer neither obtained the show nor returned the money.

Singer's last venture was the flop musical, "Keep Moving".

Galloping Ghost on Vaude Dates in East

Chicago, Oct. 29.

No. 77, which means Red Grange, is heading for a string of vaude dates following his recent big build-up throughout the country on his radio shows for Shell Oil Co. over the Columbia web. Has set a number of vaude dates in the midwest and east, booking along with his football schedule. Theatres are taking Grange, who is able to play regular spots, taking off only one show on Sunday afternoon, in order to play his pro football games.

Already set for Boston, New York and Buffalo at a price reported at \$1,500.

Rely on Stranded Acts for Talent

St. Paul, Oct. 29.

Harry Dow, who is adding vaudeville acts to his film policy at the Lyceum, has two sources of talent supply. First, the local night club, Second, stranded acts from the vaudeville circuits.

Lyceum gives four acts and a film for 15 cents.

BUT NO KIRK

Eddie Mills and Harry Martin have returned as a vaude act, with one to fill to make it a trio.

Joe Kirk formerly, with them, is now doing an act of his own with Mooney, Mills and Jules Howard.

NEW ACTS

French 'Reels

UNIT REVIEWS

BROADWAY HILL BILLIES (7)
Singing, Dancing
14 Mins.; Two (special).
Orpheum, N. Y.

Easy hill billying was probably the idea behind this flash, but the producer did not go far with it. What could have lent itself to an excellent satire on the alleged ruralites who have invaded the stages and the air is, in its final state, a limp affair that suggests sarcasm only in its billing.

Four boys and three girls are dressed according to the popular conception of an Arkansas backwoods fashion-plate, and work in front of an olio depicting a three-store mainstreet. But, aside from a twangy comedy special by a mixed team, that's as far as the mountain stuff goes.

Major portion of the act is given over the hoofing of a trio (two girls and boy), singing by a boy, and the dancing of another lad on a miniature double flight of stairs. Talent actually is mediocre, but the fact they never let on, except for the billing, that they're phoney ruralites helps the audience to forgive. Reception here in the closing frame was fair. *Scho.*

SUMMERS, MONTE AND NEAL

Gums, Instrumental, Piano

11 Mins.; One

Loew's Orpheum, N. Y.
This trio of lads may go over okay in some late nite hot spot. They project that intimate kind of harmony which sounds better with clinking accompaniment of brasses and glasses.

Not bad on the harmony end but not so good on the straightaway singing. Could cut down their time, also for better reaction, and it's a mistake to try to take extra bows, as when caught, unless something to offer. Deuced here on a 5-act layout. *Shan.*

WALTER "DARE"
WAHL
The Smash Comedy Hit of
Messrs. Shubert
"LIFE BEGINS AT 8:40"

TENTH WEEK AT THE
WINTER GARDEN
NEW YORK CITY
PERSONAL MANAGEMENT
IRVING SHERMAN
ED DAVIDOW OFFICE

PAULINE COOKE
1674 Broadway
Now Playing
TWELVE ARISTOCRATS
BOB RIPA
LOEW'S STATE THEATRE
"COOKE & OZ"

Always Working
"Whitey" Roberts
Just Finished Fay's Philadelphia.
This Week, Alvin Theatre, Pitts.
Wk. Nov. 9, Paramount, Newark

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General Executive Offices
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J. H. LUBIN

GENERAL MANAGER

MARVIN H. SCHENCK

BOOKING MANAGER

JEROME and PAUL DEAN
Ballplayers
8 Mins.; Two (special)
Roxby, N. Y.

Somebody was bound to fail for this act, and it was the Roxby, although the baseball season is almost forgotten and football now holds the spotlight. And they been set immediately after they won the world series for St. Louis the Dizzy and Daffy brothers might have meant more to a theatre's gross. Now their drawing power is questionable, especially when coupled with a hold-over picture as they are at this showing.

Newspapers during all the months of the ball season were full of the Deans' antics, their strikes and goals. And what the public came to know by rote is repeated by the Deans and Ford Bond, NBC announcer, on the Roxby stage. The theatre is paying heavy coin for sports writers' fairy tales which are far from new to the average baseball fan, and who else can the Deans expect to draw?

Despite the old stuff, the Deans are delivering quite a bit more entertainment than the average attraction that comes to vaude from the outside. Dizzy (Jerome) has an excellent feel for comedy and a likeable droll delivery. He's the great 'I am' on the stage as well as the baseball field, while Daffy relies on something in the shadows during the questioning by Bond. If Bond's questions on baseball matters were somewhat innuendo, that's probably not the Deans' fault. They, at least, were provided with some snappy sayings which the audience here acknowledged to some extent.

Brothers open in their baseball uniforms in front of a replica of the St. Louis dugout, warning each other up as the curtain rises to Bond's offstage announcement. Latent, they step down to the mike with the Deans for the 'sucker stuff' interview.

Biggest laugh of the eight-minute act completely passed over the heads of the Roxby audience. This is when Bond asked the payees to thank the Deans for making the personal appearance. The Deans are only getting \$3,500 for the week.

The daffiness boys closed the show here. It may be their first and last stage date until perhaps next season. *Scho.*

THREE LESLIES

Comedy, Dancing
8 Mins.; One
Coliseum, N. Y.

Two boys and a girl in this concoction of gags, knockabout and hoofs show some ability above mediocre material and inept timing of the red-headed lass. Work might straighten out the kinks sufficiently for them to partially fill vaude's comedy void.

When hoofing, however, the males are all there, closing strong with the usual double-time challenge dancing. Femme assist, however, does not take part in the tapping. Deuced here and were liked for the most part. *Scho.*

New Acts

Jack Sidney and his new 1935 edition of 'Samples,' flash.

Joe Phillips and Madelyn Keelen are back in New York after a spell in London and Europe.

(Continued from page 11)

they finally succeeded in getting their reels out of the country to America, which is after all their main function.

Private opinion in American circles is maliciously inclined to believe that the bun had something to do with the fact that an important and influential French reel did not get the good shots. Boys don't go as far as to say that the French reels actually had the pictures burned, but contend that if they also had obtained the hot shots they would have brought pressure to bear to allow them in. Parallel is soon between the present case and the Feb. 6 riots, when this big French reel missed the shooting also.

Bigger reason for banning, however, is probably that the pix show how the French police slopped in protecting the King and then lost their heads completely after the shooting. It's the police chiefs who did the banning.

For French consumption, everything was set to show the pictures Wednesday night, day after the murders. Prints were at the Ministry of the Interior from 2 to 5 p.m., being examined and cut, and with a little of the very hottest stuff only taken out, were okayed for showing. Newsreel houses got out scare posters and filled up. Just as pictures were starting in walked a flock of cops and stopped the show.

Next day the prints went back to the Ministry of the Interior and new cuts were made, but still a bit of shooting and crowd stuff was left. Thursday night these films were shown, and this is the nearest the Parisian public ever got to seeing what happened. Word got around that the pictures were out, and receipts all over town were big Friday night.

This was just the moment when the biggest ructions were taking place in high police circles. Bigwigs got a new scare about the reels and sent flying squadrons of police around to all the theatres in town to pull them out.

But as no show was up to the moment before the assassination and pick up again with a few tame crowd shots a long while after.

Working Actors

(Continued from page 1)

the stage. There are 16 others with casts of from 20 to 30 people. Largest number of players among current attractions is that in 'Merrily We Roll Along.' It has 90 on the payroll, 40, however, being extras.

Approximately 22 players per show are reported playing now, as against last season's average of 18 per show. That showmen have, generally, veered away from short cast one-acters is indicated by the fact that only five plays have casts of less than 10 players.

Number of scenes used in playing several large cast dramas has tilted the size of back stage squads, too. Almost as many deckhands as speaking players in 'Merrily.' When 'Lost Horizons' opened there were 42 stage hands and 12 speaking players. Crew was reduced somewhat, but it is about even up, yet.

Count on the number of players does not include imported attractions such as 'Conversation Piece' and the D'Oyly Carte Gilbert and Sullivan opera company, both brought over from London. Both are liberally supplied with stage hands, engaged here.

Add to N. W. Unit Time

Seattle, Oct. 29.
Wilbur Cushman adds couple of weeks for units in Oregon and Idaho, including following towns: Corvallis, Bend, Klamath Falls, The Dalles, Roseburg, Medford, Grant's Pass, Boise and Twin Falls.

Units, in every other week, consist of 22 people, including band. Routed through Utah and into Calif. after N. W. and Rocky Mountain time.

RKO Pads Troy Vaude
Troy, Oct. 29.

RKO Proctor's theatre three-day vaude policy has elicited to such an extent that another day has been added. Five-act bills now play four days, starting on Friday. Appears also as move to offset four-day vaude policy beginning Nov. 2 at Harmanus Bleecker Hall.

RKO has been advertising its Troy vaude heavily in Albany newspapers.

HILTON SISTERS

(ORPHEUM, LINCOLN)

Lincoln, Oct. 21.
Hilton sisters, Daisy and Violet, presented a show on this date that doesn't need the exceptional publicity they have received in the last six months to sell it, but it helped. Six acts and a 15-piece band comprise the layout and there's plenty of novelty, variety and color. Business, hitting a new high since the house opened with shows this fall, was a standout at every show. It's the first time the twins have been here since 1926.

Opening of the performance was left to Inez and DeWyn in slow motion acrobatics, which was a house warmer. Inez accomplishes a difficult lever. In the Deuce Yorke and Tracey, the former closely resembling W. C. Fields, have a knockabout comedy novelty that tended to the milting, also. This audience goes for any act in which musical instruments fall to pieces and the performers dent the floor with each other.

Chief Eagle Feather, full blooded Cherokee, gives a flash of the old America in full tribe, costume and dance in the troy. Got a hand on his chatter about ancestry. Croel and Allen, comedy with a trick piano, carried on the fun in four and never let down. The piano gets 'em with its gallop about the stage.

The band, headed by Dan Dunham, splits the show with Lynn and Allen on in a goofus dance. Immediately afterwards comes the buildup chatter for the Hiltons, who sing one number and clarinet another. Mob came up to them in great shape. The entire bill is headed by V. Lynn.

Unit as stands should be a sock anywhere and especially in those towns where the sisters haven't been in several years, and that's where it is to be stretched over a flock of one-nighters in Nebraska, after which the unit will go back into K. C. to be routed. *Barney.*

Jack Crawford Unit

(ORPHEUM, LINCOLN)

Lincoln, Oct. 25.
The ads called this vaudeville, but outside of an average dance team and a fair comedy unit, it was unrecognizable as such. Instead, it looked as if a dance band had lost its way to a hoo-down and wandered in the stage door.

Crawford, a name in these parts, has as his single attempt at comedy, fun poked at his own obesity. Other talent besides the band is Barry and DeAlba, terp team; Curry and White, comedy; Jerry Wilson and Joan Mayfield, vocalists, and Margaret Whitney, local girl who's been touring with Crawford

and rated billing next to him on this date.

Barry and DeAlba were so-so in two bits. The male member threw a show of temperament when the spot failed to catch him, a break for him, but he didn't see it that way. Wilson, a crooner, and Mayfield, with a southern (?) accent, gave an impression, unwittingly, of 1934 stage romance by fighting over one stage mike. Why it was necessary to feed this 1,500 seater with a p.a. system which scraped and blurred, no one knows. Maybe just another proof that the unit is accustomed to making itself heard over dancers' scraping feet. The single sock of the show was the comedy team, outshining even Margaret Whitney in applause.

Business average, with the band in for four days. *Barney.*

Melodies in Dreamland

(MARIGOLD CLUB, LINCOLN)

Lincoln, Oct. 27.
Frankie Waterhouse's 'Melodies in Dreamland,' a Frederick Bros. show, breaking in here is readying for vaude houses. Running time is about 35 minutes and it's much like all units, except that the usual line of girls dispensed with and spots which would be set aside ordinarily for femme log-and-arming are filled with band numbers.

Dee Hermes, hotcha song and dance; Sybil Katz, Harlem strutter and eccentric; Ken Bennett and Earl Coburn, goofus number; Kenton and McLeod, dance team; and Phil Konton, emcee in front of Waterhouse's band, is the talent layout. On this club stand Dee Hermes 'Yeah Man' and 'Jintime' numbers went over with a bang. The band's 'World is Waiting for the Sunrise,' nice, too.

All in all, it's a better floor show than a vaude unit. The break-in is to be stretched over a flock of one-nighters in Nebraska, after which the unit will go back into K. C. to be routed. *Barney.*

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Agents wanted to sell my cards and stationery. Write or call for details. Liberal commission.

GIVE A LIFT

With winter coming on, warm clothing is needed by patients at the NVA San at Saranac Lake, N. Y. Some can't afford to buy their own, and as the NVA cannot attend to every need, a helping hand is essential.

Address Anything You Can Spare to the

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INITIAL NEW YORK APPEARANCE

MARTY BRITT

AND HIS ORCHESTRA

RKO Albee, Brooklyn, N. Y., This Week (Oct. 26)

Personal Direction HENRY WEISS, COOKE & OZ

ATTENTION!

AGENTS
MANAGERS
ACTORS

JOE PHILLIPS

With MADELYN KILLEEN

JUST RETURNED FROM EUROPE WITH A CLEAN ACT

WHAT'S NEW?

TWO FOR A NICKY

Variety Bills

NEXT WEEK (Nov. 2)
THIS WEEK (Oct. 26)

Numerals in connection with bills below indicate opening day of show, whether full or split week.

RKO

NEW YORK CITY
3 Ladies (2-4)
4 De Lardos
Aren & Smokey
Aren & Smokey
Ben Hille
(One to fill)
"Shuffle Along"
Chesley
1st half (2-4)
Jack Arthur
(Three to fill)
Olympia Winners
Collette Lyons
Times Rev
1st half (2-4)
Watson Sins
Lee & Rafferty
(Three to fill)
1st half (27-30)
4 Kilians
Hunter & Percival
Seiler & Willie

Loew

NEW YORK CITY
Capital (2)
Amos 'n' Andy
George Tappa
Carlin
March & Siegel
Diamond Bros
Doro Kins
1st half (2-4)
Ray Gundy
Waldack & Mals
Hofel LaTelle Co
3 Swifts
Going to Town
1st half (2-4)
Bryan Barret
Willis & Davis
Sime Timblin
W & J Mandel
1st half (2-4)
Baltimore
Duke Ellington (2)
Horton
Olsen & Johnson
EVANSVILLE
Ed half (2-4)
WLS Han Dance
HARTFORD
Jimmy Hodges
New Mark O At
Jean Devereux Rev
State (2)
Ed Lowry
Geo Sidney
Eleanor Powell
Florence & Alvares
Elsie Arden
Lillian Dawson
Dana Kins
BROOKLYN
1st half (2-4)
Paul Nolan Co
Elmer Sherry

PHILADELPHIA
Fox (2)
"Hi Ho Everybody"
Jerry Co

Cabarets

NEW YORK CITY

Booster Roof
Eddie Lane Ore
Cafe Chantant
Joe Zator Ore
Ralph Chirinsky
Margie Tapp
Waldack & Mals
Rita Bell
Canina Barre
Maynard & Lucinda
Gilbert & Jose
Hirson
Don Jose Ore
Casino Town Club
Felix Fletcher
Alma Cole Ore
Pop & Louis
(Two to fill)
Metropolitan (2)
Sally Future
Britt Wood
3 X Six
3 Salora
Valencia (2)
Jean DuFaye Ore
Grace Sarrent
Willis & Davis
Sime Timblin
W & J Mandel
BALTIMORE
Duke Ellington (2)
HORTON
Olsen & Johnson
EVANSVILLE
Ed half (2-4)
WLS Han Dance
HARTFORD
Jimmy Hodges
New Mark O At
Jean Devereux Rev
State (2)
Ed Lowry
Geo Sidney
Eleanor Powell
Florence & Alvares
Elsie Arden
Lillian Dawson
Dana Kins
BROOKLYN
1st half (2-4)
Paul Nolan Co
Elmer Sherry

Village Nut Club
Rae Blue
Grant & Rosely
Rae Blue
Dorothy James
Tosca
Eddie Clifford
Hil Hixon
Sherril Jones
Milton Spielman Ore

Waldorf-Astoria
Guy Lombardo Ore
Carmen Costello
Zelli's
Lola Revel
Bernard & Graham
Sherril Jones
Don Costello Ore

CHICAGO

Blackhawk
Kay Kray Ore
Edna Leonard
Gloria Seiler
Maxine Grey
Wayne Van Dine
Reeves & Lew
Bowery M. H.
Peggy Leonard
Lulu Roper
3 Beef Trust Girls
Edna Leonard
Harry Singer Ore
Ches Farce
Borah Minnervet
Lathrop Bros
Milton J. Cooper
Stanley Sins
Henry Bussc Ore
College Inn
Geo Gues Ore
Ethel Shutta
Congress Hotel
Robert Royce
John Rockwood
Jeanne McCauley
Helen Robinson
Grelah
Riverly Boys
Chas Osgood
Chas Albert Ore
Colombus
Wally Vernon
Chas Albert Ore
Zorline
Lopes & Kolar
Belle Moore
Peggy Ray
Lopes & Kolar
Club Alabam
1st half (2-4)
Phyllis Harry
Gloria Starr
Bernie Adler
Gale West
Eddie Roth Ore
Club Algiers
Kay Davison
Brown Ore
Algiers Club Ore
Club Algiers
Evelyn Camen
The Wadsworths
Kay Davison
Sammy Kahn
Austin Mack Ore
Club Minuet
Frank Sherman
Adeline Doheny
Ercile Sins
Madelon Thomas
Max Douglas
Patricia Murray
Drake Hotel
Arlene Aber
Roe Bucky
Johnny Hamp Ore
Edgewater Beach
Alta Warasawa
Mildred Sorel
Paradise
NTO Rev
Mildred Sorel
Jackson Irving & R
Lillian Carmen
Rene Martin
Bob Ripa
Elenore Woods
Rae Harkins
Russell Roald
Donald Thoms
Barlett Simmon
Bernice Lee
Joe De Barbly Ore
Frank Central Hotel
Mona & Marice
Dana Lark
Michele Sorel
Park Lane
Max Berger's Ore
Debra & Brooks
Phil Hines
Leah Ray
Eve Symington
Al Rosewald Ore
Restaurant La Rue
Arthur Warren's Ore
Rainbow Room
Lorraine Boyer
Mildred Sorel
Jolly Coburn Ore
Rite Tower
Nat Harris Ore
Rose's M. H.
Wally Vernon
Joan Abbott
Max & Gang
Bob Allen
Ernest McChesney
Hughie Clark
Mike Bernard
Ben Goodman Ore
Ferry Allen Ore
Hal Sherman
Inez King
Gine DeQuincy & L
Geo Dormondo
Sherry's
Maurice & Cordoba
Al Rose
John Smith Ore
Silver Moon
Mario Di Polo Ore
Ruth Wayne
St. Moritz Hotel
Joe De Barbly Ore
W Robinson Ore
Minor & Root
Gypsy
Surf Club
Anka Lunah
Maurice Shaw Ore
Star Grill
Geo Hall Ore
Loretta Lee
Town Casino
Felix Goff
Jack Kerr
Alyan Cole Ore
Village Bar
Beth Challa
Eddie Ray
Geo McGuire
Francis McCoy
John Smith Ore
Sir Jack Joyce
Ruth Wayne
Arthur Hall
Sheriff J. Meaders
Doris Winters
Lulu Winters Ore
Mildred Madcap

Denver Asks

(Continued from page 7)

continuously operated by such exhibitor. This section shall not be deemed to prohibit exhibitors from reducing or increasing their admission scales as they see fit, except as may be prohibited by exhibition contracts.

The first split in the Denver Managers, Inc., which passed the above, organized a few weeks ago, came when B. D. Cockrill, manager of the Denham and first-run director of the association, resigned. He made the charge the organization had been formed for the express purpose of returning giveaways to Denver, and that since he did not approve of a plan whereby three groups of theatres could control the vote at most meetings, he was resigning.

Denver Theatre Managers, Inc., deny the group was organized for the purpose of restoring giveaways to Denver, and insists Cockrill has the wrong impression.

The groups he referred to were the Huffman group, with eight houses, the Clivic, with three, and Fox West Coast, two.

The so-called manifesto signed by most Denver exhibitors a some months ago declared none of them would appear before any code boards either as defendants, plaintiffs or witnesses, nor would they recognize the code or the code authority in any way.

Since that time the city council has removed the city ban on giveaways. Most Denver exhibitors are respecting the code rulings by banning the lotteries as unfair trade practices. Only a few houses are using giveaways, and these have had no charges filed against them. The Mayor gave away one trip to Hollywood, and announced it would give away cash, but stopped before any money was awarded.

President Rick Rickston appointed several committees. Following are the chairmen and names of the committees: H. A. Goodridge, grievance; Harry Huffman, legislative; Frank Culp, membership and entertainment; Ralph D. Lee, labor; Burns Ellison, donation, benefits, advertising and solicitation; Sterling W. Light and power; Fred Lind, insurance; Joe Gundy, finance.

Met's Operettas

(Continued from page 1)

cluded in its operatic schedules. Met's Wall Street connections are fully aware of the financial setup for 'Waltz' and the possibilities for that type of show, with the heavy drag among visitors to New York.

It is figured that 'Waltz' performed and sung by operatic stars would be even more effective. Proposal does not anticipate shoving grand opera aside, but to mix up the programs, with one or two popular performances of the operetta type each week in between the heavier items.

Not Ready Yet

New plan for the Met has not yet reached the formative stage, but it is known that a survey of Broadway's musical show conditions emanating from Met sponsors has been started. That the lighter operatic forms will feature the Met's activities next season is not likely, as the schedule has already been set, but figured on starting preparations that way pronto.

Matter of operetta has been brought up at the Met before, but never was seriously considered. Criticism of the Met for not going in to a greater extent for native opera is another angle. Met directors have been answered that few American native operas have musical value, where it is admitted that Americans have written really fine operetta.

Most successful Metropolitan presentation of American opera to date was 'Emperor Jones,' which some do not consider actual opera. Really, it is not, but it is perfectly with the new idea in mind. Also fitting in would be a play such as the musicalization of 'Porgy' by George Gershwin, which the Theatre Guild has under contract for next season. Met figures it might have gotten it and done well with it if they were open for lighter items.

ON 4TH WEEK

with GEORGE JESSEL UNIT
KAY HAMILTON
Via LEDDY & SMITH

3 Ladies
Franklin
1st half (2-4)
Main Directors
Ed Marion
(Three to fill)
Frank & Gorton
Sime & Douglas
Hunt & Callahan
Summers & Hunt
Hartlet Callahan
BROOKLYN
Albee (2)
Harris & L
Larry Adler
Harry Burns Ore
Geo Elmer
Monroe Varieties
Madison
Lee & Rafferty Rev
Steve Evans
W & J Mandell
Joe Morris Ore
Marty Britt Ore
Andy & Louise Carr
Jean Travers
1st half (2-4)
1 Ladies
Eileen Compton Ore
(Three to fill)
Wash Board Co
Cortellon Co
Denny Malone
Ken Murray
Lee Galla
Tylos
1st half (2-4)
Claude & Marion
(Four to fill)
1st half (27-30)
Ray Gundy
2nd Rio & L
Roxanne Wallace
Anna Arnold
Rhythm Rev
ALBANY
Harmaine Barker
1st half (2-4)
Murray & Sinclair
2nd Rio & L
Henri Therrien
Paul & Thirney
Carl Fred Ore
UVERO
The Lumbards
1st half (2-4)
Lina Bassetto
Ging Day

OFFICIAL DENTIST TO THE N. V. A.
DR. JULIAN SIEGEL
PARAMOUNT BUILDING
This 7-12: Madeline Hope, Lela Wenter

BOSTON
Orpheum (2)
Michael's
Rodney & Gould
Demarest & Sibley
Bingers & Wynn
Bingers (2)
Renee Vic & M
N & N Stevens
Harrison & Elmo
CELANA RAPIDS
1st half (2-4)
Dolly Hall
Benny Merrit Ore
CHICAGO
Palace (2)
3rd Delling Sins
Bess Walton
Irene Bradley
Billy House Ore
Loring Jewels
(26)
Mann Robinson & M
Pennyhonors
Hal Sherman
Baldi Duponts
CLYDELAND
Palace (2)
Warriors Ore
(26)
Wally & Maudie
Benny Merrit Ore
1st half (2-4)
Lina Bassetto
Ging Day
Calend (26)
Crosby & Nathan
H & J Spitzer
Willis Hall

Paramount

BOSTON
Metropolitan (2)
Foy Fam
Carr Hove & Betty
Rome Varas
Steve Evans
BUFFALO
Dorothy Desiring
Nell Brown
Radio Ruben
Daniels & Lyon
Chicago (2)
Lillian Rose
Monroe & Revel
Ghesia
Chas & Crocker
B Minnervet Ore
1st half (2-4)
Ray Gundy Ore
D & H Barrow
Clifford & Marion
Band Show
Al Verdi
Harrison & Elmo
Richmond Hill
1st half (2-4)
Monroe & Grant
Ella Moten
Arren & Broderick
Lee & L
Roxanne Wallace
Anna Arnold
Rhythm Rev
ALBANY
Harmaine Barker
1st half (2-4)
Murray & Sinclair
2nd Rio & L
Henri Therrien
Paul & Thirney
Carl Fred Ore
UVERO
The Lumbards
1st half (2-4)
Lina Bassetto
Ging Day

Warner

ELIZABETH
Rise
1st half (2-4)
"Hi Ho Everybody"
Stanley
Don Dester Ore
Trini
Ray & Sunshine
Keller Sins & L
WALTON
Marie (2)
Jimmy Ray
Clifford & Marion
Band Show
Al Verdi
Harrison & Elmo
Richmond Hill
1st half (2-4)
Monroe & Grant
Ella Moten
Arren & Broderick
Lee & L
Roxanne Wallace
Anna Arnold
Rhythm Rev
ALBANY
Harmaine Barker
1st half (2-4)
Murray & Sinclair
2nd Rio & L
Henri Therrien
Paul & Thirney
Carl Fred Ore
UVERO
The Lumbards
1st half (2-4)
Lina Bassetto
Ging Day

Independent

CHICAGO
State Lake (28)
Bob Slickney
Lillian Aylor
1st half (2-4)
The Rodians
Froth Sins & F
Joan Calloway Ore
HOLLYWOOD
Wildlife Hall (28)
Sins & F
Eddie Michaels Ore
Kathy Kelly
Eugene Jackson Ore
Katherine DeMille
Frank Tuttle
Colin Tapley
Charles Arnt
Alfred
F & M Britton Ore
Sternman & Codes
Jimmy Ray
Irene Franklin
Gascia Tre
LONG BEACH
Strand (26)
Blaine & Jane
Mandell & Madeline
Fanchon & Marco
Jack Russell Ore
Alma Travers
The Bruno 3
Los Angeles
Gramman's
Chimes (25)
Raymond
Call Melodics Ore
Randall Sins
C & E Hatcher
Margie
Frank Hegerdus
Rose Perfect
Vand
Downtown (25)
Ruth & Lester
Alfred
B & R Gordon
Rome Marie Carter
Don Hickey
Heiler & Riley
4 Seniors
Orpheum (24)
Charlotte & Carroll
Alfred
Bobby & King
Vern Gordon
Edna Coleman
Moore Wally & G

REYNOLDS & WHITE
Rack & Eaton
Yellow Jackets
Alton Dancers
John Dancers
Blanche Calloway
Helen Kane
Annou & Edward
Jack Goldie
J & P Michon
UPDOWN (26)
Blaine & Jane
Nina Olivette
Murray & King
Lillian Rose
Barbara Davis
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Bobby & King
Vern Gordon
Edna Coleman
Moore Wally & G

Few Singers

(Continued from page 3)

office is scanning all new musical shows for supporting casts for all the mentioned pictures. Studio also hopes to pluck a male and female as possible leads from the current crop of stage, radio and concert singers.

Chances are the Miss Lays and Eddy will also be teamed in one of the pictures, possibilities hanging on the reception of each of the players in their first picture. Eddy has been on the lot for almost two years, but despite his concert stage reputation has as yet to get a singing lead assignment.

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Vol. 116 No. 7



15 YEARS AGO

(From VARIETY and Clipper)

Pantages circuit getting so important it planned to open a London office to book acts there.

Joe Lauri, Jr., advertising 'The Ending of the World War and the Birth of a New Single.'

Motion Picture Attendants Assn., affiliated with Federation of Labor, preparing demands for upped wages. Similar organization took an encore lately with same result.

Film players in New York sector were considering affiliation with Equity. Just oratory.

'Dream Song' had a good opening and 'Dream Girl' a bad closing the same week. Latter was Muriel Osatrice, minor film star.

Chorus Equity completed its formation with the adoption of a constitution. Had about 2,000 members.

Olsen and Johnson sought to break a Keith contract when the newly opened Capitol offered \$600 a week. Had to stick to Keith for less coin.

Lewis J. Selznick organized National Pictures Theatres, Inc. Kept \$100,000 of common stock, but offered \$5,000,000 of the preferred.

Peak for screen rights to plays. 'Music Master' was held at \$250,000 and 'Lightnin' was \$100,000.

New Capitol was asking one week protection against other Broadway houses.

Managers began agitation for Sunday legit in New York. Still persistent.

50 YEARS AGO

(From Clipper)

Austin & Stone's museum, Boston, had a beauty contest for Indian girls only. Dug up 11.

Sam P. Jones, Billy Sunday's predecessor, was holding a revival in Waco and the theatres were starving. Great stirrer-upper, but it didn't last.

'Why Does Baby Cry No More?' was the title of tawdry tent jester which did not replace 'Empty Is the Cradle.' A comic song was 'If I Only Had On the President's Pants.'

S. S. Stewart, banjo maker, always a live advertiser, took a column and a half to print the first chapter of 'The Black Hercules, or The Adventures of a Banjo Player.' Book of 'some 30 large pages' could be had for 12c. Copy of the *Banjo & Guitar Journal* tossed in.

Augustus Pitou bought out his partner and became sole manager of W. J. Scanlan, a relationship which continued until Scanlan's breakdown.

Two-tailed rats were a favorite museum freak. Tail of one rat was cut off and inserted in a slit in the nose of another. Antiseptic dressing applied and the feet tied to prevent scratching. New tail 'set' in 24 hours and in four days nerve connections were established.

Baby elephant was added to 'Seven Ravens' at Niblo's Garden. S.P.C.A. objected to the elephant hook and the trainer had to substitute a whip.

Circuses were going into winter quarters. Cole, who stayed out until December the previous year, quit Oct. 25. Most shows kept north.

Inside Stuff—Pictures

Permitting every possibility of a satisfactory settlement of Paramount trustees' suit against 12 banks to set aside creditor preferences under the \$13,000,000 film hypothecating deal, although it may mean some further delay in reorganization, an adjournment was taken last Tuesday (23) to today (Tuesday). This adjournment is on a motion brought some time back to examine bank officials preparatory to argument of the suit. It isn't advisable to proceed with such an examination before trial if settlement is to be ever reached and another adjournment may be taken unless accord seems certain as of today (Tuesday).

Meanwhile, another issue in the face of reorganization is the Paramount Broadway matter on which adjournment has been taken to Nov. 12. The last time when the motion on the bank suit came up, the banks themselves, represented by Morton A. Bogue, suggested adjournment until the knotty objections to the Par-B'way reorganization had been heard. Par trustees a week ago were not prepared to go ahead on these objections, although their own petition on a Par-B'way reorganization was filed as far back as July 30 and objections have been on file for two months.

A point in favor of New York Operators, Local 306, in its tussle with Allied which it brands a company union and through the courts is trying to prove it, has been won by establishing the fact that the same attorney who acted in the organization of the Independent Theatre Owners Association drew up the papers organizing Allied. Harry Brandt, president of ITOA, has admitted this under oath. Attorney was Joseph A. Teperson. For some time 306 has been trying to prove that Allied is a company union setup of the ITOA and that 306 men were replaced by Allied operators at lower scales under long term contracts. Tussle between the two unions brought about the old cross-picketing policy of the fight 306 had with Empire, with one result, a court order limiting of pickets in front of theatres to two.

Through a tieup with the air program known as 'Sally of the Talkies', Warner Bros. has maneuvered an entire plug that's somewhat unusual. Program, on every Sunday over the NBC network for Luxor face powder, consists in a running story on the adventures of a small town prize beauty winner at the Warner Coast studio.

For the first few weeks the script will cover the grind in making the grade, then take the girl on as a star. Program was formerly billed as 'Talkie Picture Time.'

Most surprising compromise settlement made by the Par trustees, in this instance with the co-operation of Par's own attorneys, is that of the Edward Quittner \$5,100,000 anti-trust action brought against Par several years ago. It was settled for only \$10,000, this to cover Quittner's legal expenses. Following agreement between various groups of attorneys papers in the settlement were filed during past week with Special Master John E. Joyce, who is expected to recommend it to the courts for approval.

In line with policy to give producers more time to frame ideas, also eliminating the burden of producing around 45 shows a year for one man, the Music Hall, N. Y., will give Russell Markert a crack at staging shows for its rostrum.

Vincente Minnelli put on the current production there as the first under the plan to relieve Leon Leonidoff of the grind. Leonidoff conceals the show to go with 'We Live Again' (UA-Goldwyn) opening Nov. 1. Markert then possibly doing 'One.'

RCA Photophone has issued circular letter to all users of its reproducing equipment that it will live up to its contract to protect such users against claims of infringement on the flywheel patent. Accordingly RCA states it is modifying all infringing soundheads so that they do not infringe. This letter is an outcome of Tri-Ergon's favorable decision in the Pennsylvania Federal courts on the matter which was defended by RCA.

Harry D'Abbadie D'Arrast, in Madrid for the premiere of his new pic, 'It Happened in Spain', got caught in the street shooting during the recent rebellion there.

Says he was walking down Madrid's main drag when firing started and he dropped on his tummy and crept into a doorway. When he got up he found the soldiers shooting in the air to scare people off the streets. D'Arrast claims their only victim was a stray pigeon.

Finding unproductive a tieup with one Fifth avenue department store, under which Warners was to get a cut on sales of all dresses fashioned after those worn in Warner pictures, WB went to another store with a different proposition.

Film company offered a tieup under which it could paste the head of Dolores Del Rio at the top of hanging gowns, coats, etc. Store turned the idea down.

Ecclesiastics are among the readers of trade papers now that the picture industry commands closer attention and for many churchmen is providing new material for the pulpit. Ministers are using material gathered by the trade press.

Church publications are also keeping an eye on what the trade papers say, frequently quoting therefrom.

Erpl undertakes to assume legal expenses incurred by any of its licensees but does not guarantee payment of damages.

If any adverse Tri-Ergon litigation eventuates the burden of the proof rests with the producers that Erpl is still owned by A.T.&T., the Erpl attitude now being that it's completely disassociated from the telephone company.

George J. Schaefer didn't attend Par's sales confabs at Hot Springs, Va., due to cold matters. He had to attend meetings on sodium Thursday and Friday (25-26).

Neil Agnew took charge in his stead.

'Acquisition by the Fawcett Publications of Motion Picture and Movie Classics is seen as a move to take on circulation for his own tomes rather than add to his group. With three already on the stands it is considered unlikely that he will issue five of one class. Belief is that he'll combine at least two of the mags and cash in on the circulation of the demised. Two more fanners, Golden Screen and Screen Star Stories, quit the racks after this month's issue. That reduces the sum total on the picture biz to 16.

Embassy of Winfield Sheehan called Mike Simmons into a huddle on a writing assignment. When scrib arrived, first question popped was 'how much do you weigh?' Instead of the usual line about credits, Simmons wanted to know whether he was to wrestle or write the script. It was then explained that his displacement of 125 pounds would never do, that they wanted a husky with bulging biceps to slug it out with George White on the screen play of 'Scandals'.

Femme star in Hollywood has a sister. Sister has a husband. Sister sold the idea that it would be nice if she had a home for herself and hubby.

Star called in architects, had plans drawn, and was about ready to

Inside Stuff—Legit

Professionals, when attending a musical show which has Al Goodman directing in the pit, invariably watch the stage with one eye and keep the other on Goodman. His craftsmanship with an orchestra is a joy to performers who know what incompetence and carelessness in the pit has done to them in shows.

Few, if any, conductors rate with Goodman in handling a theatre baton. Among his achievements is the feat of guiding three musicals through their Broadway premiere within the same week. Those watching him work at 8:40 will occasionally note him slipping his men silent and personal applause at the end of Act 1, if deserving. Not for display purposes, but just something most conductors never seem to think of and, perhaps, one reason why Goodman is ace in this field.

The three musical premieres Goodman handled in one week occurred in 1924 when the Shuberts brought in 'Dream Girl', 'Passing Show' and 'Marjorie' within the same week. Goodman was on a bicycle between all three. He also opened 14 shows for the Shuberts' season of '24-'25.

Despite that Sam H. Harris decided to temporarily close 'Bring on the Girls' after its initial tryout performance in Washington last week, satire on the New Deal drew business in the Capital for the balance of the date. Jack Benny tops cast of show which was slated for two weeks in Philadelphia.

George Kaufman and Morrie Ryskind, who authored, agreed with the producer that the last act should be entirely rewritten. Rather than attempt the revision during continuous rehearsals, they deemed it best to come back to New York. Harris used the same procedure before, notably with 'June Moon', withdrawn at tryout but later a Broadway success.

Night editors of New York's dailies seemed to be stumped when the critics turned in reviews on 'Within the Gates', the Sean O'Casey play which opened at the National last week. One principal character is a street walker. On the program she is named as a 'whore', not regarded as a too offensive term abroad.

Billing was changed to 'harlot' in several cases by the papers, but the Times printed the billing as is, as did the Post. All other papers changed it. The Herald Tribune removed the character from the cast but mentioned Lillian Gish as the leading player in the agate type above the cast.

Peculiar angle on 'Conversation Piece', which opened in New York last week, is that in taking pot shots at Noel Coward as a composer, some of the newspaper columnists are reaching back to put him on the pan for the score of 'Bitter Sweet.'

Indicating that somebody's wrong, for among show people 'Bitter Sweet' is considered to have had one of the finest scores an operetta has ever enjoyed. And so prominent a person as George M. Cohan has been heard to declare, 'Coward will never get the credit he deserves for 'Bitter Sweet.' And Cohan was particularly referring to the music.

Gertrude Stein now in America from Paris will do 50 lectures practically all in university centers and on the subject she calls, 'On the Making of the Making of Americans'. She will possibly get outside the well-mannered college halls only once or twice.

Author of the cock-eyed legit of last season 'Three Saints in Four Acts' is a good business woman. She's paying only 10% commission, extremely low for lecture dates, and her contract specifies that the publicity must in no sense subject her to kidding or ridicule.

England's D'Oyly Carte opera company, appearing at the Martin Beck, N. Y., in Gilbert and Sullivan revivals, gave a benefit performance Sunday (23) night in aid of the Stage Relief Fund. It was the second instance of a British company playing for needy American actors. Last season 'The Shining Hour' similarly played a Sunday night for the fund. Business at the Beck was around \$1,000, which was about half the expected gross. Scale was \$3.50 top, a lift over the regular scale, which is believed to have held down the ticket sale.

Veteran agent of Broadway and Hollywood is beginning to think there may be something to that Biblical saw about casting bread on the water. He's just learned that a stage comedian whom he fish-eyed in New York last year when the actor, badly denied, asked him for a stake to Hollywood, has clicked so big he's already taking \$750 weekly on a term contract and headed for higher numbers. In return for the train-stake, actor had offered to split 50-50 with the agent if and when he connected.

order in the plasterers, plumbers, carpenters, when the sister lamped the plans and discovered a grave error. The architect hadn't included a spot for the husband's horse. The sister is now out a house.

Censor trouble is holding up two scripts at Metro which were purchased with Jeanette MacDonald in view.

One is 'Duchess of Delmonico' and the other 'A Lady Comes to Town', a Cosmopolitan mag story for which the studio paid \$35,000, almost a record high for a short tale. Haysian nix on the scripts is deferring both of these yarns.

No special significance is attached within Paramount to the arrival at home office concurrently with Emanuel Cohen's hurried trip of the studio's legal chieftain, Henry Herzburn. It is through Herzburn's office at the studio that all contracts, talent deals and options clear. He comes east every now and then on general legal matters, this just being another visit according to explanation.

There's been no picture deal on 'Merrily We Roll Along' largely because George S. Kaufman and Moss Hart have a tentative deal with Paramount to produce pictures. Both Par and Metro have bid very heartily for the film rights to the play, but Kaufman and Hart have constantly said no.

Through efforts of Brooklyn first run theatres to gain recognition from New York newspapers, led by Larry Cowen of the Fox, Brooklyn, N. Y. Times has been added to sheets now agreeing to cooperate on copy and pictures now and then for Brooklyn shows. Previously resistance had been broken down by Cowen through the Sun and World-Telegram.

Chicago Legion of Decency is clamping down more in its effort to teach children a taste for only the pure flickers by recommending to them now only the pictures included in Class A. Previously only the Class C pictures were banned.

Last week the Academy of Music, N. Y., changed the title on Fox's 'Caravan' to 'Night of Desire'. Such practice is common where old pics are revived by grind houses, but rare where a pic is as current as 'Caravan'. It was shown only a month ago at Radio City Music Hall.

As a bow to celluloid sa, standards, Radio's releasing title is feminized from 'Gay Divorce' to 'Gay Divorcee'.

Edwin C. Hill is apparently permitted to slip in plugs on the Barboos radio program for the Hearst Newseel on which he does the command.

Pay, Not Play, Is the Thing Now; Actors Showcase Dummies No More

Hollywood, Oct. 29. Every member of Equity on the Coast has a price on his head. No longer will the association permit its actors to be sold down the river on the showcase idea, the prevalent fad. Knocking the 'L' out of Shakespeare's gag, the pay is the thing. NRA code scale will be the yardstick and, unless the coin is laid on the line, there will be no treading of the boards by Equity-ites.

Although a spot ruling made by President Frank Gillmore at a membership meeting last Monday (22) was aimed at the Pasadena Community Playhouse (the great showcase of the west), it is taken to mean, in its broadest sense, that little theatres will likewise be affected, as per the legit code regulations just promulgated.

A complete checkup of the situation is being made by Charles Miller, Equity rep on the Coast, for presentation by Gillmore to the council.

Miller Screws Down Lid
Chafing at delays, Miller has slapped on the ban here and now, with the promise of disciplinary action and possible suspension to any member who disregards the full intent of the embargo. Miller is confident that the council will back him up and has laid down the law. Not once in the six years that Miller has held the local post has any of his rulings been reversed.

Membership meeting at the Roosevelt hotel was attended by 250, who gave unanimous approval to the Gillmore ultimatum to Pasadena that hereafter no Equity members will be permitted to appear unless salaries conform to the NRA scale.

Protest against the Pasadena group was initiated by Richard Tucker. An earlier proposal by Tucker that Pasadena and other commercial theatre enterprises contribute 10% of the gross to the actor's fund was nixed by Gillmore.

Gillmore softened his ruling somewhat when Morgan Wallace pleaded that the Community Playhouse and other similar spots offered the only means for an actor to display his talents before the film moguls and get that big break hoped for by all of them. Equity prez then said he would take it up with the council. But Miller stood firm and swung the meat axe.

Study in Vermilion
Gilmor Brown, managing director of the Pasadena Playhouse, said there was nothing they could do about it but that Equity had a mistaken idea about the profits accruing to their run of shows. He offered to show Gillmore the books in proof that every year has been a red one; but Equity boss said he had a look of his own.

Playhouse has been operated as a civic promotion, according to Brown, and without the taint of commercialism. Brown and his staff are salaried, as are others actively concerned in the operation.

Brown further defended the Playhouse as a spawning ground for future Equityites, claiming that no sooner do the amateurs under his direction become sufficiently professional than they join up with the more seasoned performers. He said that young actors would be severely penalized by the ukase and would be deprived of an outlet for their talents in the right direction. Meaning that the opportunity for being easily viewed by film scouts would be no more.

Miller's answer was that they had better make up their collective minds whether they want to continue as amateurs or professionals. He declared that were it not for the throttling competition of the free actor playhouses there would now be at least two legit productions operating, one being Equity.

Actor Angle Answers
Miller added that Equity was interested in protecting producers, as well as its own, and would see the fight through to the finish.

Only brief mention was made by Gillmore at the meeting of a regulation being drafted that would prohibit a member from taking a cut unless it was okayed by an Equity representative.

Gathering developed into a question and answer session, with Gillmore and Miller on the receiving end. One that stumped them was

WHAT ARTHUR PLANS

Tells Hollywood He Will Plant 'Fig Leaves' on B'way

Hollywood, Oct. 29. George K. Arthur is back in Hollywood following a fling at legit production in London, stating he is readying plans to present Max Catto's 'Fig Leaves' in New York. Latter was banned in England by the Lord Chamberlain after being in rehearsal 10 days.

According to Arthur, he will bring Catto to New York from England to direct the stage presentation.

Outright Rents Back as Custom Again on B'way

Booking deals for legit shows on Broadway nearly all stipulate conditions to protect theatres. Stop limits appear to be higher than last season, with first money to the house applying on some contracts, others calling for guarantees.

Current trend, however, appears to be for outright rents, producer laying it on the line before the premiere. Such deals are for four walls, show installing its own box office and stage crews. General stipulation is for two weeks' rent in advance, only rule being that the attraction remain in the house for the length of the engagement in case the show clicks. That is reported true of several rental bookings made by the Shuberts, who have tenanted at least four of their theatres recently in that manner.

Rental bookings include 'Waltz in Fire,' 'Masque,' 'Ladies Money,' 'Barrymore,' 'The Jayhawker,' 'Cott and 'Conversation Piece,' 44th Street, 'Small Miracle' had a rental arrangement at the Royale, not a Shubert house. It is moving to the 48th Street next week on percentage. Same management, however, rented the Barrymore for 'Ladies Money,' which, together with 'Waltz in Fire' opens this week.

Understood 'Geraniums in My Window' is guaranteeing the Longacre.

'Jayhawker,' postponed, is due next week.

ST. LOUIS LEGIT MEN WIN FIGHT WITH CITY

St. Louis, Oct. 29.

Indications are now that legit operators will win their fight to keep strictly legit attractions out of the new Municipal Auditorium. Although city fathers have not definitely committed themselves, they have asked theatre owners to recommend the kind of attractions they believe ought to be permitted in the auditorium and belief is the recommendations will be followed.

But legit operators did not act in time to stop the 'Follies' from showing in the auditorium and engagement will begin next Sunday (4). For the first time in years, the 'Follies' are to play at a \$250 top. Advance reservations indicate a sell-out.

'What would you do in the case of a manager offering the actor a percentage of the net? After the hysteria' lauded, the actors and writers Guilds are mulling the advantages of an experimental theatre, with plays written and acted by its members. If the proposed affiliation of the Actors Guild with Equity materializes such a plan would be knocked away.

Handled with Care

D'Oyly Carte (Gilbert and Sullivan) company at the Martin Beck, N. Y., prizes its orchestrations so that every night after performances they're deposited in a bank vault.

Special librarian picks up every sheet and it's his chore to look up the orchestrations until the next performance.

Club Idea for Stock Co. to Get Away from Nix on Theatre Bars

Cleveland, Oct. 29. After 'Thousands Cheer' (29) closes, Carl Hanna will try out an experiment of subscribed stock under auspices of Green Room Club, beginning Nov. 5 with 'Milky Way.' Isabel Withers and Juanita Bauer are slated for the opener, followed by a stock 'Unexpected Husband.'

Novel angle on Green Room Club is that it will give members not only best seats but also entrance to private cocktail club on theatre's second floor. Membership idea gets around city's ban on liquor bars in theatres. Franklin Foxcraft, former newspaperman, is to be in charge. Nat Burns will direct the stock.

CLEVELAND PLAYHOUSE AS B'WAY TRYOUT SPOT

Cleveland, Oct. 29. Frederic McConnell is turning his Cleveland Play House into a try-out spot for Broadway plays by premiering 'Great Fombombo' Oct. 31. Written by David Wallace, who adapted it from T. S. Stripling's novel 'Bombombo,' it is a satire on dictators and revolutions in South America.

Wallace, and perhaps Stripling, are coming to see first performance of play, with George T. Roberts, Gail Bolger and K. Elmo Lowe heading the cast.

15 Years After, U of C Listens to Sid Howard

Berkeley, Cal., Oct. 29. Fifteen years ago Sidney Coe Howard was graduated from the University of California after making several contributions to the student drama. Last night he had his first hearing as a professional playwright through the production of 'Yellow Jack.'

This was the first hearing of the play in the west and while neither the drama nor the production was impressive, due to amateur handling, it pulled a packed house to Wheeler Hall and held attention. Edwin Duerr produced.

'8:40' Too Good, Winter Garden Conversion to Niterly Is Put Off

The Winter Garden, N. Y., will remain a theatre throughout the season instead of being transformed into a cafe-showplace as agreed on prior to the opening of 'Life Begins at 8:40.' Success of the revue is such that its engagement will not be disturbed, despite the heavy money lease entered into between the Shuberts and the cafe sponsors.

Averaging more than \$40,000 weekly, 'Life' has maintained a box office record comparable to the best seasons in the history of the house. Show, now in its 10th week, has virtually earned its production outlay of approximately \$135,000. No major musical is known to have operated in the profit column so quickly. House, too, is pointed for the most successful season since the Garden was rebuilt and leased to Warners for pictures.

Deal with Joe Moss, who heads the group interested in turning the Garden into a continental cabaret planned to vie with any establishment in Europe, is now dated for September, 1935. Originally possession

Delayed 36 Hrs. by Storms at Sea, Ballet Gets Started at 9:50, but Toronto Audience Waits Patiently

Peggy Shannon in N. Y. To Talk Broadway Show

Hollywood, Oct. 29. Peggy Shannon, who was an ingenue on 'Way and transformed into a heavy here, is in New York to see Harris and Brady on Tuesday (30) to talk over a legit part. She'll return here at the end of the play's run.

Code Starts but Won't Name C.A., Till Next Week

Revised legit code becomes effective Thursday (1), but the make-up of the Code Authority will not be decided on until next week, when the National Association of the Legitimate Theatres meets to name additional committeemen to the CA. Under the revised code, managers and labor factions will have equal representation. Committeemen representing the public, too, are to be named before the code's executive arm can function.

Until the CA is complete, licenses to ticket agencies will not be issued, but the special committee formed at the suggestion of William F. Farnsworth, code's administrator, will start holding sessions today, hearing arguments of brokers who seek changes in the ticket control system as set forth in the new code. Committee's first session was held in the office of Philip Wittenberg, Farnsworth's former law associate.

Special ticket committee may later recommend changes, but, in the meantime, agencies will be held to the rules as set forth in the code. Meeting of the present CA is due Wednesday (31) for general discussion of the revised code.

Charlotte's Best Year

Charlotte, N. C., Oct. 29. Best legitimate season of years is being booked for the Carolina theatre here. Manager Eugene Street has signed Walter Hampden's repertory, 'Green Pastures' and Earl Carroll's 'Vanities.'

Expected to add the George M. Cohan 'Ah Wilderness' and Helen Hayes in 'Mary of Scotland.' Other attractions coming to Charlotte this winter, under different auspices, include the Tony Sarg marionettes.

Rushed by a special train, which they boarded in 45 minutes after disembarking at New York from the S.S. President Roosevelt, delayed by storms at sea for 36 hours, the Monte Carlo Ballet Russe were on here for a 9.50 curtain at Massey Hall for the opening date of this season's tour.

Curtain was scheduled for 8.30 but, when managerial explanations were made, the sympathetic audience either sat it out and listened to the back-stage bedlam or punctured the long wait with visits to adjacent drinkeries.

Holding of curtain was not all, however. Stiff shirts took more punishment during a 50-minute intermission.

Normally it takes five hours to set the stage, but the stuff only got in at 6.30. Rushed to the theatre, it was found the sets didn't meet the stage dimensional requirements. Carpenters had to cut and rebuild. Then a fuse blew out and plunged the dressing rooms into darkness. The trouper continued to make up and climb into costumes by candlelight. By 10 o'clock the dancers started to limber up.

In the basement, Antal Dora was conducting the orchestra for the first rehearsal since their Mexico City engagement. Another fuse blew out there.

Final curtain was at 12.50. Fifty-minute intermission was used for the striking of the large set used in 'Les Sylphides' and the setting of the stage for 'Union Pacific.'

Troupe of 60 dancers and 40 managers, musicians and mamas had not lost their sea legs and were still suffering from gastronomical uncertainties after their sea-toss and the railway-dash against time. Troupe lacked its usual anal, but was well received by the sportsmanlike audience. To compensate, the Ballet Russe got the best publicity break in years, the dailies front-paging lengthy stories and five-column layouts of back-stage and dressing-room pix on arrival.

ABBEY PLAYERS OPEN NOV. 12 AT GOLDEN

Abbey Players of Dublin have been booked into the Golden (formerly Royale), N. Y., for four weeks starting Nov. 12, with a repertory of native plays. Irish troupe was originally slated for the Martin Beck, which spot it occupied last season. 'Small Miracle,' current at the Golden, will move to the 48th Street next week, with 'Love Out the Window,' John Golden's new show, which was aimed for the Golden, spotted elsewhere.

Writ for a restraining order against the use of Abbey Players' name in the billing of the picture 'Norah O'Neale,' which opened at the Cameo, N. Y., last week has been filed. Arthur Sinclair, Sarah Oleott and a number of other players in the picture were formerly of the Abbey Players, but it is contended that because that organization is regarded as the National theatre of Ireland and is subsidized by the Irish Free State, billing should not be permitted without consent of the organization. Cablegrams from Dublin state no such permission was given.

S. Carlo on Coast

Portland, Ore., Oct. 29. San Carlo Opera Co.'s tour of the Pacific Northwest, scheduled for March, will be handled by Bill McCurdy and Cal Heilig. Cities to be visited in this territory are Portland, Tacoma, Seattle, Vancouver and Spokane.

Frances Carlon's Leave

Hollywood, Oct. 29. Frances Carlon, recently brought from New York legit by Fox, gets studio time out to handle the femme lead in the Pasadena Community Players' 'House of Caesar.' She recently finished 'White Parade.'

Moss Hart Merrily Chatters On; Counts His Houses and Tells What It Takes to Be a Success

By CECILIA AGER

Moss Hart strolled into the Center theatre counted row after row of bright-eyed children festooned with dowagers in pearl dog collars and majestically coiffed white hair, and said to himself, "Moss darling, you're the Hans Christian Andersen of your day." Then he roused himself from his reverie to a rapid calculation, and soon he'd figured out that if "The Great Waltz" with its charming way of grossing 13 grand in a day (Saturday) and 45 grand on the week, runs thus for eight weeks, its take is equivalent to thirty-two weeks capacity at the Music Box.

This was again a pleasant discovery, for Mr. Hart did not write "The Great Waltz" for the money. Some of his friends, defending "The Great Waltz," said he did. It is one of the tenets of Mr. Hart's creed, however, never to do anything just for the money. As Mr. Hart sees it, there are only two reasons for a writer writing a play, because he wants to do it, and B, because he enjoys it. Mr. Hart doesn't think much of writers who write just for the money. Didn't he walk out on a fat contract in Hollywood at a time when there was no "As Thousands Cheer" hanging 'em from the rafters on the road. "Merrily We Roll Along" as a season's must, no "Great Waltz" lowering chandeliers to the delighted squints of little children?

No, Mr. Hart did not write "The Great Waltz" for the money, but because he wanted to do a literate, honest, logical opera with a real issue—in this case the conflict between father and son—and with real people, in this case the historical Strauses. He thought he could bring it off, and so far as he is concerned, yes, he thinks he did. It's dull maybe, but you can't tell a story while the stage revolves and chandeliers come down. Deliberately he kept comedy out of it. Surely you can believe by his record that if he wanted to put, let us say, one comedy line in each scene, he could do it. But surely that comedy could not be played in a 3,300 seat house. He did not write comedy; he did not want to. Though "The Great Waltz" failed to emerge quite as he hoped it would, the size of the theatre hurt it. Still they must like the show. They keep coming to see it, the darlings. As Hart pere remarked, "Moss, it's the hand to mouth publicity that puts it over." And so Mr. Hart has nothing but the milk of human kindness pouring out of his goblets for everybody, despite the notice.

Critics Were Fair

On the whole, he thinks, they were very fair. Critics, Mr. Hart believes if a show is bad, the critics should pan the hell out of it. He himself does not believe, he wants it understood, that because a show employs 500 people in these days of unemployment, that because \$500,000 was spent on the theatre and production before it opened—also providing employment through the investment of capital—that's any excuse for expediting the notices to consider these facts and lay off.

Looking about Mr. Hart's handsome, spacious apartment down by Mac Alper in comfortable well bred English simplicity, suggesting only by its strong yet subtle colors and its small yet authentic collection of antique Chinese ceramics that here dwells an artist, who, it happens, writing only what he wants to write, willy-nilly makes money too—looking at Mr. Hart himself, at his ease in an elegant but subdued dressing gown—the whole graceful scene, the picture of the smart young successful bachelor, looking wright at home—the reporter could not but ask Mr. Hart what it takes, what it takes to be all that, what it takes, indeed, to be Moss Hart?

Well, Mr. Hart said, he doesn't want to be labelled "The Smart Boy." He doesn't like to be labelled "The Smart." He treasures these appellations least of all the things he's gotten out of the theatre. "People think him a neophyte in the theatre. He's not. He's been in the theatre all his life—he was an office boy for Erlanger at 18, he had a play produced in Chicago at 18, which ran for six weeks and which, at the

age of 29, said Mr. Hart smiling regular-like, he's still trying to live down. Furthermore, though the royalties from his three current productions aggregate around \$3,000 a week, when he gets ready to work on a new job, he says, he is just as unsure of himself, as uncertain, as timid as he can possibly be. He suffers moods of the blackest despair. Even though he watches himself suffering them and knows he'll get over them, he suffers them just the same. He knows what a shifting sand is the theatre.

Shooting Stars

In his own lifetime he's seen stars shoot across the horizon, flame, and fall. He knows it is not in the cards not to have failure. He's not frightened of failure, of big, rushing failure like the sudden, mighty heroic sinking of the Titanic. Let him have that kind of failure, it won't bother him. It's the inconsequential, fizz-of-a-wet-firecracker kind of failure that gets him down.

But just the same, Mr. Hart, what does it take to be a, or the, Smart Boy of the theatre?

"Well, in a nutshell," said Mr. Hart, "it takes 14 hours a day. Under these four checks there's blue eyes, lurks pure Bethlehem steel. There lurks the realization that the moment your play leaves your hands, everyone becomes your mortal enemy. Everyone concerned with its production, actors, stagehands, down to the littlest prop boy, everyone conspires to thwart your success. It takes 2 a.m. courage, the courage that comes to you in the small hours, when, worn by rehearsals, disagreements, technical problems, the clash of temperaments and the ways of actors, you wonder should you stek to your guns. Is it worth it? Have you got anything? And then clearly, quite calmly you know you're going to see it through—you must."

Mr. Hart recalled the frenzied days before "As Thousands Cheer" opened. That took 2 a.m. courage all right. First of all, it was a pioneer. No tap dancers, no Tiller girls. Actors fighting, dissatisfied, threatening to quit, quitting. Then stick it out despite actors. Sudden realization that this is dynamite. What have we got here? Maybe nothing. Maybe we ought to insure it.

"We didn't know whether we'd be stopped. We were afraid to open in Philly. Maybe we'd be stopped there, maybe it'd be better to open cold here, be stopped, if we must, in New York."

However, it all turned out nicely. The cast came back. It wasn't stopped, and as for Mr. Hart's teasing little sketches:

Penalty of Truth

I didn't expect to be asked to the Rockefeller week-end and Hoover deserved it. If Joan and Doug took care to release the announcement of their divorce for the Monday dailies, then they wouldn't mind. The Coward sketch was a problem only in that I had to make a sound like Coward without using any of his lines. It was a problem for the ear.

More of what it takes: The grim knowledge that a playwright is doomed to sit on the side-lines of life, always the observer; that he must constantly refurbish himself, move on, change his scene, change his outlook, searching, searching for grist for his mill. Why, once a week, regularly Mr. Hart sits home all alone and thinks. And if he can't think, he sits there, anyway, looking at his four handsome walls. Actually, confesses Mr. Hart, he leads a dull and sedentary life. But this he has learned: If your life is dreary and dull, change it; and if you want anything badly enough, take it, and the consequences with it.

And so, when "More Cheers" is finished, Mr. Hart is moving on to London, there to establish a pied-a-terre for wanderings about the Continent. Broadway and New York, he's found, can be as detrimental to the writer as Hollywood, just as vicious a circle, as living in the things one can draw on to write. Stay too long in a place and nothing comes to you. He must go, his instinct tells him, where there's a completely different attitude of mind.

The theatre has again become

very venerated; in another three years, he believes, there will be a second revolution like the first, created once upon a time by the Theatre Playhouse and the Theatre Guild. When that happens he wants to be part of it. When that happens, he does not want to be known as the Veteran Playwright of 1934. So he must progress, develop, advance. He must move on, treading carefully.

Won't Produce Pix

He is not, as has been suggested, going to produce pictures in the East on the Hecht-Mac Arthur plan. He doesn't think film production in the East is feasible. Here there are neither equipment nor people. Go back to Hollywood? No, except under certain conditions. Because in pictures, the writer cannot follow through. In the theatre, good or bad, what comes out is your and nobody can do your stuff as well as you. Go know if you can write for a \$3 audience, you can write for a 25c one. But why give up the privilege of casting, directing, cutting, previewing your play, as you must in Hollywood?

"Nor do I believe you can go out to Hollywood, take their money, and say what's the difference if you fail, nobody knows who wrote it anyway? That's bad business. If it's a big picture, the business knows it. Pictures are too big a part of show business to dismiss so lightly. You sell your plays to pictures. Besides, if you're good at your job you can get plenty of dough here."

And those certain conditions? "Only under Thalberg. Thalberg's the only picture producer who could be a good stage producer."

In fairness, it was just foresight, Mr. Hart seemed rather keen to make this point. Though he believes that to a writer anyone is fair game, he believes right along with it in discretion, too.

Play a Month Skeded For Bevhills by Morgan

Hollywood, Oct. 29.

Dickson Morgan has made a deal to produce five plays for Beverly Hills Community Players at the rate of one a month, beginning Nov. 12. Initiator will be "World Without End," by Jay Richardson and Meane Pitcher, dealing with a superhero who becomes emperor of the world.

Script calls for a cast of 35, only one set so far being the femme lead, Virginia Howard. She's a sister of Mrs. Sam Goldwyn. Staging will be in Beverly Vista Auditorium, Beverly Hills.

Translating 'Trieste'

Hollywood, Oct. 29.

Mrs. Howard Smith, wife of Darryl Zanuck's story editor, has been selected to translate and adapt the German script of "The Girl from Trieste," European legit success by Ferenc Molnar.

Harry Moses is producing it on Broadway in January.

Pay Squawks in Wake of 'Dream'; Equity Girding for Next Year

Hollywood, Oct. 29.

Next year's staging of "A Midsummer Night's Dream" in Hollywood Bowl will be under Equity jurisdiction—or else. While no such dictum has yet been laid down to the California Festival Association, which sponsored this year's production and will repeat next June, the implication is clear that there will be a showdown when the time comes.

Charles Miller, Equity rep on the Coast, stated shortly after President Frank Gilmore left town that there can be no two ways about it. Equity must and will be consulted.

When told of the demands to be made by Equity, Felix Weisberger, director for Prof. Reinhardt, said, "In Europe we have always worked in harmony with Equity, and there's no reason why we can't do it here."

Next June's production of "Dream" will be pretty much the same as this year's Weisberger stated, with the possibility that it may be shortened to allow for the staging of a new and novel presentation.

Prez Gilmore said he was impressed with the fantasy when he viewed it in the north, but was vis-

Midwest Legit Activity Stirs as Chi Equity Office Contacts Mgrs.

Boyes Blows Linc.

Lincoln, Oct. 29.

Sunday night (28) ended the three-month engagement of the Chick Boyes Players in their tent at the outskirts of town here. Weather, uncertain at this time of year, got the crowds out of the habit and it was decided to fold and go on the Nebraska circle stock hay-out, as is the usual custom of the players in winter.

Boyes announced he expected to show up on the Lincoln lot under canvas again next May and stick for the entire summer. Novelty of the show and the presentation of "Down East" type hills pulled from every class in town.

LEE SHUBERT LINING UP 2 MUSICALS

Lee Shubert is lining up two musicals, one due in February and the other planned for next summer. That indicates a revision of policy; Shubert office having figured on curtailing that type of production and change coming after the click of "Life Begins at 8:40."

Understood that J. J. Shubert will not figure in either of the forthcoming musicals. His principal activity this season was "America Sings," withdrawn for fixing after showing in Boston. Some doubt whether "America" will again reach the boards. J. J. is reported contemplating a trip around the world.

"Going Places and Doing Sings" is the title of the next musical, it being due in February. It will be a revue, followed by another "Ziegfeld Follies." Later is tentatively dated for next summer or early fall.

Right to use the Ziegfeld title in connection with "Follies" was cleared recently. Ownership had been fixed with Billie Burke Ziegfeld and the estate of A. L. Erlanger. Executor of the Ziegfeld estate sought an accounting on the present "Follies" profits, claiming a share for the estate. Mrs. Burke Ziegfeld settled the action by paying the estate \$5,000.

Understood the Shuberts pay 3% of the gross for the right to use the "Ziegfeld Follies" title, that royalty being split between the widow and the Erlanger estate.

libly perturbed at the numerous reports of salary tiffs. Scores of unofficial protests had been lodged with Equity by bit and extra players, who asserted they were paid in "the glory of being directed by Reinhardt," in lieu of cash.

Aftermath of this alleged coinshorting is in a suit filed in San Francisco by Theodore Kosloff, who was engaged to drill and direct the ballet. Job called for \$4,000 for the engagement here and up north, and he received only \$2,500 of this amount, according to Kosloff's complaint. Director says that he was discharged upon his arrival in S. F. with the troupe, having been replaced by Nina Theilade, prima ballerina. Agreement was an oral one, but Kosloff is suing, nevertheless.

Statements made that Kosloff was to have paid the 21 ballet dancers out of his bit at the rate of \$25 a week to each were refuted by the director. He also denied reports that he insisted that the girls take a course of instruction in his school before they were taken north.

Real lockdown on the coin squabbles will probably come when the trial gets under way.

Chicago, Oct. 29.

Legit pulse is speeding up in this territory, and the managers and theatres are giving plenty of credit for this pickup to the local Equity office, which is going out into the district drumming up trade for the theatres and shows. Instead of sitting back and waiting for somebody to do something the Equity representative here, Frank Dare, is contacting managers to steer them to good legit bets.

For instance, Dare negotiated with the Shubert office here last week, trying to interest them in bringing in Florence Reed, who was playing Milwaukee with "Thoroughbred." Deal was practically set, and only the lack of time prevented the looking of that show into a loop spot.

Equity is going along with several other legit shows and spots in order to get the wheels turning. Equity has not made any demands on the "Run, Little Children," colored show, which opens tonight (29) at the Harris. Equity has agreed to let the company run a week before making the cast become Equity members. Equity feels it isn't fair to force membership on people to whom it can't give immediate service. This is the case not only in Chicago but in other legit centers, especially with colored shows. "Run, Little Children" is a local actor being backed. It is understood, by local colored charities, in the Harris on a weekly rental basis.

Play Groups

Other activity on its way to Chicago includes the revival of "Romance," which comes into the (Continued on page 55)

CURRENT ROAD SHOWS

Week Oct. 29

Abbey Players, Erlanger, Buffalo, 29-31; Grand, Hamilton, Can., Nov. 1-2; Grand, London, 3.
"Ah, Wilderness," Northbrook, Mass. 29; Court Square, Springfield, 30; Parsons, Hartford, 31-Nov. 1; Shubert, New Haven, 2-3.
"As Thousands Cheer," Hanna, Cleveland.

"Ballet Russe," His Majesty's, Montreal, 29-31.

"Follies," Grand O. H., Chicago.
Fritz Leiber Repertory, Mizpah Temple, Fort Wayne, 29; Parway, Madison, Wis., 30; Davidson, Milwaukee, 31-Nov. 3.

"Green Pastures," Grand, London, Can., 29-31; Michigan, Ann Arbor, 31; Cass, Detroit, Nov. 1-3.

"Jayhawker," Garrick, Philadelphia.

"The Aiglon," Forrest, Philadelphia.

"Love Out of the Window," Erlanger, Philadelphia.

Lyrie Opera Comique, Curran, San Francisco.

"Odipus Wrecks," Boulevard, Jackson, Heights.

"Pursuit of Happiness," Blackstone, Chicago.

"Pursuit of Happiness," Broad, Philadelphia.

"Roberts," National, Washington.

"Run, Little Children," Harris, Chicago.

San Carlo Opera, Wilson, Detroit, Oct. 29-31; Pabst, Milwaukee, Nov. 1.

"Say When," Shubert, Boston.

Scottish Players, Cass, Detroit, Oct. 29-31.

"She Loves Me Not," Walnut, Philadelphia.

"Success Story," Majestic, Boston.

Walter Hampden Repertory, Tullane, New Orleans, Oct. 29-31.

Auditorium, Montgomery, Ala., Nov. 1; Auditorium, Birmingham, 2; Erlanger, Atlanta, Ga., 3.

William Thornton Repertory (Shakespeare), Columbia, San Francisco.

"Woman on Trial," Playhouse, Hollywood.

Future Plays

"Brittle Heaven," by Vincent York and Frederick Kohl, Dorothy Glah and Albert Van Dine, and Lloyd will try out in Philadelphia Nov. 5, before coming to Broadway. Clarence Dervent is directing.
"Hobby Horses," comedy, by John Cecil Hillman, Alex Yekel producing and to be presented Christmas week. Joe Spurrin-Calleja staging.

Loop's Legit List Upping to Trio; 'Follies' Out at 24G; 'Pursuit' 6G

Chicago, Oct. 29. After weeks of only two lighted theatres, the loop jumps to a trio of shows with 'Run Little Chillun' (Monday) at the Harris. Presented under local auspices, show is counting on plenty of colored patronage for success.

Other two plays in town are doing well, particularly 'Ziegfeld Follies' at the Grand. Now in its last week of a seven-week stay, the revenue has stayed several more weeks but pressure from within and without are forcing it to move. Goes to St. Louis next, where advance sales are reported the best for the legit business there in some years. Has an \$8,000 advance sale with the house sending a rush order to Chi for an extra box-office man. Show caught on here and made big money week after week, going as high as \$28,000 and never falling below \$22,000. With 'last weeks' advertised it perked to a steady \$25,000 take.

'Pursuit of Happiness' will stick two more weeks at the Blackstone before giving way to 'Romance' with Eugene Leontovich, again with local auspices. It appears that it's strictly up to local groups for Chicago legit production. New York managers are being unusually hesitant this year about sending in shows.

Estimates for Last Week
'Pursuit of Happiness', Blackstone (1,200; \$2.50) (4th week). Will make it five weeks and then blow. Started slowly but picked up. Billed around \$6,000 now, which is profitable.

'Run Little Chillun', Harris (1,100; \$1.50) (1st week). Opens to-night (29) on week-to-week rental basis.

'Ziegfeld Follies', Grand (1,300; \$3.30) (7th and final week). Had a smashing money-making stay of 11 weeks. Could stick but pressure from 'As Thousands Cheer', which comes in on Nov. 9, caused the exit. Booked into St. Louis as start of a midwest tour. Over \$24,000 regular now.

Other Attractions
Showboat 'Dixiana'—'Fatal Wedding' is the title of the current travesty. Low operating cost keeping it going on the north river location.

Managers Vexed At Playwrights' Code Exemption

Playwrights are entirely outside the legit code, which is one of the points of criticism of the revised document received in New York last week. That so vital a part of show business should not be included appears to be vexing the managers.

First reported that dramatists were classed as 'employees' in the revised draft, but the deletion from the original code of the word 'exception' caused that error. Dramatists contend they do not come within the scope of the NTA, not being employers or employees. However, when the code was first framed Sol A. Rosenblatt, then the deputy administrator, included the authors in the Code Authority regardless.

Absence from the code of the authors is charged by some managers as through a reason distinctly favoring the Dramatists Guild. Latter's minimum basic agreement might come up for discussion by the CA were authors included. Dramatists state they are satisfied with doing business directly with the managers and refuse to permit differences going to the CA for settlement.

Last season the fact that the dramatists had a representative on the CA gave the Guild the power of vote, without the organization being answerable. Dramatists now being out of the code, the Guild will not be called on to share in the expense of the CA.

There was some disappointment that the revised code dropped the industrial relations board, by which means managers expected to adjust differences with stagehands and musicians. Claimed that the latter had no representative present at CA meetings for the past six months.

Shows in Rehearsal

'Thumbs Up' (Eddie Dowling) St. James.

'Rain From Heaven' (Theatre Guild), Guild.

'The Lord Blessed the Bishop' (Glen McNaughton), 2 West 47th St.

'Calling All Stars' (Lew Brown), Cosmopolitan.

'Illicit' (Charles Pitt), Steinway Hall.

'Valley Forge' (Theatre Guild), Guild.

'Anything Goes' (Vinton Freedley), Alvin.

'Dark Victory' (Alex McCauley), Plymouth.

'Revenge With Music' (Selwyn and Franklin) New Amsterdam.

'Brittle Heaven' (Dave Schoeller), Biltmore.

'Vanities' (road) (Earl Carroll), Craig (Adelphi).

'SAY WHEN' WON \$18,000 IN BOSTON

Boston, Oct. 29. Premier of 'Say When' Tuesday night (23) at the Shubert woke the town up and shook a lot of mothballs out of dress clothing, being a sell-out which resulted in the week grossing approximately \$18,000 for five days, helped to a great extent by the football crowds in for the Harvard-Dartmouth game. Advance sale for the concluding week, prior to New York, was heavy too.

'Farmer Takes a Wife', at the Colonial, hit approximately around \$7,500, a bit of a surprise because it opened badly and picked up gradually with a limited appeal mainly to old-timers.

'Ah Wilderness' moved out of the Plymouth Saturday (27) night with better than \$13,000 and 'Men in White' at the Majestic did approximately around \$11,500, subscriptions and week end overflow holding up against pleasant weather.

'Anything Goes' comes into the Colonial Nov. 5, and danger of two musicals killing each other resulted in cancelling of 'Heavenly Music', which had been booked for the same date, and routing it into Philadelphia. Only other opening scheduled for the week is 'Success Story' and 'Gold Eagle Guy' for the balance of the Group Theatre subscription series at the Majestic.

HARRIET HOCTOR TAKES FINE \$4,000 IN FRISCO

San Francisco, Oct. 29. This city, which has been darker than a coal hole as far as legit goes for several weeks, begins to glimmer again. William Thornton's Shakespearean rep opened at the Columbia Monday (22) and starred at approximately \$4,000. Star is good, and company young and talented, but inexperienced, and rep has six plays, but Reinhardt evidently got all the Shakespeare material that was loose. Thornton is sticking it out however, and will do eight more performances this week.

Harriet Hoctor opened at the Curran Thursday (25) for a three-day engagement with ballet, orchestra and tango and Rosita. Did good business at around \$4,000.

Lytic Opera Co. opens at Curran tonight with 'Mikado' for an indefinite stay. Advance sale is fair. Company plans to do one Gilbert and Sullivan operetta along as business warrants.

K.C. Fizzles

Kansas City, Oct. 29.

The Orpheum closed last night after two weeks' run of 'The Play's the Thing' with Guy Bates Post. Cast returned to New York.

Arthur Casey productions sponsored the attempt to revive legit here. Insufficient patronage caused the closing.

L.A. LEGIT SIESTAS

Lone One in Hollywood Playhouse Gets Coolie Money

Los Angeles, Oct. 29. Whatever slim pickings there were for the past week were snatched by the solitary production, 'Woman on Trial', holding forth at the Playhouse and going into its second week today. Interest in this one was at a low ebb, with first week's take considerably below the \$2,000 mark.

Legit biz is expected to take a spurt next Thursday (1) when Henry Duffy opens as 1st Captain with his production of 'The Milky Way'. Downtown continues dark, with nothing in sight for several weeks at least.

Stone Fair \$7,500; LaGallienne Nice \$13,500 in Philly

Philadelphia, Oct. 29. Two shows announced prolongation of their engagements here last week, and that's something of a record for Philly, which has been subject to cancellations and curtailments. Although it didn't mean that biz had jumped into the sensational class by any manner of means.

Shows prolonging were 'Jayhawker', which remains at the Garrick for a second week, and 'L'Aiglon', which has three extra days (four performances) at the Forrest. Former was possible because Garrick had no booking for this week, but 'L'Aiglon's' continuance was only announced when Jack Benny's 'Bring On the Girls' cancelled. Incidentally, sale for the Benny comedy had been rather nifty, with plenty of apparent interest around.

It now appears that 'American Sings', which has been in and out a half dozen times, won't reach Philly in the near future, if at all. Instead, Philly's first musical of the season will be 'Jewelry With Music', now dated for the Forrest on Tuesday, Nov. 6. Two weeks are listed, with Hampden in 'Cyranos' scheduled for Nov. 26.

Chestnut, on the other hand, dark last week because of the closing; of 'Sexes and Sevens', remains tenants until Nov. 19, when George M. Cohan's 'Ah, Wilderness' arrives.

After 'Jayhawker', the Garrick gets 'Brittle Heaven', with Dorothy Gish, Nov. 5, and management reports several good bottomings. This independently run UBO house gives indications of having more of a season than in 1933-34.

'Lone Out of a Window' is this week's only newcomer. John Golden try-out is at the Briarcliff for single week only, marking a break in the Wee and Leventhal program at that house, but maintaining 40% tax-on-passes and cut-rating.

Hold-overs include 'She Loves Me Not' at the Walnut and 'The Pursuit of Happiness' at the Broad. Both reported good biz.

Estimates for Last Week

'L'Aiglon' (Forrest). Upside rate continues to be a life-saver. Saturday was a sell-out. Theatrical orchestra never more than half full during the week except at matinees. Claimed \$13,500 at \$2.50 top. Held for three days when the Jack Benny show comes.

'Pursuit of Happiness' (Broad). Reported \$6,500 in sixth week and that's remarkable for Philly. Expected to be a life-saver.

'She Loves Me Not' (Walnut). New venture expressed satisfaction after first week. Show got around \$6,000, management emphasizing that it is not using the 40% pass-tax idea.

'The Jayhawker' (Garrick). First week for this Fred Stone show not too hot, but management decided to hold over while work is being done on it; \$7,500 wasn't so bad at that, considering consistently bad notices.

'Home Cheer' (Brinsford). Noel Coward play praised by critics but isn't best type in the world for these cut-rate audiences. Close to \$6,000 claimed.

'Hamlet', 'King Lear', 'Merchant of Venice', 'Macbeth' and 'Julius Caesar' comprised the schedule. Downstairs trade was slim throughout, with school kids and cut-rate patrons in balcony and gallery comprising greater part of the take.

Nixon is dark again and stays that way until Nov. 19 when Theatre Guild opens 'Lovers' Range' as first subscription play. 'As Thousands Cheer', originally booked for Nov. 12, has been postponed due to show's popularity and subsequent holdovers in other road cities.

Pittsburgh, Oct. 29.

Tough going for Fritz Leiber last week at the Nixon. Shakespearean act barely getting approximately \$5,000 in repertoire of five plays.

'Hamlet', 'King Lear', 'Merchant of Venice', 'Macbeth' and 'Julius Caesar' comprised the schedule. Downstairs trade was slim throughout, with school kids and cut-rate patrons in balcony and gallery comprising greater part of the take.

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Leiber, \$5,000, Pitt.

Critics Disagree, So 'Gates' Gets Oke 16G; B'way's Topper, Waltz, Draws 4G; 'Piece' Hits \$30,000

Most sharply divided opinion among critics and first-nighters noted in a decade attended the premiere of 'Within the Gates'. High praise was about evenly up by adverse reviews and comment. Usually mixed notices handicap the chances of plays, but in this instance so positive were the differences both ways that the Sean O'Casey affair drew promising business at the National.

Welter of discussion over 'Gates' resulted in a first week gross around \$16,000. Balcony attendance was especially strong, management claiming the 16G is drawing people who have not attended theatre for years. Demand for theatre parties, too, augurs well for 'Gates', the Broadway engagement being reversing the play's quick London flop.

'Conversation Piece', which attracted the smartest first nighters, received fair notices, but the Broadway opera also got off to a sizeable first week gross. Two sell-outs in the balcony, in addition to the premiere performance, accounted for the takings going close to \$30,000. 'Between Two Worlds' mildly diverted first nighters, but has a moderate chance of being the other two entrants last week were also rans. 'Good-bye Please' was pulled off at the Ritz after the second night. 'Geranium in My Window' was roundly panned at the Longacre.

'Personal Appearance' drew virtual capacity its first full week at \$14,500, and undoubtedly joined the hit division. 'Lost Horizons' engagement depends on business this week, and there are other doubtful attractions among the newer contingent. Added withdrawals Saturday were 'Divided by Three', Barrymore, and 'Order Please', Playhouse.

Next week's incoming contingent. 'The Jayhawker', Cort (postponed); 'Dark Victory', Plymouth; 'Dawn Fire', Path of Glory; Mansfield (postponed); 'Say When', National; 'Oedipus Wreck', house to be named. One of two postponements are again likely, while added possibilities are 'Quincy Hollis' and 'Africa' (colored).

Estimates for Last Week

'Allure', Empire (1st week) (CD-1,099-\$3.30). Presented by Arthur Dreifuss and Willard G. Gerhardt; ports several times; Broadway, opened Monday.

'All Rights Reserved', Ritz (1st week) (CD-18-\$2.75). Presented by 'Lone Out of a Window'.

'A Sleeping Clergyman', Guild (4th week) (CD-91-\$3.30). Appears principally supported by subscribers; claimed average pace around \$10,000.

'Between Two Worlds', Belasco (2nd week) (D-1,000-\$2.75). Opened last Thursday, drawing in-between notices; moderate engagement indicated.

'Continental Varieties', Little (5th week) (CD-100-\$4.40). Fairly good last week; imported specialty show, topped by Lucienne Boyer, around \$8,000, some.

'Conversation Piece', 44th St. (2nd week) (O-1,323-\$4.40). Three advance sell-out performances first week; some imported show strong starting pace at \$3,000; not capacity.

Divided by Three, Barrymore. Withdrawn Saturday after playing four weeks.

'Dodsworth', Shubert (29th week) (resumed engagement) (D-1,396-\$3.30). Strength of draw seems undiminished, with the weekly gross approximating \$18,000.

'Farmer Takes Wife', 46th St. (1st week) (C-1,375-\$3.30). Presented by Max Gordon; written by Connelly and Frank B. Elser; opens tonight (30).

'Geranium in My Window', Longacre (1st week) (C-1,050-\$2.75). Opened last Friday; panned; doubtful of staying.

'Goodbye, Please', Ritz. Opened last Wednesday; taken off after next night's performance.

'Judgment Day', Fulton (6th week) (D-913-\$2.75). Approximated \$5,000 last week; about even break; may improve still much longer.

'Kill That Story', Ambassador (8th week) (C-1,066-\$2.75). Getting by with pass tax money; estimated \$2,500; cart on minimum salary basis.

'Ladies Money', Barrymore (1st week) (D-1,096-\$3.30). Presented by George Abbott; written by George Abbott; opens Thursday (1).

'Life Begins at 8:40', Winter Garden (10th week) (R-1,498-\$4.40). Hit last week; business did not improve as much as expected; again \$7,000 for heavy cast drama.

'Merrily We Roll Along', Music Box (5th week) (D-1,013-\$3.30). Are

drama so far, with nightly performances capacity; matinees not as strong.

'Order, Please', Playhouse. Withdrawn Saturday after playing three weeks to mild money.

'Personal Appearance', Miller (3d week) (C-87-\$3.30). First straight comedy hit played to form, with virtual capacity throughout first full week; \$14,500.

'Sally, Sally', Lyceum (57th week) (C-923-\$3.30). Last season's comedy hit still earning some profits; weekly gross approximates \$5,000.

'Small Miracle', Golden (Royale) (6th week) (D-900-\$3.30). Not up to attendance indicated by notices; moderate profit at \$4,000, week to 48th Street; Abbey Players from Dublin due Nov. 12.

'Spring Song', Morosco (5th week) (CD-78-\$3.30). Looked like business would climb out of light figures but dipped under \$5,000 last week.

'Tobacco Road', Forrest (54th week) (C-1,107-\$3.30). Claimed to be bettering \$7,000 right along; plenty for drama in its second season.

'The Distaff Side', Booth (5th week) (C-704-\$2.75). Getting about all house will hold at the scale; \$11,500 last week; English play delinquent.

'The First Legend', Biltmore (5th week) (D-991-\$2.75). Moved here from 46th Street Monday; word of mouth helped better the pace to around \$6,000.

'The Great Waltz', Cort (6th week) (O-3,700-\$3.30). Broadway's money maker at \$4,000, week; week-ends capacity, indicating draw from visitors.

'Waltz in Fire', Masque (1st week) (D-789-\$3.30). Presented by Sidney Harmon and James E. Ullman; written by David Hertz; opens Wednesday (31).

'Within the Gates', National (2d week) (D-144-\$2.85). Several critics raved over Sean O'Casey play; others just the reverse; much comment favorable to box office; 'Gates' regarded strong but about two-thirds capacity.

Other Attractions
'L'Aiglon', Broadhurst; Clemence Dane version with Eva Le Gallienne and Ethel Barrymore opens Saturday (3) at Broadhurst.

'O'Day Carte Opera Company, Martin Heck; averaging over \$22,000 weekly gross; end of week and weekend extended through November.

'Stevenson', Civic Rep theatre; resumed engagement extended on 14th street.

'The Drunkard', as in other spots, revival as floor show making something of record; free beer, too, in old church.

'The Stick', stopped after two weeks in Village.

'ROBERTA' SOCK AT \$28,500 IN BALTO

Baltimore, Oct. 29. Legit comeback with a bounce here last week. At Ford's 'Roberta' scooped approximately a smooch \$28,500.

A split-week of \$16,000 was capacity from the Wednesday (24) matinee onward at \$2.75 top.

Break-in of the Schwab-Dunning production of 'Dawn Glory' grabbed approximately a midweek \$5,000 at \$1.50 top at the indie Maryland, Press applauded the show, which helped; but built after blah opening days. Patchwork was being done on the piece all week and show this week returns to Wilmington for two more days (today, 29, and Tuesday).

'Dawn Glory' travelled originally in the Delaware city at the DuPont Playhouse with two performances, Oct. 19-20.

George M. Cohan in 'Ah, Wilderness' opened at Ford's next Monday (5). Seat sale begins today (29), three days earlier than usual, terrific mail-order advance has prompted this early unseating of tickets.

A split-week of Walter Hampden in repertoire, four performances in three days, Nov. 15-16-17, follows at Ford's, the UBO house. Nothing is definitely dated into the indie Maryland, but Leonard MacLachlan, general manager, has a pair of spotlights hanging fire.

N. Cushing's production of 'Brinkley' at Lehigh is in its sixth week at \$1.10 top. Has held up surprisingly well and will go out Nov. 7 in favor of a likewise hoked version of 'Eynne Lynde'.

.. 1552 BROADWAY—

Eric Wolfgang Korngold has been engaged by Warners to rearrange the Mendelssohn score of 'Midsummer Night's Dream.'

General Strike and Revolution Ruin Show Business in Spain

Madrid, Oct. 18.
A revolutionary general strike which developed into a red revolution and a civil war is seriously denting film and legit biz in Madrid and the rest of Spain. Strike began at midnight Oct. 5 and is still on.

Most theatres reported a couple of days ago, but the terror spread by the rebels cut attendance fiercely. Some houses are remaining closed until the situation clears up in order not to run the chance of being bombed and sabotaged.

Harry D'Arrest's new film, "La Traviata Mollinera," known as "It Happened in Spain" in its English version, had tough luck by being galled premiered on the night the strike was called. Numerous papers failed to print the next day and reviews of the pic were limited to a few sheets which employed non-union labor.

No theatrical damage reported, although various shooting clashes occurred in the show district.

All other business suffered equally. Bullfights were called off due to martial law.

Showmen hope that end of strike will result in capacity attendance by the Madridites who presently are bored stiff by having no place to enjoy themselves. Streets at night are deserted except for police, storm guards and troops patrolling with tough-looking rifles.

Government made good use of the radio to broadcast its version of events. It took over Union Radio to put out hourly bulletins on the revolutionary news, and for the first time in its history Union Radio went on a 24-hour basis when the government kept the station on the hour after 2 a.m. Station's regular hours are from 8 a.m. to 2 a.m.

This is the third general strike in Madrid since April. Other two were one-day affairs and extremely mild compared to this wild, bullet-marked walkout.

Story was one of the most important in many years and drew a large group of crack newsmen from Paris, who left in a hurry when King Alexander was clipped off at Marseilles, however.

MAYFAIR, SYDNEY, TO LEGIT FOR SIR BEN

Sydney, Sept. 30.
Sir Ben Fuller has decided to bring "The Merry Malones" with Polly Walker into the Mayfair, Sydney, Oct. 27. Show has just completed a splendid run in Melbourne and is opening in Adelaide this week.

Mayfair has played all-British pic policy for some years following the closing down of vaude. Knight has been somewhat puzzled over a Sydney theatre site for musicals following on the St. James going to John Fuller, and from him on long lease to M-G-M.

Legit theatres in Sydney are at a premium just now, with W-T and Thring tying up everything available. At a later date Sir Ben will build his own legit theatre in Sydney, and he may seek added capital to do so. Before leaving for America some months ago, Sir Ben stated that it was his intention to break into the legit field again in a big way. Great success scored by "Malones" has given quite a big kick to the Fuller organization and big plans are mooted for the future.

Schlesinger's New Idea; One Combined Afr. Orch.

Capetown, Oct. 1.
Lyttell-Taylor, general manager of African Consolidated Theatres, was in Capetown for a short visit.

Told newspapers he thought it better to have one big orchestra of about 50 to 60 players for the whole of South Africa, instead of each town having its own.

This "big" orchestra would be sent to all the principal towns during their season. Said that I. W. Schlesinger was very enthusiastic about the scheme.

E. Lehman's Oratorio For Philly, Frisco

Paris, Oct. 20.
Evangeline Lehman, American girl composer, is sailing for United States Oct. 21 for performance of her oratorio, "St. Therese of the Child Jesus," at Philadelphia at the biennial convention of the National Federation of Music Clubs, at San Francisco and Los Angeles.

California performances will be done with elaborate sets by Andre Forrier, French coast producer, five hundred singers and musicians, including municipal choir and San Francisco Symphony, will take part and Miss Lehman will sing the contralto solo part herself. Maurice Dumesnil, who conducted in Paris and the provinces, will also conduct on the coast.

German Musikers Must Not Change Names for Stage

Berlin, Oct. 20.

German musical artists have been forbidden to assume stage names, particularly those sounding foreign. Prexy of the Reich's Music Kammer in the propaganda ministry issued the following orders:

"The tendency of many Germans to esteem only what is foreign, and in particular to favor in every case what is foreign, at the expense of what is German must be combated with all possible means. German musicians must be in the front of this struggle."

Members of the Reich Music Kammer are forbidden, whether for reasons of publicity or other reasons, to assume foreign or foreign-sounding names instead of their civilian ones.

The same holds good for the naming of certain chamber music or other music formations.

German musicians of musical organizations appearing under foreign sounding names must change these names before Oct. 31. Offenses against this order will lead to expulsion from the Kammer, and loss of the rights to practice the profession.

SERIES OF FUNERALS HURT PARIS LEGITS

Paris, Oct. 20.
Shutdowns of theatres for national mourning are getting to be the thing here. After having closed a day last week for the funeral of Louis Barthou, five Government-subsidized playhouses—Comedie Francaise, Opera, Opera Comique, Odeon and Trocadero—were dark Thursday (18) for King Alexander's obsequies in Belgrade and Saturday (20) for those of Raymond Poincare here in Paris.

Loss in case of certain of these theatres is said to be considerable, for they had both matinees and evening performances scheduled on all three forced closing days. It just hits them at a good moment in the season, too.

Non-Government theatres keep right on, disregarding funerals.

Vic Palace Pantos

London, Oct. 20.
"Young England" is shortly vacating Victoria Palace to make room for the pantomime season.

Francis Laidler has leased the house and intends to stage two pantomimes; one to run in the afternoons and the other in the evenings. "Bells, Bells" will be the afternoon attraction, while "Rakes in the Wood" is scheduled for evenings. Cast for shows include Douglas Wakefield, Gwyllys Stanley (wife of Ivor Vinter).

Exhibs Force Paris Circus Into Suburbs

Paris, Oct. 20.
Cirque Amar, one of the big French tent shows, has been trying for a month to get authorization to pitch on a mid-Paris site. Raymond Lussey, head of film exhibitors' association, and M. Blondin, of music hall organization, got wind of idea and pulled wires, blocking move with authorities.

Amar will thus be forced to pitch in outskirts again this year, as usual.

French War Play Put on by German Exiles in Paris

Paris, Oct. 20.

"La Francerie," French patriotic war play, will be performed in German at the Paris theatre des Arts Wednesday.

This unprecedented upset is due to the fact that the town is full of Germans who are not feeling very patriotic about their homeland. Piece is by Paul Raynal and was first performed in March, 1933, at the Comedie Francaise. Von Melzahn made a translation, titled "Die Marne," which was played at the Goethe centenary in Frankfurt and later banned by the German censor. Kronacher, the director who put it on in Frankfurt, is now in exile and is running the Paris show. Sybille Binder, Ferdinand Hart and Herbert Berghof, three of the best German musicians, now wandering around in Paris, are in the cast.

Plays Abroad

L'ETE (Summer)

Paris, Oct. 18.
Three-act comedy by Jacques Natanson; stage direction by Marcel Andre; sets by Andre Holt; costumes by J. Ponceat at the Nouvelle Comedie, Paris.
Georges Brissard..... Rene Lefevre
Suzanne..... Marcel Andre
Saint-Remy..... Carrette
Aurigny Bonnet..... Jean Gobet
Walter..... Henri Darte
Colette..... Lucienne Pariz
Germine..... Mado Florian
Jeanne..... Janine Gillet
Madeleine..... Helene Delval

Entertaining piece dealing with the difficulties of true love in these troubled times. Gentle comic insight; no great laughs, no great drama, but sustained interest throughout.

Tale begins at a dance celebrating the signing of the treaty of Versailles, at which Georges Brissard, just out of the army, and Colette fall in love and decide to marry. Georges fixes up a deal for the marriage with Saint-Remy, Colette's deceased musician father, willing the ambitions of Gaudin, up and coming business man of 40.

Second act shows them at home, five or six years later, having a tough time, his job gone and a marital storm brewing. Colette points out that just when she should be enjoying the summer of her life (see title) she is overwhelmed with worries. She is about to leave him, and the quarrel, like a thunderstorm, ending in an involuntary smile over an unwitting joke cracked by Colette, is a fine scene. Act closes on Georges finding a swell new job through his friend, Maurice Bonnet, and everything happy.

Third act, in new luxurious flat, Georges is fed up again and is about to divorce Colette. Gaudin, who is the power behind Georges' new job, comes to Colette, whom he still loves, to collect tangible thanks, and gets her to desert him. After this act of fidelity Colette finds out what Georges is doing. Here it seems that the author was curbing for a finish. He got his final curtain down by having Georges and Maurice learn that war has been declared—the new war that every one is waiting for and reconciling his lovers in the desperation following this awful news. "This is the weakest point of the play, but is not unpleasant, as stated."

Natanson is over-optimistic, the constant uneasiness due to economic upsets that make a normal life impossible for the young couple and this theme is carried over into America. Best comedy lines are given to Saint-Remy, the father, who in the second act has a good thing.

Theatre is a new, attractively decorated 400-seater in Montmartre, embodying this year's system of typeside music, free programs and free cloakroom service. Stern.

Antipodes Legit Producers Ready To Give Home-Made Shows a Chance

Professor Jouvot

Paris, Oct. 20.
Louis Jouvot, leader of the active young school of French acting, has been named professor of comedy at the Conservatoire.

His nomination came at the same time as a public kick by Henri Bernstein, leading dramatic author and manager of the Gymnase, saying that the trouble with the French legit is not lack of plays but lack of players, and the reason there are no new players is because the Conservatoire, which is supposed to train young actors and actresses, is no good. Bernstein wanted a complete shakeup of the famous old school, with a real showman at its head.

WALLER WANTS PEARL FOR PLAY IN LONDON

London, Oct. 20.

Jack Waller is in constant touch with Jack Pearl, and it is likely that Waller will produce a show in the West-End shortly, with the American in the leading role.

Understand Jack Buchanan will have a piece of the show, as Pearl and Buchanan are great friends and the English star is anxious to have some interest in the American's London debut.

Backer behind the venture is George Gee, head of one of the biggest firms of builders.

Plays Abroad

HAJSZA (The Hunt)

Budapest, Oct. 15.
Play in three acts by Tibor Selys, at the Belvedere theatre, Budapest. Cast: George Nagy, Oscar Beregi, Sari Vogh.

Dreams seem to be the vogue in new Hungarian plays. This one has a dream scene, but this time it is the conscience-hunted dream of an embezzler who has stolen money from the bank in which he was employed. He does it because he wants to start a new life, the perfect life which only a rich man can attain. Dream saves him from repaying his benefactor's kindness by killing his mistress; it also drives him to atone his crime by another one and to find that he isn't the super-brat that he took himself for. Sounds pretty confusing and doesn't give much idea of the plot, but this very striking first play by a talented dramatist is quite out of the common run and makes its effect on the audience not by the actual story it tells, but by the psychology it implies. It's an unusually thrilling play.

Excellent directing by Arthur Bardos adds the necessary conviction to the dramatic and magical jumps and unsubstantial symbolism. Would-be super-man-thief, a difficult part, is admirably acted by George Nagy, and Oscar Beregi, in the part of an elderly man of the world who saves him after having found him out, on the grounds of some mysterious feeling of solidarity, is brilliant in his restraint. Exceptionally good press notices and little response from the general public. Author is sure to do some quite first-rate work some time. Jacobi.

HYDE PARK CORNER

London, Oct. 6.
Comedy-drama in three acts by Walter Haseldine. Produced by the author and Thomas Reynolds at the Apollo theatre.
Lady Evelyn Bonner..... Brenda Knapp
Lady Fawn de Malancourt..... Elvira Henderson
Green Freeman..... Nellie Briscoe
Edward Chesser..... J. Whitmore
Humphreys..... Margaret
Lord Cranston, R.C...... Geoffrey Barry
Colonel..... Russell Gordon
Barbara Anson..... Christine Torrie
Gail..... Patricia
Maurice..... Mervyn Jones
Captain..... Gordon Barker
Captain Sammel..... Philip Morgan
Emson..... Gordon Barker
Sadie Wainwright..... Marion Lorne
Inspector Scotland..... Eric Grey
Lord Cranston..... Gordon Barker

Judging by the reception accorded "Hyde Park Corner" on the opening night, there would be no question about it being an uproarious success. But there is doubt whether there isn't too much plot for the average theatregoer. Starts off with a first scene which is in reality a prolog, showing a house and its interior. (Continued on page 62)

Sydney, Sept. 30.

Looks very much as though Australian legit managements will delve more deeply into their own territory for material than hitherto. F. W. Thring pioneered the move when first introducing "Colt's Inn" in Melbourne some months ago.

Williamson-Tait started well two weeks ago with a local musical titled "Blue Mountain Melody." Thring now announces that he will present another home musical in "Jolly Rodger," due for showing in Melbourne next month.

Probably, if "Melody" is successful, W-T will scout for other musicals from local composers. Already scribblers are working overtime in an attempt to interest the various managements in their brain children.

Quite likely that Anzac managements will experiment at a later date with comedy and dramatic farce from the pens of Australian writers. Mediocre success of some recent imported dramatic shows may be a decided factor in opening up the road for more home brew.

For years the Little Theatres here have experimented in this field, but professional managements, except in very rare instances, have solely bought abroad. Now depends on whether patrons will be satisfied to buy entertainment minus the stamp of overseas approval. Success or failure for local authors lies entirely at the box office.

First break for local scribblers came when the pic producing units decided to break into the local field with their own material in an attempt to capture some of the trade held by foreign organizations. Success of the few locally-produced pics in this country has apparently given the legit men the idea to follow suit in their own sphere.

SHAKESPEARE PLAY 2 WAYS AT 1 TIME

Paris, Oct. 20.

Two versions of Shakespeare's "As You Like It," running simultaneously, give Parisians plenty of chance to talk about the bard. "Cuts in text" are such in both versions that by seeing the two you can get the whole play and at the same time two entirely different impressions of it.

One is by Jacques Copeau at the Atelier and the other by Victor Barnovsky, former German producer, at the Comedie des Champs Elysees. Regular art theatre public is going to Copeau's show, whereas the foreign production is attracting real boulevard crowds. This makes the patriotic French angry, reminding them of the success of Russian and other importations over local talent.

Annabella, from films, makes her legit debut in the Barnovsky show, and is meeting mixed criticism. General conclusion is that she takes part of Rosalinde too lightlyheartedly. Jean Pierre Aumont, the Elysees of Juvet's last year's Coteau play, does Orlando, and also is rapped as not deep enough.

Net result is less successful, so far, than last year's flood of Shakespeare revivals in Paris.

Jessner to London

Vienne, Oct. 18.
Leopold-Jessner, former manager of the State theatre, has gone to London with plans of going into management there.

He intends to start London activities with a production of "The Merry Malones," by I. W. Schlesinger, which was first produced at the Volks theatre here. Jessner has some other plays by Belshish under consideration, also.

Journey's End in Hebrew

Tel Aviv, Oct. 18.
Opera Mougabi here is inaugurating the New Theatre under direction of Alfred Wolf, German actor. Series of plays to be presented here in Hebrew to open Oct. 25, with production of R. C. Sherriff's "Journey's End."

Tough Journalism

Foreign correspondents got it in the neck when the recent rebellion in Madrid was approaching its end. Government, peeved at an allegedly exaggerated story published by a London paper and a Portuguese sheet, decided to prohibit all international telephonic and telegraphic communications.

The cable ban was lifted about 20 hours after it was imposed, but all dispatches were blue pencilled by a military censor.

Revolt meant long hours and little sleep for the newspaper boys. Several got into the line of fire. The United Press office was besieged several times in the firing near the Congress building.

Several journalists were arrested, including Jay Allen, correspondent for the Chicago News, who was held two hours when police thought they heard a snipe on the roof of his apartment house. Another victim was Edward Hunter, Hearst man, who was held in a San Sebastian jail for a few hours when the government claimed he had filed yarns not in accordance with the facts. Hunter never got beyond San Sebastian, and returned to Paris.

Writers Ask Fed. Relief

With the election of new officers, N. Y. branch of the Writers' Union will begin a campaign for Federal relief for needy scribblers. Organization will meet weekly, on Friday nights, at Leroy street branch of the N. Y. Public Library, at which plans for the relief project will be discussed and acted upon.

Writers' Union is an all-embracing organization of scribblers. New president is Herbert F. Sweeney, newspaperman. Lew Ney, Village scribe, is vice-president. Other officers are Mina B. Ross, secretary, and Bernard Morgenthau, treasurer. Morgenthau is a public relations counsel and will publicize the drive for relief aid.

U. of C.'s Pub Tieups

University of Chicago Press is planning to publish several works jointly with commercial publishers. First joint arrangement of this sort was a reprint edition of 'Nature of the World and Man,' issued in co-operation with the Garden City Publishing Co. Jacobson's 'You Must Relax,' Smith's 'The Scientific Mind,' Merriam's 'Composition and Incidence of Political Power' and Lawless's 'War and Insecurity' will come out via Whittlesey House.

Previously erroneously stated that Whittlesey would get all the U. of C. books, which seem to have more commercial possibilities than the university press could give them. Instead, however, U. of C. will keep its eyes open for a publishing alliance it deems best on each book separately.

New L. A. Wkly Tab

Los Angeles gets a new weekly tab sheet, the Sunday Tribune, Nov. 3. Columns will be given over to general news coverage, sports and film fodder and aimed at the working class. Ed Gibbons, managing editor, claims the sheet has no political or racial affiliations and carries the liberal-progressive label.

Harold Lyons is biz manager; W. W. Dugan, sports ed; Tamar Jane, drama and pix ed; Sigmund Russell, adv. boss. Sheet will be staffed by local news hounds.

Indict Tab Publisher

Frazier N. James, former editor and publisher of The Syracuse Rouser, weekly tabloid, was indicted by the October grand jury in Syracuse on a charge of printing an 'obscene, lewd, lascivious, filthy, indecent and disgusting' newspaper. Indictment resulted from the June 29 issue of the tabloid, which has since given up the ghost.

James furnished \$1,000 bail and was released pending trial.

Alex. Grosset Dead

Alexander Grosset, president of Grosset & Dunlap, publishers of popular priced reprints, died at Riverside, Conn., Oct. 27, of heart disease. He was 64.

First brought out reprints of popular novels and also editions of Shakespeare, a dictionary and Roake's 'Thesaurus' at \$1. Present output of the firm runs about 12,000,000 copies a year. Firm also specializes in novelization of popular motion pictures.

New Radio Mag

Another radio mag is in preparation, to bear the name of The Air. Publishers are H. C. Gibbons and William H. Riebold, and will run it off on their own presses.

Best Sellers

Best Sellers for the week ending Oct. 27, as reported by the American News Co., Inc.

Fiction

'Last for Life' (\$2.50) By Irving Stone
'So Red the Rose' (\$2.50) By Stark Young
'Mary Peters' (\$2.50) By Ellen Chase
'Lightship' (\$2.50) By Archie Blinn
'Lost Horizon' (\$2.50) By James Hilton
'Full Flavour' (\$2.50) By Doris Leslie

Non-Fiction

'Forty-two Years in the White House' (\$3.50) By Irwin H. Hoover
'While Rome Burns' (\$2.75) By Alexander Woolcott
'100,000,000 Guinea Pigs' (\$2.00) By A. Kallet and F. Schlink
'Stars Fell on Alabama' (\$3.00) By Carl Carner
'English Journey' (\$3.00) By J. B. Priestley
'Life Begins at Forty' (\$1.50) By Walter B. Pitkin

Dramatists' Election

Dramatists Guild will meet today (Tuesday) at the Authors League headquarters to elect new officers. Nominations to be elected for three-year terms to the council are Rachel Crothers, Philip Dunning, John Emerson, Otto Harbach, Eugene O'Neill, Arthur Richman, Richard Rodgers, Edwin Milton Royle, Robert E. Sherwood and E. A. Thomas.

Elected to the council of the Authors League at last meeting were Sherwood Anderson, Gertrude Atherton, Rex Beach, Silas Holt, George Reed, L. Duffus, Henry F. Pringle, Lyman Beecher Stowe, John W. Vandercor and Stewart Edward White.

Joseph H. Pryor Dead

Joseph H. Judge Pryor, 33, part-owner of the Pasadena Star News and Post, known as the dean of California Journalists, died at his home in Pasadena, Oct. 29, and was buried Oct. 29. He was long-time Justice of the Peace in Marin county, Calif., nearly 50 years ago. He founded the Red Bluff People's Cause in 1874, then the old Frisco Call, also on papers in San Jose and other spots.

Pryor founded his Pasadena paper in 1908 and was active until about a year ago. Survived by a son, Percy Church Pryor, also a sister and brother in Frisco, Mrs. G. W. Taylor and A. E. Pryor.

Reviving Saga

Saga, the adventure-story mag which had a brief existence under the editorship of Lowell Thomas, is to be revived starting with a February number. Again to be edited by Thomas, but with a new publisher. New sponsor is Famous Edition, Inc., headed by Delbert Whitten and Albert Burnell. Formerly a pulp, Saga will reappear as a slick mag and with a generally higher tone. D. E. Wheeler, one-time editor of Liberty, will be managing editor. Burnell is publication director.

Four Scribes Boosting Lehman

Four New York newspapermen are among the seven chairmen of the Independent Citizens' Committee's work, screen and radio division, for the re-election of Governor Herbert Lehman. They are Jack Laist, Emile Gauvreau, Lee Mortimer and Nick Kenney, the others being Eddie Dowling, Nils T. Grandlund and Bobby Feldman.

Committee will hold a press reception at the Chanin little theatre tonight (30).

London Paper Reforms

Sunday Referee of London, which ceased to be a member of the Newspaper Proprietors' Association in 1933, owing to its connection with Continental broadcasts, has applied for re-admission to membership. It has offered to withdraw from all radio advertising and not to distribute copies on Saturday nights.

The Referee is a Gaumont-British publication.

Code Confab Set

Newspaper Publishing Code and the Radio Code are agreed to hold a public hearing at which consideration as to hours and wages for persons employed in the news-rooms will be threshed out. Despite date for hearing has not been set, but the NRA intimated pow-wow will probably be held in early December.

Kath Dougherty as Is

Kathryn Dougherty, editor of Photoplay for several years, remains in the near east under the new Macfadden ownership. No changes in either the eastern or western staffs are contemplated.

Unionizing Literati

Unionization of the literary trades proceeding apace. Majority of the members of the office staff of the Modern Library joined the Literary Trades Section of the Office Workers Union, following similar action by the entire staff of Story, the max. Literary Trades Section of the Office Workers Union was the organization which unionized the Macaulay office and acted on behalf of the employees in the recent labor disagreements there. Attempts being made to enroll all workers in the literary trades in New York.

Smith Leaves U.P.; Frey In

Allan Smith is out as book editor of the United Press. He wrote a daily review of books for the U.P., plus weekly summaries. Robert L. Frey has replaced him.

CHATTER

Ivor Brown visiting in the U.S. Ursula Parrott back from China. Paul Horgan back to New Mexico. Marvin Lowenthal south on a lecture tour.

Mary Heaton Vorse doing her reminiscences. H. M. Tomlinson building a new country house.

Edward J. O'Brien parted by Ronald Kirkbride. Marie Dressler's autobiography publication dated for Nov. 26.

Scribner preparing a full edition of Eugene O'Neill's plays. James Truslow Adams at work on a new book.

Valentina Williams back in N. Y. after a summer in England.

'Winds of Chance' changed to 'Winds of Fortune' for Britain.

Swedish rights of 'One More Spring' sold to Albert Bonnier.

Eleanor Mercein Kelly, back from abroad, proceeding to Kentucky.

J. B. Priestley will come over again around the first of the year.

Edison Marshall going all the way to Tibet to gather data for a new novel.

Pearl Buck has delivered a new novel to Day. Titled 'A House Divided.'

Mary Pickford has written a book on religion, and Kinsey has it for publication.

Christa Winsloe, the 'Maedchen in Uniform' author, back again with a new novel.

Bennett Cerf and Donald Kloepper parting Gertrude Stein at Random House, Oct. 31.

King bringing out a new edition of James Hilton's 'Rage in Heaven,' originally published in 1932.

Milton Mackaye, former N. Y. Post reporter, has finished 'Tin Box Parade,' a low-down on graft in New York. McBride's publishing.

T. W. Smith, professor-philosopher of the University of Chicago, is the author of three books published by different houses this fall.

All Mack Sennett's leading down Gene Fowler with added gags about 'Father Goose' for the next edition.

Jim Tully's next, 'Ladies in the Parlor,' brings a bar-slinger to Hollywood where 'Jarnogan' makes her into a picture star.

Dick Simon honeymooning from Honolulu to Hollywood due back at Esplanade in three weeks.

J. P. McEvoy planning to take a sabbatical from pictures next year to write the G. A. N.

Stanley's new book shop next to Levy's eatery in Hollywood sold out of Wolfe Kaufman's 'Tender Cheeks.'

Vanity Fair has Ted Parmore burning for reprinting that classic parody of his on Robert W. Service's 'Dan McGrew' for a fourth time and not paying for each reprint. Original piece brought Parmore fifty bucks.

Tiffany Thayer has opened an antique shop next to the Irish Bookstore in Hollywood.

George E. Sokolsky being asked to Hollywood to advise on a Chinese pla.

Fowler's Film History

When Michael Sennett (Mack Sennett) gave up helmsmaning to become a singer in the choir of John D. Rockefeller's church he didn't know that he would, many years later, act as an excuse for Gene Fowler to write a history of the motion picture business. Fowler calls his story 'The Gooses' (Covid-Friede; \$3), and it's ostensibly merely a history of the comedy producer. But Fowler is one of those writers who never sticks to his main point. He always writes all around his subject. For which, incidentally, his readers are frequently grateful.

There are so many interesting and colorful incidents in the book that it is difficult to point all of them out.

It's Mack Sennett's life, but it's also the life of motion pictures. It's the life of Mike Sennett and of Fatty Arbuckle and Charles Chaplin. It tells how Gloria Swanson got her start in pictures. It mentions casually that Slim Summerville was one of the first Keystone cops. It explains that they didn't throw custard pies; blackberry photographed instead seriously as they were. It tells how Gloria Swanson got her start in pictures. It mentions casually that Slim Summerville was one of the first Keystone cops. It explains that they didn't throw custard pies; blackberry photographed instead seriously as they were. It tells how Gloria Swanson got her start in pictures. It mentions casually that Slim Summerville was one of the first Keystone cops. It explains that they didn't throw custard pies; blackberry photographed instead seriously as they were.

Mrs. D. H. Lawrence's Side

Frieda Lawrence, the widow of D. H. Lawrence, has a startling thing she's startlingly well in 'Not I, But the Wind' (Viking; \$2.75). It's not very pleasant, it seems, being the wife of a genius, but Mrs. Lawrence didn't mind—most of the time. And what with Lawrence being of a different world, socially, and frequently, it was even tougher than it might have been.

Frieda came from German aristocracy, Lawrence was the son of a poor miner. She was big and healthy, he was lean and sickly. He was a genius, admired by many, and many of his greatest admirers frankly and openly said at her. Through most of which she went along in her calm, pleasant, almost hausfrau fashion. Now she writes about it and she's over-sentimental, but it's a book that will be read for years to come as a revealing insight into the life of a great man and his wife. Book also contains a lot of letters and poems by Lawrence, which probably makes it a collector's item.

Rough Hero

Must be something to a cad that women like. Maymie Greig revives her Kent Wilburn for another spin, and features the fact directly below the title in her 'Women Are Difficult' (Doubleday, Doran; \$2). Story had been serialized as 'She Walked Into His Parlor.'

Men probably won't care so much for the former auto racer who specializes in insulting women, but apparently the women prefer the sharp-tongued suitors. Story is briskly told, and will interest.

Can you answer these questions about MACK SENNETT?

WHY did he copy some stories from O. Henry and sign them 'Mary Pickford'?... What reply did he get when he asked Johnny Gray who Moliere was?... Why did he run away with his entire company after a call from the Los Angeles district attorney?... Who taught pie throwing to his comedians?...

In a book crowded with anecdotes, Gene Fowler, author of TIMBER LINE, tells the whole story of Mack Sennett. It's a riot of fun... and a roster of information about the movies' most fantastic genius and his merry associates. Illustrated. \$3, at 10¢ stores.

Just published

FATHER GOOSE
THE STORY OF MACK SENNETT
by GENE FOWLER
COVICK - FRIEDE, Publishers, N. Y.

Going Places

By Cecelia Ager

So This Is England

From England comes 'Loyalties,' but the picture audience—trained on English drawing room made in Hollywood—will scarcely believe it. Such modest sets, such plain ladies, such stuffy clothes—that's not the England of Joan Crawford and Norma Shearer; that's not the England that Metro's nuts about. No glamour, no coiffures, not even any love not blessed in heaven. And such a funny way of talking—Joan Crawford's English accent is much haughtier, even if one can understand it.

Joan Wyndam. High foreheaded and snub nose. So she parts her hair in the middle and draws it back in a horizontal line, which makes her forehead good and high, besides which it takes a classic nose to withstand the symmetry implied by a center part. Miss Wyndam is also very emotional and intense, whereas Hollywood teaches that English girls are always zealously casual.

Heather Thatcher. In Hollywood's England she'd be played by Hedda Hopper, suave and throaty-voiced, hung with sables and silver fox. Miss Thatcher, however, manages a large white organdy cape collar with points turned up stiffly like misplaced horns, a little black toque with white mercury wings, and fancies she's done enough given out the requisite dash. With her blonde hair in a rigorously marcelled bob, too.

Cecily Byrne. Well—really. Miss Byrne, who has week-end guests, mind you, doesn't even know that English hostesses wear swooping lounging pyjamas when tracked down to their boudoirs—she thinks they wear lank negligees. Hollywood's got far more respect for the English gentry than it seems, the English have.

Sisters Learned

The Three X Sisters, radio's gift to the stage this week, have kept their eyes open while playing vaude houses round the town. They've been studying grooming, noting how real stage actresses accoutre themselves, observing the intricate variety possible to coiffure, with the result that they are far, far different looking maidens than when first radio catapulted them onto the stage.

They're sleek now, and their hair shines; their heavy white lace princess dresses and gloves gracefully and boast even a smart neckline—a wide square with circular softness over the shoulders. There is only a minimum of rhinestone for trimming, on their belt buckles and on the clips that sparkle from their décolletage, and if they still do imitations of Greta Garbo, they do so with respect and affection; about 'Rest With His Sound Effects,' remember they owe something to the radio, from whence they sprang.

Mary and Madeline Foy feel again the clan spirit, and lend their shrill voices to the Foy family act. Bred in the tradition of vaudeville, they wear ribbons in their hair to match the bows on their dresses, informal frocks of chalk pink and chalk blue.

It is a neat problem, seeking to discover just what it was about the Twelve Aristocrats that led them to take that title. The girls do now tap very nicely in brief blue satin skirts and pink puff sleeves and bows, they execute adagio dances with ease in blue satin evening dresses. Ah, yes, it's because of the rhinestone diadems in their hair.

Rita De Lano sings Harlem numbers in sleeveless black crepe with beads glittering around the deep V neckline. The wide white expanse of Miss De Lano's arms, however, cries for the mitigation of draperies.

Desires and Yearnings

The Capitol stage, until lately stomping ground of the Chester Hale Girls and theatre of their repressed desires, has for the past six weeks been given over to new troupes. The Dares, whose playfulness is more open and above-board, whose graceful posturings suggest no hidden yearnings. Never was the contrast between the pre-occupations of two groups of maidens more noticeable than in this week's show, when the Danny Dares, dressed in glittering sheaths of sequins with long sleeves and

trains—costumes to set the Chester Hales simply smouldering—cavort with the utmost decorum, not a bump in the lot of them. Even the high center silts of their long modded skirts mean nothing to the Danny Dares, other than more freedom for precision stepping. It would have been different with the Chester Hales. Those slit skirts would have started a tremor building to an earthquake.

The Danny Dares start out as redheads for their first number, redheads in deep bright blue flounced dresses against a matching blue draped cyke, with red gloves for piquancy. An effective arrangement of color, bolder than the gals themselves. When they've done their stint they pose in a lovely arc following the sweep of the stage, so that the audience may devote the better part of its attention to Harris, Claire and Shannon, two slim adagio dancers with but one man for the two of them. In salmon pink velvet the are; rather weary looking salmon pink velvet, and they wave huge rose ostrich feather fans. They come back for the finale in silver princess frocks with dolman sleeves, again sharing the one partner and not making any faces about it.

The two muscular legged young knockabout ladies of Cass, Mack and Owen have their vanity and their preferences, too, for all their clowning. They are careful to see that their short socks match their short, pleated skirt costumes, while one young lady finds blue in her color, though the other holds with henna.

Modern Ancients

The Court of Louis XV, as set up by the Warner Brothers for their 'Madame Du Barry,' doesn't seem to realize it has in its midst a girl so progressive in her ways, so free, so straightforward, that she might be living in the year 1934. The nobles take her for granted, remark upon her beauty, her fine figure, the delightful variability of her temperament, yet none appears to appreciate the glimpse she accords them of the girl of the future, the whole length of them, as freely as her strong, white teeth.

Dolores Del Rio scampers for them, her huge bouffant skirts flying; she smiles widely and continuously, she snuggles under her silken counterpane in an impetuous game of hide-and-seek, she's altogether a robustly modern madcap, a pioneer, yet the only comment she evokes from the Court in its blindness comes from her raids on its treasury. Not even in the dark flatness of her coiffures—in an age when the spirit of a lady was judged by the height and scenic composition of her powdered wig—does the Court see the prophet in her, just as none remarks the seduction of her Latin accent, or, for that matter her Latin accent.

All the ladies at the Court, in fact, have a singular contemporaneity about them. Arch Verree Teasdale, a carefully enunciating modern vivacious and the Albinas Raach Dances, who leap through the air in scant floating draperies revealing athletic young figures and a marvelous instinct for arranging themselves in spectacular groups suitable to the current concern with overhead shots. Anita Louise alone seems a product of her time as Marie Antoinette. She, at least, looks Austrian.

Pix Cautious

(Continued from page 7)

'Murder at the Vanties' (musical), Par, \$35,000—legit, moderate.

'Big Hearted Herbert,' Warners, \$35,000—legit, moderate.

'The Dark Tower' (film title 'Man with Two Faces'), Warners, \$35,000—legit, flop.

'Fruit of Happiness,' Par, \$30,000—legit, flop.

'Heat Lightning,' Warners, \$20,000—legit, flop.

'All Good Americans' (film title 'Paris Interlude'), Metro, \$15,000—legit, flop.

'A Hat, A Coat, A Glove,' Radio, \$17,000—legit, flop.

'Dr. Monica,' Warners, \$10,000—legit, flop.

In all the six legals that missed out Ho4, 'Wood' \$155,000 to buy.

Did You Know That—

Gloria Foy will open a dress shop in Beverly Hills....The Jack Bennys have ordered a cute nursery at Essex House for their child....Margot Anderson is still flying in spite of that accident....Estelle Brody and Radie Harris were cocktailting at the Savoy Plaza the other day....That was a stunning gray costume with moleskin swagger coat worn by Lillian Asher on Madison Ave., recently....Jacqueline Logan's lovely apartment was the setting for another party to Ernst Lubitsch last week....Madeline Cameron's gone very Russian....Barbara Newberry mooned as teeing occasionally....The Colony was very gay for lunch on Wednesday....Ellin Berlin, Laurel Hearst, A. C. Blumenthal, Mary Taylor, Barbara Bennett, Morton Downey, Helen Menken and Jay Gould were among those present....That screaming roster for Southern Methodist Saturday was Virginia Smith....Mrs. Rufus LeMaire and Mrs. Ted Lewis were smart in black and silver fox lunching at LaRue....Mrs. Charlie Einfield is getting into the champagne class....They say that Ona Munson is connected with a dress place now and Grace McKen's friends in flower-shedding Bill Tilden was introduced at the Paradise Saturday night....Jimmy Reynolds had a graaand birthday party before sailing....Frances Williams' make-up is pretty ghastly under those Winter Garden footlights....If you see a man hanging from all buildings to get a good angle that's Harlan Thompson with his camera....Mrs. Harold Franklin looked stunning in a nut brown costume, shopping on 53rd St....Bobbie Perkins has sold an original magazine story and is soooooo thrilled....Charlie Morrison's not dancing with princesses who wear quills in their hats any more. He almost lost an eye.

Wash. Miffs

(Continued from page 2)

over to the National Industrial Recovery Board.

Stays in Washington

On October 27 he received a letter signed by G. A. Lynch, administrative officer of the National Industrial Recovery Board, in which the following statement is made:

'Public hearings on matters affecting the Code are held here in Washington, and it is not deemed necessary to break that general rule in the instant case.'

So far as Blum knows, no agent will attend that hearing. It would be a practical impossibility for them to do so.

Blum informed the Administration that the agents will contend that the 'full and fair hearing' required by the National Recovery Act will not have been held in the instant case, due to the impossibility of the persons interested being able to attend at a place 3,000 miles from the point where their businesses and their active interests require them to be, and requested the National Recovery Board to note the objections to the hearing being held in Washington. D. C. Hearing is sked for Oct. 31.

Actors Pan Producers

The actors, in their reply to Washington opinion, state that the producers were to blame for break-up of five-five negotiations here and the resultant Guild-Equity alliance movement. Their statement emphasizes that during the series of meetings, the actors formulated a complete set of fair practices embodying all actor proposals. This was presented to the producer members on Sept. 26. At the 11th meeting of the committee on Oct. 17, after three weeks' study of the proposals, the producers returned these proposals with the following statement:

'The producers, in returning the proposals submitted by the actors, wish to go on record that the proposals are no proper part of the Code of Fair Competition, and are opposed to any attempt to regulate such things under the Code.'

Among the Women

By The Skirt

Yvonne Printemps has come back to America after an absence of years. But these years have dealt kindly to this talented miss. She is the same charming little woman with a stronger and much better voice, 'Conversation Piece' by Noel Coward is like looking through a book of old English prints. Costumes of the Empire period are always interesting and Mile. Printemps has combined all the pastel shades; looking for all the world as though she stepped from a picture frame, the prettiest of which are a white material with large blue dots. The high waistline is accentuated with a short bolero of the blue and at a reception she is in white frock with silver bandings and turquoise ornaments. The little ballet sort of slippers as worn by all the women are fascinating.

Irene Browne adds much to the entertainment of this play. A cloth costume was fashioned after the riding habit model of that day. Lovely children romped through in several scenes with nary a word.

Minnelli Gets Congrats

Vincente Minnelli is to be congratulated upon his first stage show for Radio City. Never has this huge theatre had such a beautiful offering. Called 'Coast to Coast' the stage shows a man with a black painted body in silhouette doing a weird dance on a raised platform. The picture fades with a gold staircase appearing at back stage with the Rockettes appearing in groups garbed in tunics of white and orange in a pointed design with sideflats of orange feathers. Caps are black and gold with tips of black with anklets of green and orange. A changing scene reveals twenty-four men in gray frock suits with matching high hats. A girl in violet colored pajamas does a tap dance.

A scene depicting the Riviera with all lights blazing is done with three white palms trees in front of which a girl sings in a white satin gown having ruffles at the throat and hem. The stage revolves and out of the darkness comes a raised platform of glass upon which is one girl in a bronze lame frock with cerise scarf. Behind are four girls in chartrreuse satin gowns and blue scarfs. And here is a grouping of colors too luscious. Girls come on in gray satin with cerise scarfs and henna gowns with chartrreuse scarfs. Can you picture that color combination? It drew rounds of applause from the audience.

Scene shift to the Barbary Coast where a Maewestian miss does an Eadie number written especially for Minnelli's first effort done up in white with all the feather and diamond trimmings. From barroom it switches to a bedroom scene where a girl in purple dress with red laced boots does a sort of apache number with a man. Back to a west coast dance hall the scene once again changes and here the Rockettes are boldly dressed in black with red ruffled under linings, black tights and large black hats with one green aigrette. The picture, 'The Pursuit of Happiness', is a sweet little picture. Joan Bennett, younger and prettier than ever, in costumes of 1776. Mary Boland and Miss Bennett wear the full skirts of that period.

Molly Picon—a Pleasure

What pleasure and satisfaction Molly Picon must get from her audiences. They dote on everything she does and it's worth a trip downtown as much to watch the patrons as the star.

Miss Picon did look nice in that gray skirt with red velvet jacket trimmed with chinchilla with the matching cap. That train scene was unusually well done and the disrobing bit was naive. She looked so childlike in that little print frock made with the short skirt and tight bodice with red buttons and ribbons. The wedding frock of white satin was also just right, but she looked her best in the purple tights with the mauve blouse. Nice and thin, too, but no wonder with all the performances she does a week.

A good supporting company, too. That little Gerlie Belman; what a pretty girl she is and really talented. With a bit more experience she could come up to Broadway for soubrette parts. Soubrettes nowadays are so sadly lacking. She was attractive in a printed satin frock and again as the daughter of the regiment in a costume of white satin and gold braid. Selma Cantor is a pretty blonde with a becoming hairdress. Her white lace dress over a satin slip was nicely designed with pink velvet setins. And the line of girls are pretty. In their print frocks with shawls they looked the spirit of Russia. And then for the bolero number the taffeta dresses of different colors were made with wide collars, and as soldiers they were in purple pants with mauve and green blouses and black boots. There isn't a hard worker on the stage today than Miss Picon. She should try London which will also love her.

'Mrs. Wiggs' No Fashion Queen

Mrs. Wiggs has finally arrived in New York. With her cabbage patch and family of clever children she should stay at the Paramount for at least two weeks. Here is a picture after everyone's heart. Pauline Lord comes to the screen for the first time and here's hoping she continues on, for artists of Miss Lord's calibre are hard to find. One doesn't expect to find clothes in a cabbage patch so it is up to Evelyn Venable as the rich girl of the community to supply what dressing there is in the picture, although there is a scene in a town hall with the aristocrats in full evening clothes bringing the Wiggs tribe in distinct contrast. A picture bringing a smile and a tear is sufficient and 'Mrs. Wiggs of the Cabbage Patch' does both.

Speaks Well For Self

Palace has gone Harlem this week with its shuffle along tabloid. The colored band is in the pit for an overture and then appears on the stage. The conductor is master of ceremonies and announces the different artists in so muffled a tone the names escape. He is only distinct when announcing his own compositions.

Before a skyscraper backdrop three girls in white head a number with the chorus in green skirts, silver peupils, with the bodies showing through a thin net covering. The carcosa is again headed by the same three girls dressed the same as the chorus in ruffled frocks differing a little in coloring, plain yellow for the line and shaded for the leads.

A smart costume of black lace with cerise taffeta jacket was worn by a songster. Green satin combined with paler green chiffon ruffles finished up the chorus as to costumes. The one name caught Josie Oliver did a hip dance in copper colored pants. The waist was bare while the top was of the basierie type with full sleeves.

A Good Show

Regina Crewe should be proud of her protegee, Norman Krasna. Here is a boy who looks as though he had just stepped out of high school and he writes what is developing into a hit. 'Small Miracle' is a grand show and Joseph Spurrin Callie gives a magnificent performance.

Violet Barney was well dressed in lace, and the women during the entr'acte were dressed as an American audience is usually dressed, some in evening gowns and some in street dress. One very thin miss was lovely in all white. The girl ushers are in brown satin uniforms with orange velvet caps.

At the Little Carnegie Theatre comes an English picture. 'Autumn Crocus' is the title. Fay Compton, a well known artist of her country, hasn't the glamour of the American picture star but does well enough in this simple picture. She is a school teacher and before her class she is in a quiet little frock of a simple material with a high collar and cuffs. Off to Switzerland she goes in a two-piece cloth suit and small hat. Only one other dress is shown, a printed affair with mousseline collar.

F.D.R. IS FAIRS' ANGEL

Football

By Benny Friedman

Last week most of the big teams ran true to form. This week there are a couple of games between the mighty where the balance of power is almost too small to be noticed. Illinois-Army, for instance, it looks like Illinois because I think

and it will be the Yale boys' worry on how to keep the Indians wrapped up. Pitt-Notre Dame and Pitt is the choice. This team has everything and holding Minnesota to two touchdowns means that Notre Dame will have a tough time scoring, and

Probable Football Winners and Proper Odds

November 3

By Benny Friedman

GAMES	WINNERS	ODDS
Fordham-Tennessee	Tennessee	3/5
N. Y. U.-Carnegie Tech.	Carnegie Tech.	5/7
Pittsburgh-Notre Dame	Pittsburgh	2/5
Columbia-Cornell	Columbia	3/1
Yale-Dartmouth	Dartmouth	Even
Harvard-Princeton	Princeton	1/3
Washington-Oregon State	Washington	5/5
Temple-Holy Cross	Temple	Even
Chicago-Purdue	Purdue	5/6
Illinois-Army	Illinois	Even
Texas-So. Methodist	So. Methodist	5/6
Minnesota-Michigan	Minnesota	2/1
U. C. L. A.-Stanford	Stanford	5/8
N'hwstern-Wisconsin	N'hwstern	6/5

(Predictions based on fair weather)
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they have a stronger and more versatile outfit to average last year's defeat.

Dartmouth should finally break the Bowl jinx and take Yale. Red Blaik, Dartmouth's coach, will have his pass defense set to stop the Ell.

It's pretty sure that Pittsburgh will score. Tennessee will make the third inter-sectional match that Fordham will lose. It seems as though the boys from the far places pack too much football savvy for Fordham.

Mexican Morality

Border Towns, Especially Caliente, in Fever of Fear Over Purifying

Los Angeles, Oct. 29.

Present morality wave which has hit the Mexican Federal Government is having its effect on Caliente, Tia Juana and Juarez, wide open border towns where most anything and everything goes. With a sharp decline of business due to the repeal of prohibition in this country, resorts fear that if the Mexican government starts restricting gambling and liquor, investments in the resorts will be washed up.

Agua Caliente, with several millions invested in the hotel, spa, race track and golf course, worries most. It has attempted several times to have government officials come north and give the resort the once over in defense of their attitude that Caliente is a class spot and not to be placed in the same category as the other border joints.

Unable to get a rise out of Mexico City, Caliente has completed a 5,000-foot picture of all its activities, improvements and buildings and shipped it to Mexico City for official screening, hoping it may influence the officials to make a liberal ruling.

Other resorts don't seem to care much what happens. Border crossing to the various joy spots has dropped 75% in the last year, so a blue law against everything would not make much difference.

BIRTHS

Mr. and Mrs. Guido Nedzo, daughter, Oct. 23, in New York. Mother is daughter of Harry Somers, Broadway theatre manager. Father is in 'Allure' at Empire, N. Y.

Mr. and Mrs. Benjamin Feldman, son, in Chicago, Oct. 24. Father is

'34 RODEO TOPS '33 BY \$73,000

Madison Square Garden reports the most successful rodeo in the 'world's series' show which ended a 19-day session Sunday night (29). Gross of \$324,000 is quoted being \$73,000 above last year's rodeo takings.

Attendance held up well throughout, topping all previous cowboy competitions. Number of admissions clocked at 251,000, as opposed to 189,500 last October.

MARRIAGES

Ann Muckeston to Capt. Leonard F. Plugge, Oct. 25, in New York. Groom is president of the International Broadcasting Co., London and Paris spot broadcasting reps. Claire Burns to Matt Malneck, New York, Oct. 26. Bride is 'Boots' Carroll, dancer. Groom is in Paul Whiteman's orch.

Paul Ives, theatre manager, to Anna Shadkova, actress, in Council Bluffs, Iowa.

Sam Katz, Metro executive, to Patricia Detrong Nathan, professionally Sari Maritza, in Phoenix, Ariz., Oct. 27. Bride retires from the screen.

manager of the B. & K. Marbro theatre.

Mr. and Mrs. M. Marcus, son, in Fort Wayne, Oct. 14. Father is general manager of Quimby theatres, and also operates some houses in Indianapolis.

GOV'T COIN BOOMS FAIR FESTIVALS

Fairs Hit New Highs as Government Relief Money Floods Farm Areas—First Big Grosses Since 1929

FREE ATTRACTIONS

Chicago, Oct. 29.

President Roosevelt's CWA and restricted farm policies have unwittingly made him the world's greatest angel of the fair business! The present generation can't recall such grosses as American fairs have rolled up this season. The direct cause of the sudden rejuvenation is attributed to the dole, public works projects, the CWA and the brain-truster's happy idea of paying farmers for what they didn't grow.

Psychology of the condition has made the fairs. Country sections, starry for entertainment the past few years, were suddenly allotted easy money. These hard working folk were famished for amusement. The local fair offered the opportunity, and as the records show all over the country, they were not a bit backward about attending.

And it was all a huge surprise! No one, least of all those in the game, expected it. Fairs, including county and state, for the past years have been losing heavily. This season, because there wasn't anything else to do these same spots reopened. The local business groaned and gave what they could, with the earnest prayer, it would help their stores. All looked upon it as an ordeal that had to be gone through with. Imagine their astonishment when instead of dribbling crowds some of their fairs had to swear-in 100 extra cops to care for the spending, jamming throngs! At the same time many sinking carnivals, who were persuaded to come and decorate the midway, suddenly found themselves with bankrolls. Outdoor showmen (exclusive of circus men) now hail President Roosevelt as the greatest of builder uppers.

Another angle was the use many sections of the country made of the CWA crews in cleaning up and re-decorating their grounds. Instead of the usual dark weather beaten buildings, this season's, still other fair organizations, such as Nashville and Jackson, Miss., this year were loaned money through the liberal Roosevelt Policy. Nashville got a loan of \$100,000, and Jackson \$75,000.

Farm Coin Ups

Carnivals and fairs depend upon the farmer and working man for their patronage. These classes of people, since 1928 have been hard pressed. Under the new regime they were allotted sufficient funds to eat, sleep and take-in their big amusement, the fairs.

In many cases, where serious rains hit fairs, the lull in business was only temporary. Clear skies brought out business that offset the few day's losses. As in the case of Northern Wisconsin, where icy weather stayed the crowds, it was only able to hold them in abeyance until they could buy heavy clothes. Through Wisconsin and Massachusetts, despite hail and high water, snow and hitting weather, all the fairs rolled up terrific unexpected grosses.

Unusual situation staggered old-timers. Having gone through the motions, the past six years of losing money, they were unprepared for the sudden uprush. Carnivals, in one night, sold out entirely their stocks of gum. Some of the stuff they'd been carting about the country for years. To suddenly have this useless tripe turned into hard cash is reported to have turned the heads of several despondent earny owners.

Merchants Quiet

Peculiar angle to the whole thing is the fact the stores in the towns,

Showmen Flocking to Florida, Hoping For Big Season and Heavy Gross

Chicago, Oct. 29.

From current signs it looks like a big season for Florida. Showmen from all parts of the country are readying to move in and to have something going for them, whether it be vaudeville, cafe, sideshow, rootbeer concession or a parking lot.

World's Fair impresarios are moving en masse and heading for the best locations in and around Miami. An example of what is expected this coming winter, is seen in the move of the Streets of Paris from the Chi fair to a spot just outside Miami. World's Fair goldmine will be built on the land owned by Richard Hood, part owner of the Paris concession here. In with Hood is John MacMahon, another partner in the World's Fair venture.

Hood and MacMahon will spend \$350,000 building an exact duplicate of Streets of Paris, with the peep show, slide show and kids operation. Admission is understood to be set at 25c., as compared with the two-bit gate here. Also shows will be all tilted for the easier money from the winter vacationists. Paris, in moving to Florida, turns down spots in New York, Los Angeles and San Diego.

Also going to Florida this winter are Joe Rogers and Lew Dufour, who had 'Life' and the Hawaiian Gardens at the Fair this summer. Sam Hare is reported reopening his Florida niter and is negotiating with several top show names.

Florida Flash

Chicago agents are already being contacted by Florida theatres and niteries for talent and from present indications it looks as if there will be at least 25 top nite clubs operating and paying big coin for cream talent. Vaude is being considered for St. Petersburg, Miami, Tampa and Jacksonville, besides several smaller spots.

Railroads are already making plans for a hot Florida season and have started hitting the dealers with spread advertising. Roads are trying to get the trek southward started in November this year instead of waiting until after Christmas. They're all using as their early-season bally the warning that rates will be higher in January, February and March.

For the first time the New York Central will have a Florida special, invading a territory that has always been the particular pie of the Illinois Central. Central will run its Florida flyers over the C. E. & I. tracks.

Airlines are not far behind, being set to inaugurate a direct Chicago-Palm Beach-Miami twice-daily flight for the winter trade. In the past the line went direct to Atlanta from Chi.

Grid Catastrophes, With N. O. Opposish, Endanger Rose Bowl

Pasadena, Cal., Oct. 29.

Upsets in football this season with most of the big name teams, both east and west, being beatings has the Pasadena Tournament of Roses committee doing a lot of worrying about the big New Year's East-West pigskin classic. If the upsets continue, Pasadena figures it might as well have a couple of high school teams playing as far as draw is concerned.

Added to the headache is New Orleans' entrance as a rival this year. Southern city will also stage an inter-sectional game and has first call on the top Southern teams. That's a stumbling block for Pasadena, for the team may be Tulane, which has been favored by Pasadena.

Coast town admits that unless the eastern and western teams are both attractions, the post season game will suffer at the gate.

where the fairs were held felt no increase in business. In truth many complained their business was less than when the fair did not operate. It would seem the energy of these country folks has been piling up the past few years. Given a few dollars under the present relief plan, and from the CWA projects they let loose. How they let loose could be termed the great American farmer's spree.

This bustling out will likely total 50 million dollars which it is estimated is the take for this season's fairs.

It is true American fairs this year, for the most part cut gate admissions to 25c. against a former 50c. It's the old story of playing to the masses. Likely never again, for many years, will fairs attempt to take their revenue from gate receipts. The idea has proved itself sound, with the fairs returning to the early Colonial day aspect.

Amusements, for the most part, and outside the carnivals, were on a high plane this season. Free attraction, in several cases cost \$10,000 on the week.

With the Toronto Fair convention, Nov. 21-23 it is expected there will be much joy. It's the first time the lads have been able to turn pages of the ledgers and see only black. Likely, too, at this convention very ambitious plans will be drafted for next season. But whatever happens you can figure the fair mob, together with the carry men are for Roosevelt. He made their year and it's been a humdinger!

Duebill Dealers Talk Organizing Against Chiselers

Broadway's due bill dealers are at war. The gentry that buys and sells hotel scrip is all steamed up. The fretting is due to the fact that a large number of shoestringers have set themselves up in competition to the recognized handlers and threatening ruin to the business.

The competition is taking the form of chiselling, price-cutting, sidewalk button-holing and other violations of ethics which have dragged the hotelmen themselves into the fracas. In fact, so bold have the newcomers become that they even invade the hotels and offer guests duebills on the very hotels they live in.

Angered by this alleged chiselling, the hotel men are threatening to stop all duebill advertising unless measures are taken by the more responsible and established dealers to control the sale of the duebills and prevent their falling into the hands of unscrupulous dealers. Instances have been cited where hotelmen have cancelled advertising contracts rather than subject themselves to the annoyances.

In an effort to save their business and to eliminate the shoestringers, the better known dealers have held several meetings with a view to perfecting an organization that could undertake to remedy the situation. So far nothing tangible has developed, and one recognized dealer said unless the shoestringers are eliminated and the business placed on a more ethical plane, he will be forced to discontinue.

The present trouble affects only the New York situation, the out-of-town hotels not having been touched as yet by the newcomers. Strangely enough, a survey of the business reveals that there is very little scrip on New York hotels available. The 'regulars' claim that their battle to clean house is being started right now when things are lax in order to clear the situation before present advertising contracts expire and new ones are negotiated.

East

Marquita Lopez, night club entertainer, charged with murder, acquitted last week by two male companions headed for the chair.

Mrs. Emily Ringling, wife of the circus man, in court asking relief. Wants her release of dowry rites rescinded and payment made on a \$50,000 promissory note. Claims she was unduly influenced by her husband's boasts of his power on the Florida courts. Action in the N. Y. supreme court.

New park tavern cuts its after-theatre prices to \$1 for supper, but it's still no place for a poor man.

Irene Rich has resigned her role in 'Mrs. Quigley Hodge'.

Max Rubloff chops his Hippodrome schedules. Forepart of week is poor so the manager will chirp only from Thursdays to Sundays, with a Saturday matinee.

Abley Players seek to enjoin D. H. Burnham, advertising 'Nora O'Neill,' as made by them. Asset contains no players from that troupe, DuWorld explains that's what the producers told them.

Katharine Cornell shifts her road dates, due to the inability of Edith Evans to get here for the intended Cleveland opening. Route is now Detroit, Dec. 3-5; Cleveland, 10-12; Pittsburgh, 13-15. Then New York.

Free portable theatres closed for season Saturday (27). Troupes go indoors. Some Yiddish plays being repaired.

'Bring On the Girls,' Kaufman-Ryskin satire, closed Saturday (20) for repairs.

Vivienne Segal back to New York for radio and offering her Malibu beach home for sale.

Frank Murdoch and Rita MacKenzie, here with the rodeo, went to City Hall Wednesday (24) to get the Mayor to marry them. Compromised on acting Mayor, who is not quite certain his hitch is legal.

Federal Judge Knickerbocker declines in the action brought by Margaret A. Taylor against Metro and Ben Marden's Riviera for infringement of copyright.

Samuel Greenberg and his wife suing Ed Wynn for services rendered in attending upon the comedian's wife. Greenberg is Wynn's uncle.

He charges Wynn persuaded Mrs. Greenberg to live with Mrs. Wynn who, he asserts, was addicted to stimulants. Asks \$100,000 for that service and \$15,000 for hospital fees and other expenses. Wynn pleads no contract.

Dr. Kurt Engleman, husband of Violetta de Stulzzi, opera singer, found guilty of practicing medicine without a license. He was a noted plastic surgeon in Berlin, coming here after the Nazi outbreak. Started to practise before his license was granted.

Joseph Schenck's marriage to Merle Oberon off. She puts her career before domesticity.

Rosita (Ramon and Rosita), announces she'll get married. Rosita by her name. He's on the Coast in pictures.

Police Commissioner tells midtown associates that not in 20 years has commercial vice been so rampant around Times Square. Says police will take drastic action to check.

'Down Glory' is the new title of 'Path of Glory.'

Theatre Union decides to keep

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.

'Stevenson' at the Civic Rep. Instead of sending it on tour. Will hold it until late November.

Marriage of the Walter Schwaartz and Tuesday (22) when it was proven that the former Eleanor McGrath, chorus girl, had refused to keep her promise to become the mother of a family. Judge in White Plains had refused the previous week to grant the action. Additional testimony changed his mind.

Restaurateurs start a drive on unlicensed speakies. Turn the tables up to the cops as unfair competition.

Arthur Judson quits as manager of the Philadelphia orator, after 22 years. In a jam with Stokowski over the new 'Judson' now set for Nov. 5, coming into the Cort. Staying in Philadelphia meanwhile.

Theresa Helburn of Theatre Guild to quit next month. Her time to Columbia picture commencing Jan. 1. Other four months to Guild.

Calling on Marie Prevost, former Sennett player, Dr. Samuel Newman, theatre director, died in her flat of a heart attack Oct. 22.

Over in London Belle Baker slapped a man who kissed her. Then he explained he was her maternal uncle whom she had not seen for years.

Alex McKaig looking for a theatre for 'Dark Victory.' Report it would be for the Maxine Elliott space to be unfounded.

When Paul Engel drove to Town Hall last week for his concert he left his music in the taxi. Concert half an hour late while music sheets were borrowed from the NBC library.

Equity to meet today (Tuesday). Rex Frank Williams' report of his Hollywood conference with Screen Actors' Guild.

Equity returns to Marc Connelly his check for \$60.50, sent when he appeared in the pinch hit for Herb Williams. Latter went back into the east, so unnecessary for Connelly to join out.

WNYC, New York municipal station, to go to its new assignment. Will be able to reach a 100-mile radius instead of the present 50 miles.

Cleveland order to bring Shostakovich's 'Lady Macbeth' from the Miseski's Soviet to the Metropolitan some time in Feb. Will be sung in Russian.

Lamb's club reported to be interested in the purchase of Denham Thompson's old home in West Swansea, N. H. Now owned by the Pythian order.

Catholic Actors' Guild parted Bert Lytell from the 46th Street theatre. Members got half-price coupons.

Edith Evans coming from London to do the part of the new assignment. Will be able to reach a 100-mile radius instead of the present 50 miles.

Referee hearing on the application of Allied operators for an injunction against Local 306 developed the fact that Joseph A. Teperson, who formed both Allied and the Empire unions, was also counsel for the independent theatre owners.

Injunction is that both Allied and the Empire unions were formed by the Indies as a company union. William Brandt also admitted that his brother was secretary of Allied.

Gatti-Casazza, in from Europe, announces that the response to the opera appeal may result in a 16-week season.

Ped men raided in Newark and picked up 2,000,000 lottery tickets. Mostly horse and football pools.

Professional models irked at socialite competition, threaten reprisal. They'll try to steal the debs' boy friends.

Justice Rosenman, in Supreme Court last week, reserved decision in the suit of Louis Gruenberg against Louis Morgenthau.

Weiner, Composer of 'Emperor Jones,' Gruenberg explains he turned over to Mrs. Weiner all rights to the opera for 40% of the royalties of the 'Emperor Jones' last year. She turned it back with the understanding he was to sell it for picture rights and give her a small royalty.

Eight men, found guilty of picking the Globe theatre, draw suspended sentences.

Dramatist's Guild meeting today (Tuesday) for election of officers.

City passes up the lottery idea

In Mayor's final decision. Apt to arouse too much opposition.

Marjorie Reid, who takes a triplex apartment for herself and new husband.

Willo productions to offer 'Slightly Delirious' early in Nov. It's a comedy.

William Fox gains a point in the suit of the Chicago Title and Trust Co. to compel him to make good his guarantee on the purchase price on the Roxy, N. Y. Gets permission to examine William E. Atkinson, prez of Fox Theatres, as to whether the theatre company and Chase bank were in a conspiracy to leave him holding the bag.

Itube Goldberg, cartoonist, leases two of his houses which will be converted into small apartments.

Ruth Weston gets the femme lead in 'Valley Forge.'

Code committee on ticket sales to meet this afternoon (Tuesday) for an order hearing. The subject last week Lee Shubert was chosen president.

Newspaper Guild to start a daily on Staten Island as a comeback at the Advance with which it has been scrapping.

'Revenue With Music' will warm up in Philadelphia instead of Boston. For an order hearing. The subject last week Lee Shubert was chosen president.

Dr. James M. Graham, supervisor of Distillers' Code Authority, predicts that the quality of cheap liquor will be much better by the end of the year.

On strength of experts' reports, Mayor La Guardia decides to continue WNYC, the municipal radio station. Would cost too much to turn it into a commercial station.

Harrison Smith and Robert Haas see their New Books, Inc., slapped down by the code. Plan was to give books for \$14.25. Authority holds that scheme cuts prices in violation of the code.

Bill Brady and Leonard Silman talking over the latter's intimate with 'Fools Rush In' for the 'Playhouse.'

Report in Stockholm that Eugene O'Neill will receive the Nobel prize in literature for his new assignment.

Clark and McCullough to head Eddie Dowling's revue, 'Thumbs Up.' First show for them in a couple of years.

New radio set contains a cellarette, dice, cards and chips.

Michael Saks gets the dramatic rights to Shalom Aleichem's short story, 'Motels.' Jacob Kalich is dramatizing.

Before going west Ginger Rogers announced her suit against Sylvia of Hollywood had been settled out of court. She'll be a co-author of her name in a broadcast.

Sam Harris planning a Sunday performance of 'Merrily We Roll Along' with the parts played by the extras and the stars swapped.

Reported Adolf Hitler is preparing the wide introduction of Baird television in Germany. Wants all the folks to see him.

Joseph Schildkraut's attorneys announce he has paid in full the claim for \$3,750 alimony for which Mrs. Schildkraut (Katie Barlett) obtained a judgment some time ago. Actor opened in a play and wanted to be in the clear.

Thirteenth chapter in the Vallee-Webb saga is being written today (Tuesday) when she will seek to set aside the N. Y. Supreme Court's injunction against suing the crooner for divorce in any other state than New York.

Rodeo at the Garden played to 251,366 persons in 27 performances. Gertrude Stein limits audiences at her lectures. Conda more than that would be present out of curiosity.

Coast

Jeon Harlow on the defense and in an interior decorator's action for \$1,000, allegedly due for furnishing the mansion in which Paul Bern died.

Mrs. Virginia Corbin announces that her daughter, Virginia Lee Corbin (Mrs. George Corbin), will arrive here to await February stock call.

Billie Burke's car was clipped for a \$300 fur cap robe.

Milton Cohen, attorney for the wife, announced Virginia Cherrill will file for surrender from Cary Grant.

Eddie Buzzell's 47-day wedded life with Sara Clark, L. A. socialite, wound up in Long Beach, Monday (22), with the wife getting a \$5,000 lien against him.

Body of Rudy Columbo, accidentally slain Sept. 2, placed in a per-

manent crypt at Forest Lawn Memorial park.

District Attorney shrugged off threats against 'Big Boy' Williams made by his not-to-be father-in-law following crackup of Williams' engagement to Barbara Weeks.

Epine a new mother. Mrs. Violet Robey was unable to appear as accuser against Alton Tully, son of Jim Tully, on attempted attack charges and case was postponed to Nov. 16.

Charges of cruel and inhuman treatment offered as grounds for divorce by wife of Art Grier, sax player and brother of Humphrey. She wants \$200 monthly alimony.

Eleanor Hunt called cops to her home (21) and next day announced she would seek severance from Dr. Frank Nolan on grounds of brutality.

Marjorie Reid, 20, local college co-ed, did a Loretta Young this week, being spied on the radio lot by detectives who tried her to contract before she finished visiting her sister Virginia, radio contractee.

Betty MacLachlan, 21, of the films, left her troupe for Superior Judge Warner. Asked annulment from Franklin C. Stevens, Jr., broker, who, she says, wed her to square a breach of promise suit, then left her on Christmas Eve. Judge told her to bring in confirming witnesses.

Julie Kingdon is New York bound to produce her play, '40 Weeks' with the Broadway Players.

Monroe Owsley and Al Lauer figured in a car smash on Wilshire Blvd., Owsley blaming Lauer. Latter suffered cuts.

Metropolitan Opera names, headed by Elizabeth Hethberg and Mario Chamlee, opening classical season here at Shrine Auditorium Nov. 3.

Mary Blackford, 19, Bevilisks society girl, finished a part in 'Love Time' a week ago, and three days later was seriously hurt in an auto accident.

Kay Francis issuing daily denials she'll wed, with a different guy in the same spot on each refutation.

Yale-made 'Babies in Action' film being routinely to mobs of women in local theatres.

Daughter of Senator McAdoo and his recently divorced wife almost married Rafael Lopez de Onate, 35, Spanish film actor. She's the girl's fiancee in when license de-fayed.

W. Ray Johnson, president of Monogram, turned loose both publicity and budget and production increases for Mono, also blasting at code authority assessments.

Natalie Kalins back at Technicolor laboratory after European and eastern studies.

Jirikshas have lured the flimflits at Palm Springs.

Boyd Rogers, secretary to Ralph Murphy, Far director, played hooky from her typewriter to pound a piano and clown a bit. Boss wit-nessed and helped her.

Doug Fairbanks, Jr., through his agent, M. C. Levee, asks the entire press to deny that love lashes him to London.

Ted Fio Rito ducked rehearsals one day this week and Yumard with Mac... LaSalle of Chicago (ex-m... pole player, Steve Hammond, for knot tying.

Velma Greshman, legally known as Velma, Inc., film career seeker, found in gas-filled room and herself filled with sleeping tablets. Labeled a suicide that missed.

George Raft legalized as a four-letter word, court having authorized him to change from film to stage.

Hal Roach plotting a try at Rosee Turner's L.A.-N.Y. flying record.

Schenck-Oberon sawoff reverberated here for columns of illustrated type.

Guy Emery split from Mrs. Emery by Superior court, because he treated her 'like a child' and called me a dumbbell.

Pola Negri held down from Frisco into a run of coming nuptials with Dr. Josef Signil, Frisco artist and diplomatist.

Morgan Galloway, actor, sued by Mily his actress wife, who alleges the only thing he bought her since wedding in 1933 was a wrist watch which he retrieved.

Genevieve Tobin is buying an estate at Santa Monica, outside Santa Barbara.

Mrs. LeRoy Prinz separated from divorce director husband.

Adela Rogers St. John asking freedom from Dick Hyland as comeback for his calling her names and telling her to 'shut up.'

Pond money cooler dealt out to Siro Vlasich, 21, for drunk driving while conveying Carla Laemmle, niece of Carl Laemmle, and her mother.

Bob O'Brien, broker and brother of George, honeymooning with Woodie Lou Symington after Las Vegas wedding.

Harry Matthews, aerialist, missed

the flying bar and crashed to the Orpheum stage, landing in hospital with two broken toes.

Lily Pons announced signing with Radio after nixing Zanuck.

Lona Andes, ex-Wampas Baby star, sues Howard Weber for \$10,000 over injuries in auto crash.

Dagmar K. Smolyo, Hungarian producer and distrib, looking over studios.

Ada Williams Ince, ex-wife of Bill Ince, son of Thomas II, married to Ray Dodge, 1934 Olympic team sprinter, now an L.A. jeweler.

Municipal Judge Scheinman held Richard Crews Vaughn on charges of fraud in connection of small sums from unemployed men on promise of getting them jobs in a museum.

Alexander Conlin, former Alexander the Great' in vaude, divorced in L.A. and ordered to pay \$100 monthly alimony.

Will of Edwin H. Lemare, composer ('Moonlight and Roses'), leaves estate, about \$100 yearly royalties from song, to his widow.

Charlie Farrell back on English picture making and welcomed by wife, Virginia Valli denying rumors of divorce.

Edna LaVerne home after operation.

Mrs. Vince Barnett appendicitis op. subject.

Pa. studio picnic drew 1,500 frolickers, Hollywood Riviera club at Redondo.

Doris Kenyon operative debut set for Nov. 3.

Club Madrid and 50-50 Club in Hollywood raided on same night. Waiters and musicians take rap on ordinance violation charges.

T. H. Burdett, Sydney Australia, film labber, looking over local plants.

Court denied damages to Nancy Gray, but ordered John and Charles Varalla, cafe owners, to pay her mother \$750 in \$50.00 damage suit resulting from alleged manhandling given girl for refusing to hustle drinks in addition to dancing.

George Blake, referee and fight manager, arrested after his car banged into four other cars.

Madlyn Axelrod, ex-actress, now operating a Hollywood bridge club, charges in divorce plea her manufacturer hubby, Jules, evicted like an ape.

Screen Writers Guild blasted everybody who's running for governor on the old party tickets.

Retirement announcement from Muncie, Ind., by Charlie Murray, comedy film player, signal for editorial regrets.

Wolfeheim, Metropolitan tenor, says he's too busy resting up for his opera season to be interested in picture offers.

Song 'n' Dancers Pack Halls for Politicians

Dubuque, Ia., Oct. 29. No trick to pack hall now for political rallies hereabouts and, in fact, the SRO is usually out long before the ballyhoo starts.

A very good reason, and that is the entertainment and dancing, a part and parcel of all political gatherings that are being pulled in anticipation of the final windup at the polls, Nov. 7.

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\$100,000 CASTLE IN THE AIR

Tic Toc Club

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A program of Continental entertainment reflecting the intimacy of the friendly old European Inn.

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CONTINENTAL ORCHESTRA

Continuous Music and Excellent Entertainment

Special DeLuxe Dinner Served from 6:30 P.M. to 10 P.M., \$2.00

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New York Theatres

RKO THEATRES

86" ST. Wed. to Fri. 10:15-12:15
"Chickadee"
"Ladies Should Listen"

81" ST. "Lost Lady" and "Wagon Wheel"

LOEWS THEATRE

Norma Shearer, Fannie March, Charles Laughton
"Barrett's of Wimpole Street"
Stapel The Foy Family—X Sisters

HELEN HAYES

In The
From Sir James M. Barrie's Play
"WHAT EVERY WOMAN KNOWS"

CAPITOL

Another ASTOR Triumph!
MAURICE CHEVALIER & MacDONALD
in the Great LUTHER production
"THE MERRY WIDOW"

ASTOR
Daily—8:15-10:15
Dinner—12:15-2:15
Broadway
Gala Midnight Show Saturday
& 6:30-8:30, 8:30-11, 11-1:30

Broadway

Leew's State has a flashy new front.

Maurice Bergman suffering from sinus trouble.

Ruth Morris Camp internisolationing this week for a ill vacash.

Matty Zimmerman, in hospital for minor operation, due out this week.

Martin Beck plan to Hollywood for short vacation last Thursday (25).

Dan Thomas, film columnist, and wife will return to Hollywood on a canal boat.

Bill Poler, brother of Mike at RKO, has written a song which he's trying to peddle.

Tino Valente is gulating as a cocktail hour attraction at the Lexington tap room.

Harry Cooper opening chophouse at 524 and Seventh avenue, but remains in insurance biz.

Harry Seymour associated with Connecticut Distilleries, Westport, dispensers of apple brandy.

Felix Young, Radio Pictures a.p., back to the coast after Broadway o.o. of new plays and talent.

Mark Sandrich, Radio director, vacationing in New York for several weeks, sailed for Hollywood.

Carol Dempsey and her husband have purchased a Connecticut farm and will move in before Christmas.

J. Wesley Johnson and Benny Shaw, colored singing team from Chez France, Paris, now at Lura's.

Joe Freiberg hunting at Ham-ni-ni sport, where his firm has a number of cases of western champagne stored.

Armando, Lord & Thomas' art director, secers paid to a 10th street mecoy Mexican kitchen for Sunday dinners.

Julius Eisenberg, former Fox manager in Central Europe and now an indie producer in Pargen, visiting N. Y.

L. K. Sidney back from his quickie flight to Hollywood to visit his son, George, an asst. test director at Metro.

One of the most requested dance tunes is "The Continental," out of "Gay Divorcee," as yet unreleased film around N. Y.

E. Y. (Yip) Harburg to the Coast for pleasch strictly, with a brief Chi stop to out the Colles there, where he collabed.

Bernie Haley (Sisters), now Mrs. Harry Lang, commutes to N. Y. every nesday for her dress shop at Smithtown, L.

Gloria Foy, formerly of Foy and Clark, opening a Hollywood indie shop N.Y. 15. Now in New York doing her shopping.

Gracie Barrie remains in the Casle de Paris, but doesn't double into Lew Brown's "Calling All Stars," too strenuous.

Jack Dempsey's deal with the new Eighth Ave. nitery, which will bear his name, requires that he be there in person every night.

Clinton Bullock, who shunered at the dramatic college Skowhegan, Maine, has joined the George Sutton commercial exploitation firm.

Louise Solod, Journal's Broadway columnist, sold his first short story to Collier's. Also has a one-man mag article deal with Collier House.

Mrs. Billy Fitzsimmons (Shirley and Fitzsimmons) has asked the authorities to locate her missing daughter, Florence Normand, show-girl.

Bill and Gerry Morris spend their Sunday's haumon-cabbing around New York. But Gerry positively refuses to do anything about her bidding.

Visitors to O. O. McIntyre's retreat usually come away with a book in exchange for signing his guest autograph book, which goes back to 1921.

Lee Marcus vacationing around Broadway with the missus on three and a half weeks' furlough from the Radio studio. Returns Nov. 3 via the Canal.

Football game and judo matches devoted as publicity stunt due to both managements' fear their actors would be too bruised for dramatics afterward.

Eddie Edelson's cocktail party Sunday aft did so much damage to Leon & Eddie's, et al., that Leon came over himself to count up the house. Edelson borrowed one of the L. & E. bartenders to do the honors at the chattering of the new bar.

Arthur Price calls attention that Nov. 5 is the first anniversary of Texas Guinan's passing and has arranged that the string of nite clubs he handles will pause at midnight in memory of the queen of the nite club. Wants to make it a general custom for all late spots that day.

John Prete's Cafe d'Opera on Madison and 62d, on the site of the old Sherry Club, debuts New Year's Eve with a champagne bar as the feature, including "champagne bath" at night as a ballyhoon. James Mont is doing the decor. Prete presently operates the Twin Casino Club.

Vienna

"When Ladies Meet" postponed.

Zsolnay publishing "Mother" by Pearl S. Buck.

Hermann Bahr's "The Concert" to be revived at Burg.

Toscanini allowing his local concert to be broadcast.

After 15 years William Mengerberg conducting here Nov. 4.

Karl Zuckmayer back here for rehearsals of "Schelm von Bergen."

Peter Freuchen writing an operetta of contrasts to Luis Trenor.

Septenarian Adele Sandrock here to film in "Gentlemen Without Lodgings."

Bronislava Huberman opening concert season here prior to voyage to America.

Marie-Lise Emilien adapting Hamlet's "Ist Geraldine ein Engel" into Roumanian.

Bruno Freni adapting Louis Verneuil's "Le Mari, que j'ai Vu" for Reinhardt's here.

Marika Rokk and Werner Fuetterer falling from horses during "Circus Star" rehearsals.

Friedrich Schorr off to Paris, London and New York before returning at the beginning of May.

Fritz Wroch, chief of Felix Bloch Erben, play agents and brokers, who started career as a comere here, dead.

Fodor's dramatization, "Jungles," based on Rudyard Kipling's "Footprints in the Jungle," shortly opening at Volks.

Gnom Films completed "The Last Days of Pompeii" in costume films, "Tigue Dume" and "Horis Godunov," based on the Alexander Pushkin works.

Theodor Pagger who writes under the name of Ferdinand Bruckner, suing film director, Richard Oswald, for balance payment of film terms agreed for "Criminals." Oswald's German Film Co. refused payment, because author is on blacklist.

Palm Springs

El Mirador has built a flock of new lungers.

Sixth annual desert swimming meet scheduled for Nov. 11.

Plans service to L. A. started last week, making two trips daily.

Sidney Smith (Andy Gump) will draw his strip here this winter.

Regulars are beginning to check in now that the cool nights have hit Hollywood.

Palm Springs News, new weekly, has made its appearance, Grant Wood editor.

New run club organized for the picture mob, who have gone nuts over skeet shooting.

Humphrey Pearson and wife have closed their Malibu home, moved here for the winter.

There will soon be regular sulphur baths here after years of the Tuleend Netelers (Constance Talmadge).

With Al Jolson and Ruby Keeler having reservations for next week, only person needed to make the season opening official is Ralph. "Death Valley" Farnum and his red necktie.

Berlin

Titan is doing well with "Boles" (Paris).

Jenny Jugo's "Pechmarie" bowed in to a fair press.

Europa-Alliance announce previews for two films the end of October.

Gustav Froelich, Gitta Alpar's hubby, plays a female role in his new for Ufa.

Mariahaus is drawing well with Joan Crawford's "Ich tanze nur fuer dich" ("Dancing Lady") (MG).

Charlotte Susa has the lead with "Die Erben der Borgia" (Prerita) (Inheritance in Prerita).

"Little Dorrit" with Mrs. Max Schmeling (Anne Ondra) is still holding on at the Capitol am Zoo.

Most of the larger companies have production sheds well put away, with next month slated for an avalanche of pix.

Ernst Lubitsch has started work on "Regine" for Pann-Europa, Luise Ullrich and Olga Tschschowa got the call.

Following Ralph Robert's success in "The Good Swimmer" he duped it in "Ja stimmt was nicht" ("Something's Wrong").

Ufa is shooting the ship scenes of "Loekwag" with Jessy Vihrog on

a train freighter in the North Sea.

Viktor de Kowa has the male lead.

Luis Trenor, whose "Der Verborgene Stein" ("The Lost Stone") is a new smash, has been named to the film department in the propaganda ministry.

Maria Andersgast and Gustav Knebel have the leads in the NDLS "Abenteuer eines jungen Herrn in Polen" ("Adventure of a Young Man in Poland").

Max Kling and Dina Gralla have finished work on Terra's "Grossmutter die Lore noch einmal" ("Great Laura Again"). Karl Heinz Wolff directed it.

London

Julian Rose at Brompton Hospital under observation.

Sydney Carroll was hit by a taxi and is now resting.

"Men in White" folds at the Lyric, Oct. 20, after four months.

Part of British International's "Radio Parade" will be in color.

Sir Thomas Beecham cancelling engagements because of a chill.

Sir Francis and Lady Towle off to the American hotels convention.

Henry Sherek and Parnell & Zeitlin have split, with Sherek working solo.

Din Griffiths, head of First National, latest to fall for a Rollicking.

Low Leslie framing a second edition of "Blackbirds" for the London Coliseum.

Art Film Productions using Vauxhall office for taking shots on its latest picture.

Nelson Keys sails for America next month to fulfill a film contract in Hollywood.

Will Mahoney's pantomime appearance in Manchester will be in "Puss in Boots."

Frances Day back here on stretch-out following auto smash in France some weeks ago.

"We Live Again" follows "Bulldog Drummond Strikes Back" at the London Pavilion.

Tudor Owen, Palladium's publicity chief, down with annual flu, but progressing nicely.

Lupe Velez missing British Broadcasting Corporation appointment; claiming he was in London.

Daily attendances at annual Motor Show at Olympia shows increase over previous years.

Steele, monogame, jockey, celebrating birthday with family dinner party in London.

John Southern, complete with new bank-roll, is looking for a West-End theatre to stage a new farce.

King of Albania, interested spectator at the Empire's Newsreel of assassination of King Alexander.

"Mr. Tower of London," touring show that has been in London, being revived, opening early next year.

Gaston Palmer's wife taken ill at Swansea, with juggler compelled to cancel work to be at her bedside.

"The Private Party" closes Oct. 20 at Wyndham's after five months' run, which started at the Comedy.

Binnie Barnes playing principal boy for Howard & Wyndham pantomime at Manchester at \$1,075 per week.

Reginald Fogwell and Oscar intend reviving "Chu Chin Chow" at His Majesty's theatre for Christmas season.

George Frank Ruben and Cecil Landeau collaborating in new musical with Dutch locale. Cannot find a title.

Sonny Hale to produce a picture for British International titled "Nippy," which he is scripting at present.

Jack Pearl, with Charlie Raymond, watching the Hyde-Park tub-thumpers, to get new ideas on comedy.

Bradbury Pratt latest to adopt his floor show idea. Prince's restaurant will have girl show, with Max Rivers producing.

Rowland Brown to direct pictures here for British International. Will have his own unit and be given a free hand.

Dickie Colley, London society man, is taking care of Alice Delvalle, who while French star is in Australia.

Holland and June and Sherko, both from Charles Cochran's revue, "Streamline," the attraction at Simon Clark's party.

Four Yacht Club Boys organizing War veteran reunion dinner for Americans at the Savoy hotel on Armistice Day.

Jelly to broadcast for British Broadcasting Corporation on Oct. 29 at biggest fee ever paid to a foreign artist.

Dressing rooms of Bobby Howes and Blanche D'Almeida at the Hippodrome were visited by thieves, with many valuables pinched.

Jack & Jill, Howard & Wyndham's musical which has been touring the circuits likely to follow "Mr. Whittington" at the Adelphi.

Theatre Royal, renamed "Royal Family," opened at Manchester first to its London premiere at the Lyric theatre and proved a smash.

Paris

By Bob Stern

Jack Bohy to New York.

Marcel Chevalier in town.

Irvin Marks back from Vienna.

Josephine Baker flying to Vienna.

Lacy Karstner to Germany for week-end.

Three Karreys playing Cirque Medrano.

Charles G. Norris due here soon from London.

Duvivier's film, "Maria Chapdelaine," finished.

Strangler Lewis looking them over at Casaca.

Marcelle Naury of Alcazar show, selling her Hispano.

Germaine Augier quitting Odeon for Theatre des Arts.

Pitof opening season at Mathurins with "Wild Duck."

Edward F. O'Connor of Metro coming up from Italy.

Comedie Francaise opening Strasbourg season with "Cinna."

Floride cast for lead in "Marie Galante" at Theatre de Paris.

Harry Baum to take Verneuil play, "Hush and Wanted," on tour.

Subsidized theatres closed Saturday (13) for Barthou funeral.

Eleanor Steele and Hail Clowis appearing with Padeloup orchestra.

"Comte Obligado," musker with George Milton, nearly ready for cutting.

A.B.C. trying out a new revue by Paul Collins and Rene Dorin at Rouen.

Messenger's "Coup de Rouis" replacing "Merry Widow" at the Gaite Lyrique.

Gaumont-Halk chain to book direct after Jan. 1, letting out Teddy Eizenthal.

Laura Melchior forced by illness to give up two appearances with Colonne orchestra.

Valentine Tessier to take Denys Amiel's "L'Homme" on tour, with Debucourt opposite.

David Souhami reported starting soon on distribution of American films here as indie.

Ketti Gallian, Roland Toutain and Ralph Beaver Strassburger celebrating at Chez Floreence.

Tanner Crubbs, dangerously injured by tigers while working with Alfred Court circus near Jarnac.

Courcelles Cinema reopening with German language musker, "Friedrich," based on Lehar opera.

Huguette Duflos, Blanche Montel, Victor Boucher and Michel Andre cast for "Do, mi, so!" at Michodiere.

St. Therese oratorio in Philadelphia, San Francisco and Los Angeles.

"Fragorand," musical comedy by Andre Rivrole and Raymond Godel, based on puerile idea, replacing "Peer Gint" at Porte Saint Martin.

Ed Hammeras, Fox cameraman, taking shots on a camel concert, "Tatters" Lover, marooned at night during storm in fort off Cherbourg harbor.

Marcel Lherber shooting film of Henry Barbusse's "Haut de la plaine" for Natan with Charles Boyer, Gaby Morlay and Michel Simon.

Jean de Linur making musker titled "Voyage Imprevu" ("Unexpected Voyage") based on Tristan Bernard novel, with music by Jean Wiener and Paul Semitz.

Floving was used for the Seine in a set showing the Concorde Bridge, Hotel Crillon and American Embassy for Josephine Baker's film at the Theatre de la Madeleine.

Fred Jacot starting production of "Prince Jean" for Fox, at Pathé-Joinville lot. Film is based on the Charles Nodde play and features Pierre Richard Willm and Natalie Paley.

Unemployed stage hands and carpenters are sending a delegation to the ministry of labor, kicking against overtime for those who have jobs, and against employment of foreigners.

Guy Casswell Smith, former UA local chief, opening as independent distrib with "La Flambee" ("Burning Flames"), a Europa film production with Constant Remy and Suzanne Rlesley.

Ossy Films coming back into production with "Mon Coeur Capelle" ("My Heart Capelle"), musker music by Constant Remy, kicking against overtime for those who have jobs, and against employment of foreigners.

Jacques Dallin, local Russian composer and brother of Leon Hebeassier, America orchestra leader, flirting with Paramount for a Hollywood bid. Dallin has written music for 28 French films within past two years.

Rome

Alessandro Blasetti has finished shooting "The Old Guard" for Pann Film. Taken from a tale by Giuseppe Zuzza.

"Nell Gwynne" (R. & D.) will be dubbed into Italian by the Colosseum Film under the title of "The Favourite of Charles II."

Mario Romard has started shooting the film "Wedding March" for Optima Film, French company, which was recently formed for the purpose of producing films in simultaneous Italian and French versions. Giulio Gianini, who has been working for French producing houses for nearly ten years, has come to Rome to direct a film from Guido Milanese's novel "The White Cross," accuracy of which has been prepared by Piero Francisci and Raoul Quattrocchi.

Lux, pic company with headquarters in Turin, starting work this month on a historical-music film "The Loves of Don Bosco," whose beatification took place in St. Peter's a few months ago. The film will probably be shot in two versions, French and Italian, and directed by Goffredo Alessandrini.

Budapest

By E. P. Jacobi

Royal Opera House celebrating its 50th anniversary.

Tax on films with foreign-made titles raised from 8c. per metre to 25c.

Ray Goetz here in quest of talent. Other recent visitors here were Clarence Brown and Irvin Marks. Evans (Gai) scheduled for an English-language Universal picture in April, probably to be made in London.

Max Baer, Beer, United Artists' local representative, has taken over East European branch of Universal, with Budapest as a central site.

Estate of Goltz, worth about a 200 acre estate in Hungary, intending to go home and farm without another look at pictures, in two years' time.

Szinhazi Elet, theatrical mag., offering \$3,000 in prizes in an international competition for best novel, play and scenario submitted in any language.

Elmus Bulla, new dramatic actress at Belvarosi theatre, has her first role in Hungarian although she is a native. Played several years with the American company in Germany.

Lily Darvas, Ferenc Molnar's wife, another of those Hungarian actresses who have emigrated to Germany, has also come back now to act in Hungarian for the first time after nine years, in her husband's new play "The Unknown Girl."

Hollywood

Guy Earl back.

Felix Faist boated in.

Che Sale home again.

Mrs. John H. Hays, State rights.

Max Baer lights at Par.

Hail Roach flew in again.

Larry Darmour convalescing.

First Jacques revel Nov. 1.

John H. Hays, State rights.

Taft Schreiber back from N. Y.

John Balderston student flying.

Rosamond Pinchot Metro testing.

John H. Hays, State rights.

Dorothy Tree undergoing tests at WB.

Joe Brown is donating a mutt in a contest.

Hannu Schwarz, Fox director, well again.

Eric Whyte, Viennese play peddler, taken root here.

Charlie Hays, State rights.

Valley's ailing.

Sid Brod now assistant to Bayard Veiller at Par.

Mrs. Larry Darmour back after six weeks in N. Y.

Walt Disney wanted by cartooners at the Writers.

Chet Morris was Mary Pickford's visitor over the air.

Quentin Reynolds analyzing film directors for Collier's.

Father of Maureen O'Sullivan visiting her from Ireland.

Scene (two) stopped convalescing, started writing at Par.

Mutual benefit club has been organized at Fox studio.

John H. Hays, State rights.

Legit representation upped with the arrival of Jean Dixon.

The name Jennie begins mystifying at Philharmonic.

John Hays among those who now know what film is like.

Eddie Gauding visiting MG lot after hospital habitation.

Sue Cull used for \$304 worth of duds by Milburns of N. Y.

Peggy Wood up for singing lead in "Sing Me a Love Song."

John H. Hays, State rights.

Wanna's "President Vanishes."

Peggy Campbell and Barbara Weeks rivals for a lead at U.

Gov. West and Sam Ervin bow in a producer's State rights.

Chadwick Prod. sued for \$250.55 merchandise in Minneapolis Club.

Joanette Rex in from N. Y. as John H. Hays, State rights.

At the Fox Arthur Beckford, N. Y.

CHI EXPO'S 33% SLUMP

No Governmental Interference Contemplated on Parks-Pools

Washington, Oct. 29. Charges that the government is preparing to impose a code on the amusement parks, pools and beaches were emphatically denied today by Deputy Administrator William F. Farnsworth as the National Association of Amusement Parks, Pools and Beaches mobilized for a fight with the National Recovery Administration.

Emphasizing that he is standing by the decision reached last spring when the park code was tossed in a wastebasket, Farnsworth assured operators that the government has no intention of compelling adoption of a fair competition pact and has not gone back on its promises to leave the problem of outlawing unfair practices up to the industry itself.

"The code committee of the association knows the amusement section is not going to impose a code and also must know that any steps to formulate a code for this industry would be taken by this division. The members of the committee have not communicated with me about the matter at all."

The latest scare of park, pool, and beach operators is believed in government circles to have resulted entirely from a misunderstanding of a routine letter sent out by the NRA notifying industry members that the code has been abandoned but that it is hoped employers will adopt President Roosevelt's Re-employment Agreement. The PRA, which is entirely voluntary in nature, was used a year ago to speed up collection and make inroads into the unemployment problem until specific compacts could be negotiated. This agreement merely stipulated minimum wages from \$12.50 to \$15 weekly in cities of different population groups and specified that signers would not work employees getting under \$35 weekly more than 40 hours.

Although NRA remained mum, in some circles there was speculation over the possibility that the "threat" had been manufactured within the industry to increase membership in the N.A.A.P.P.B. and that the misunderstanding of the terms of the PRA might not be entirely accidental. Government executives said they were confident the letter about the PRA had been misinterpreted and the apprehension arose from lack of familiarity with the terms of this agreement.

Expressing the hope that the trade association would continue to expand and become a more efficient organization, Farnsworth explained his reasons for dropping the proposed park-pool-beach code and urged members of the industry to stamp out unfair competition through voluntary efforts.

"The real task of the association is not to fight the NRA but to get to state legislatures and get statutes eliminating the competitive advantages now enjoyed by municipally owned resorts and amusements which generally pay no taxes and have lower overhead and operating costs."

"The park-pool-beach code was abandoned principally because we of the NRA realized the unfairness of asking commercial operators to raise wages and shorten hours unless their municipal competitors were willing to make a similar contribution. This was the major reason why the government was willing to turn the problem of correcting abuses of labor and unfair competition over to the industry itself. We are standing by that position."

\$300 FINES

Pine Bluff, Ark., Oct. 29. The treasury of the city of Little Rock was fattened to the extent of \$300 in fines paid by 18 employees of two carnivals playing Little Rock the week closing Saturday (20).

Five women included in the raid were charged with indecent exposure, but most of the others were convicted of gaming or exhibiting gaming devices. The equipment was seized and destroyed.

N.Y. STATE FAIR

Officers Appointed and '35 Date Assigned

Syracuse, N. Y., Oct. 29. The 1935 New York State Fair will open on August 31 and continue through September 7. It was announced by Charles H. Baldwin, commissioner of agriculture, here, at a meeting of the State Fair Industrial Exhibit Authority.

Industrial Exhibit Authority named Charles E. Chapman of Syracuse president to succeed the late Charles R. White of Iona. New executive committee includes: Col. Henry B. Brewster, Syracuse; Miss Vera McGee, New York; T. Arthur Oliver, Chateaugay, and E. R. Eastman, Yonkers.

Authority will move immediately to obtain funds from the Federal Public Works Administration to finance erection of a new horticultural building, farm implements building and pure food exhibits building. Estimated cost of the three is \$600,000.

CANADA EXPO'S \$49,490 GROSS

Ottawa, Oct. 29. Although the gate and grandstand receipts of the Central Canada Exhibition exceeded the take for last year by \$7,001, Ottawa's annual fair this fall just broke even, due to various building repairs.

Gate receipts totaled \$28,834 for the six days, while the grandstand show brought in \$20,660 which, in itself, was an increase of \$5,121 over 1934. Wages and salaries paid to temporary employees totaled \$12,000, while \$25,000 was the listed expenditure for prize money.

Chi 'Century' Pageant To Coast for Fairs

Chicago, Oct. 29. Plans are hot for the moving of the click 'Wings of a Century' pageant from the Chicago World's Fair to several dates on the west coast.

Transportation pageant needs a cast of 150 plus actual early steamboats, locomotives, wagons and coaches, and therefore at least 10 acres of ground. Negotiations are on for both the San Diego and San Francisco fairs, but meanwhile the pageant owners writing in can do regular shows in such spots as Seattle, Los Angeles and San Francisco for the regular home-towners. 'Wings of a Century' show was a heavy two-year winner in Chi.

A Solon's Vacation

Charlotte, N. C., Oct. 29. J. Sherwood Upchurch, of Raleigh, state legislator from Wake county, answered the trouper's call and joined the Ringling circus at Asheville to visit on the show through Tennessee, North Carolina, Georgia and Florida until the close of the season. He was once on the show before entering politics, and takes his annual vacation of two weeks as guest of officials with the circus.

Notes of the Fair

Fair officials claiming that the best publicity they got was from out of town newspapermen writing in their home town papers about the Fair after visiting it.

Margery Maxwell, of the Chicago Grand Opera, singing at the Fair. Fair achieved the 15,000,000 admittance mark, which was the number set for clearing the \$10,000,000 dollar bond issue.

Funus Hawes to become president of the Museum of Science and Industry in Chicago after the Fair closes.

\$6,000,000 UNDER LAST YEAR'S TAKE

Chi Fair Plays to 15,500,000 People in 1934 as Against 22 Millions in 1933—Black Forest Only Village to Top 300G

SCALES WIN

Chicago, Oct. 29. Century of Progress for 1934 will run approximately 33% below that of last year's Fair, based on estimated attendance figures and general spending within the grounds for amusements. Last year's attendance clocked over 22,000,000; current season will hit about 15,500,000. And the expenditures within the grounds last year figured \$1.17 per person, while this season it will figure just slightly under \$1.

On a survey on expenditures made on Sept. 28, 1934, it was shown that in 124 days in 1933 the concessions grossed close to \$2,000,000. This year the survey running to Oct. 20 for the 146 days since opening last May 26, the total expenditure within the grounds was \$1,457,513. Add to that perhaps two million dollars for the take in at subconcessions over which the Fair has no control and the absolute total money inside the grounds hits maybe \$1,500,000. This is based on an attendance up to Oct. 20 of 11,541,017.

But the real story of the Fair is seen not in the total figures but in the grosses secured by the various concessions, particularly those which held over from last year. A perfect understanding of the difference between 1933 and 1934 may be seen in the gross of the Streets of Paris, the Greyhound Bus lines and the Skyride, three huge grossers of last year.

Comparisons

In 1933 the Streets of Paris cracked all exposition records with a gross in 124 days of \$1,236,409. This year, the Streets of Paris grossed \$182,555 in 146 days. And that 182 grand is not a small figure when compared with the other takes around the expo this season. In 1933 the Skyride, which can't get off the nut, totaled \$602,537 to Sept. 29. To Oct. 20 this season the ride registered \$345,225. In 1933 the Greyhound Bus lines carried enough tired gamblers to clock \$1,257,148 for the period surveyed; this year the figure hits \$812,344.

Belgium Village in 1933 hit a walling \$482,000 and this season takes \$118,430. Old Heidelberg restaurant fed \$955,890 worth of people in 124 days in 1933; this year in 22 days additional has clocked off little more than half of that figure at \$498,838.

Among the amusements, the Flying Turns last year whirled in a \$139,958 and this year it's \$93,416. Last season the Cyclone Conster,

parked on the center of the Midway, whanged out \$150,260 while this year, parked over on the island, it had managed \$69,803 up to Oct. 20.

Exceptions

However, despite these serious decreases from last year in many concessions, there are other items which show actual increases over 1933. These include both shows and Villages. For instance, the spectacular show, Wings of a Century, in 1933 clocked to \$175,673 while this season the figure is up to \$220,518. This show has received the best of newspaper notices and word-of-mouth comment on its really splendid pageant of transportation. Another upper is the Midget Village which last year was a winner at \$173,031 and which on Oct. 20 this season hit \$195,542.

This year the big money-maker was the Guess Your Weight scales which have already garnered a net of \$182,663. Spread all over the grounds the scales are the only carney items which are not segregated on the island and therefore have been getting a fine play throughout the exposition.

Villages Done

All the above figures take care of hold-over concessions. This year saw the addition of other concessions, most of which are Villages. Ideally possible that any of these Villages will come out on the right side, except perhaps the Black Forest which has been running far ahead of the other Villages with a total take to Oct. 20 of \$387,337. And there won't be much profit in that for a Village that is estimated cost \$250,000 to erect and the operating cost yet to be considered. Midget Village ran second and the Italian Village is third with \$191,431 at which gross it is a loser by a wide margin.

Streets of Paris comes next and loses on additional building costs for this year and heavy operating expense. Belgium \$118,000 will mean a profit this year since the cost was amortized in 1933 and the operating cost this year was held down.

Merrie England is a brutal red splash for a Village that cost over \$300,000 and which grossed only \$126,507. Only thing that held up this Village at all was the Globe Theatre and the Shakespearean plays. There are many concessions and Villages which have marks so low that they have refused to allow the Fair to release their figures. Huge losses were sustained by Irish, Colonial and Spanish villages none of which will even get near returning their original investments. And over on the Midway the rides and red noise will finish the season bathed in carmine.

But the boys never give up hope. They are already talking of maybe another Fair here next year, or of moving to San Diego or San Francisco. Hope springs eternal in a concessionaire's heart.

Al Barnes' Widow and Jake Newman Incorporate to Send Out New Show

Los Angeles, Oct. 29. Corporation papers were filed here by the Great Western Amusement Circus, a new trick headed by Mrs. Jane Barnes, widow of Al G. Barnes, with Jake Newman, one-time manager of most of the railroad shows in this country.

Plans are to have a new show ready for the road by spring, with the operators undecided whether it will take to the road over the macadam or as a railroad unit.

Understood that despite the corporate title, show will carry the Barnes name, though it is doubtful

Chicago, Oct. 29. Carney mugs never give up hope. Another attempt is being made to organize the carnival field under the tag of American Carnival Association, Inc. Behind the movement is Max Cohen, general counsel, with headquarters in Rochester, N. Y. Mimeographed letter over Cohen's signature has gone out to every carney owner and manager asking them to attend the first annual meeting of the association to be held at Toronto starting Nov. 25.

This meeting will be held in conjunction with the annual get-together of the National Association of Amusement Parks, Pools and Beaches, the International Association of Fairs and Expositions and the Canadian Association of Fairs and Exhibitions, all of which runs simultaneously with the Toronto Royal Winter Fair.

Gettink the carney boys together is an old idea, but it's an idea that has never succeeded. Association is organized for the purpose of promoting the interests of the carnival industry, but the boys in the racket could never see it as an industry. Only thing they see is that each trick must do anything to beat the rival outfit to a coveted fair or town.

Slating the Melior. For years the boys have talked of dividing the country up into districts and naming certain carnies for certain territories, just as the fair agents have done. But as soon as the map is drawn up and the apportioning begins, the boys suddenly remember an important Fair date is open and they start cutting each other's throat trying to grab the date.

Charter members of the association are Beckmann & Gerety's World Best Shows, Conklin's All Canadian Shows, Johnny J. Jones Exposition Shows, Mighty Sheesley Midway and the World of Mirth Shows. It is worthy of note that the Rubin and Cherry shows and the Model Shows, of which Rubin Gruberg is president, are not members of the association. Besides the Gruberg shows there are several other important carnies which wouldn't touch the association with a 16-foot pole. There's evidently something about the carney racket which doesn't permit any organization, and the new attempt is generally admitted among the outdoor showmen as doomed to failure.

DONAHUE SLATED FOR CHI RINGLING POST

Chicago, Oct. 29. Joe Donahue is routing for the Ringling Brothers Circus. Likely that he will stay in and become the successor for the late George Meighon.

Turkey Grab

Harlan, Ia., Oct. 29. When business men here put on a two-day carnival, circus and jamboree, they figured that Shelby county residents might just as well share in the box office, proceeds from mammoth sales.

Entertainment, contests and all went over \$1,000.

Just to give all a good start home-ward and to pop them up, more than 100 turkeys, ducks and chickens were released simultaneously in the business section, grabbers becoming owners.

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