

# VARIETY

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64 PAGES

## OPEN WAR ON FREE SHOWS

### Philly Proves It Can Take It When Army-Navy Starts Singin' in the Rain

Philadelphia, Dec. 3.

Philadelphia proves it can take it on Army-Navy Day.

Host to a one-day Mardi Gras, a celebration gayner than any New Year's Eve on the globe, Philly shuts its eyes without flinching while all its banns scatter to the winds.

Wouldst drive north on a south-bound street? Okay, a thousand okays. A lefthand turn where all turns are verboten? Take it, Major, take it. 'Anchors Aweigh' versus 'Slum and Gravy,' sung in full-junged competition, never mind the counterpoint—beautiful on any street corner. A bit of a snake dance? Go ahead boys, the cops will clear the way. Any citizen who tries to sleep when Philadelphia's entertaining the Service is nuts. Knowing that the Service is made up of gentlemen who, no matter how mad the fun, remain gentlemen, Philly feels safe in maintaining that for its part—anything goes.

And the Service has grown to love Philly, too. Philly seems to understand that an officer's pay can

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### OCTOBER BEST FOR THEATRES

From the best business month on the theatrical calendar, November has tumbled down to the ranks of the mediocre months of the year. In the opinion of showmen October has supplanted November as the sweet month.

February continues to be the second best.

Theatrical men say the change has been gradual for several years now, but became alarmingly marked last year. Business for the November just ended definitely removed the month from the No. 1 spot in showmen's estimation.

#### 'PRETTY BOY' ON PLATTER

Hillbilly song merchandisers lost no time in rushing out 'Pretty Boy Floyd' as a timely ditty with an Ozark twang.

It's on the disks already, appropriately coupled with another 'billy' titled, 'If Jesse James Rode Again.'

#### 70 WEDS 73 IN H'WOOD

Hollywood, Dec. 3.

Victor F. Anderson, 70-year-old picture character actor, married Elizabeth Ann Few, 73, in Pasadena today (Monday).

It's his second marriage.

#### Critics' Joust

Kansas City, Dec. 3.

'J. C. M.' (Moffitt) of the Kansas City Star, and 'L. L.' (Lawrance) of the K. C. Journal Post, both picture reviewers, have been taking pot shots at each other and criticizing each other's idiosyncrasies in the public prints. Their views on pictures vary widely, and they have been trying to show each other up.

Some fun.

### 2-HOUR DRAMA IN 13 SCENES ON AIR

Buffalo, Dec. 3.

Two hours of continuous radio drama is the record for Herbert C. Rice, Buffalo program director, and his players, on WGR Sunday nights. Rice in a recent trip to England made arrangements with British Broadcasting to experiment with full length dramas over here. Five dramas previously broadcast in England will be aired to Buffalo audiences.

First effort was Du la Garde French's 'Love One Another.' The play was divided into three acts, with 13 scenes and 38 members in the cast. Fred Dampier and Lorraine Pankow Rice, associate dramatic directors, were in charge of rehearsals for the production, which consumed more than sixty-four hours' preparation.

### Political Hook-Up In Eddie Dowling's Show Exploitation

One of the most unique Broadway legit show exploitation tie-ups will be the politico-patriotic ballyhoo for Eddie Dowling's 'Thumbs Up' musical when it opens at the St. James, N. Y., around the holidays. It breaks in in Philly Dec. 10.

Some of the showman-politician's pals, from the civic and industrial walks of life, have engaged a Park avenue exploiter, Benjamin Sonnenberg, to go ahead with a campaign on Dowling and his show on the equation of pro-New Dealers; a pal of the Democrats, etc.

This bally will be in addition to the usual show exploitation.

### STANDARD OIL'S AMUS. BALLYHOO

Industry in Concerted Fight on Commercially-Sponsored Free Show Menace—Standard Oil of N. J. Has Lombardo Show on Tour

#### REPRISALS

War has been declared by show business against the commercial free show. It's the first concerted move of its kind ever undertaken by theatre men.

Situation dawned Saturday (1) in New Haven, where the Standard Oil Company of New Jersey opened its Guy Lombardo advertising road-show. The S.O. show is booked for a month of one-night stands in the principal cities of 15 eastern states. All performances will be gratis, with the flashing of an automobile driver's license the only requirement for admission. Lombardo band is getting \$10,000 a week for

(Continued on page 2)

(Review of the first Standard Oil show appears on Page 2.)

### WHAT A STAR TALKS ABOUT IN THE STICKS

Charlotte, N. C., Dec. 3.

According to Grace Moore, here for a concert last week, Hollywood producers wanted to send to Europe for Verdi so he could change parts of his 'La Traviata' to fit the picture, 'One Night of Love,' in which she played. Said they didn't know that Verdi had been dead 40 years.

And in the picture, she also added, the exercises taken were her own, and the scene on a balcony was based on an incident when she actually sang on a balcony in Venice. In her next picture, she says, she will ask that shots be included to show how an opera singer spends her day before a concert—with attention to strict rules — so a few thousand people, who have been offended because singers do not accept invitations to parties, receptions and the like, will understand.

#### Y.M.C.A. Has Girl P.A.

Four New York stations are carrying Young Men's Christian Ass'n programs including WNEW, WINS, WNYC and WINA. Henriette Harrison is radio director for the association and plans the programs.

### P. O. Clerks Tear Hair as Trick Letters Sent to Pic Stars Pile Up

#### Chapeau Blues

Current fashion for skyscraper hats on women has revived neck trouble in the theatre.

Impossible to see over some of those trick creations the gals are wearing. Which means there are requests being tapped over the ladies' shoulders for the first time in years asking that the 'thou-shalt-not-get-a-peek' turbans be removed.

Hollywood, Dec. 3.

Post Office department is getting ready to call a halt on those letters addressed to picture stars in which the address is a cartoon of the player, a catch line from one of their pictures or some other phoney method used by fans to give postal clerks headaches. Since Bob Ripley, Peg Murray and Capt. Roscoe Fawcett have been featuring them in their daily cartoon layouts, number of letters minus names and addresses but having the trick wording or picture instead have increased about 50%.

It's so tough now that the Hollywood post office has one man assigned to deciphering the puzzles and he's beginning to show the strain.

In addition to the gag envelopes about 1,300 fan letters arrive at the Hollywood p. o. daily wrongly addressed. It's the one man's job to see that they get to their proper destination. He has to read all the picture trade papers and fan mags to acquaint himself with the players' present addresses and that's a tough assignment without unraveling the trick mail.

Though there is but one Hollywood post office, studios receive their mail at Burbank, Universal

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### 'ADULTS ONLY' FOR 'FOLIES' IN LOOP

Chicago, Dec. 3.

For the booking of 'Folies Bergere' into the Palace the house has decreed 'no children admitted.'

Two-a-day theory caused the 'adults only' ruling; few kids the house plays to, anyway; s.a. build-up which causes the 'adults only' clause impresses on the public.

This is a voluntary 'pinkie' and the first time that a vaude show has been thus handled here.

'Folies Bergere' was originally imported from Paris by the Music Corporation of America for the French Casino, nitery. Goes to N. Y. after Palace date.

### Peoria's (Ill.) Educated Hissers Treat Vaude and 'Drunkard' Alike

Peoria, Dec. 3.

Peoria audiences may be cold, but they're quick to take up suggestion. When 'The Drunkard' recently played the Palace (Great States) here, the management encouraged the customers to hiss the villain. It was a sensation here. Cussons rocked the rafters and hisses jiggled the tormentors.

But the payoff came with the following week's regular vaudeville bill. The gallery had taken the management's advice literally and continued to take great delight in booing and hissing. The show was stopped several times, the acts complaining they couldn't hear themselves speak. A dozen ejections didn't even phase the gleeful galleryites.

The show was halted, and Manager Lou Goldberg made a curtain speech. Results, exactly nil. Now the vaudeville goes on each week with four cops in the gallery.

### CO-ED'S OWN AIR PROGRAM

Lancaster, Pa., Dec. 3.

Henrietta Tesh, co-ed at Millersville State Teachers' College, is the impresario of a program over WGAL called 'Campus Review.' Co-ed uses her personality (blonde) to marshal talent for the station. She tackles all and sundry from the college president down to the most popular janitor. She brings glee clubs, football teams, debaters and campus cut-ups to the microphone. Program will run until the girl graduates.

### Prof. Can't Teach B'way To Buy His Own Play

'The Lord Blesses the Bishop' opened last Tuesday (27) at the Adelphi (formerly Craig) on Broadway. Friday show's ads in the dailies announced the last three performances. Play was written by Professor Hatcher Hughes who established the school of playwrighting at Columbia University. He was awarded the Pulitzer prize for 'Hell Bent for Heaven' produced in 1924.

# NEWSPAPERS, THEATRE MEN RESENTFUL OF CUFFO STANDARD OIL VAUDESHOW

**Car Ownership Card Acts as Ticket for Guy Lombardo-Pat Barnes-Cross and Dunn 2-Hour Entertainment—Opens in New Haven**

New Haven, Dec. 3.

Esso gasoline organization assembles a two-hour lineup of high-priced talent, puts it on the stage of the town's highest-hat theatre and then says to the public 'Come and get it' in the cuffo manner. That's news. And the theatre men are frothing at the mouth.

Esso-Marketeers, Guy Lombardo and his orch, moved into the Shubert Sat. night (1) for a single performance and, despite an almost total lack of publicity, they turned away several hundred before the show opened. Not difficult when free.

Looks like they tried to keep the opening a secret for the publicity campaign on the stunt did not include a single line of newspaper advertisement or any other type of bally except a touring sound truck making the rounds of central streets a few hours before curtain. Many citizens didn't even know the event was staged and, as local sheets drew no revenue from the stunt, they helped out with an overwhelming silence on the whole affair.

Trick brought plenty grumbling from local showmen, even to the point of questioning a code violation by giving a free show in competition with theatres. Same reaction will doubtless be met in other cities on tour. Sole requirement for admittance was to display an auto registration card.

Show ran slightly over two hours and brought plenty applause from an audience that wasn't enthusiastic simply because they were dead-heads. Mob liked the talent. Practically an air show transported to a theatre stage, production stuck close to air program lines. There were no dancers, no straight comics and no girls just to look at. No attempt was made to sell the entertainment as vaude or a revue and, with the exception of some clowning by Cross and Dunn, the whole works had a radio studio stamp about it.

## Ushers in Ribbons

Set on a full stage, with maroon drapes, show opened with a half hour of Lombardo band numbers. Routine was broken up by changing lights, vocal choruses and a melody described via the mike by Pat Barnes. Fans went in a big way for this opening half hour. Barnes, doing a sort of m.c., introduced Cross and Dunn as part two of the program. Boys got over heavy with their songs and imitations and managed to lift the audience into some community singing by closing with 'No, No, Thousand Times No'. Barnes followed, at the foots, with the only ballyhoo bit in the whole works. A short mention of Esso's new gas rated some later favorable comment from the crowd on the wisdom of not cluttering up the program with a lot of advertising plugs. This brief mention, together with 'Esso' ribbons worn by ushers and a silver 'Esso' drop in stage setting, constituted main layout as far as plugs were concerned.

Show swung back to band again and included an oke 'Romance of Rivers' medley, which gave the choristers an introductory break on a closing chorus. Joan Abbott on next for a varied program of songs and a downstage mike and girl elicited in grand style. Nice appearance, plenty personality and a keen delivery had the Abbott girl putting herself over in her first attempt at stage work. Mayfair Trio (girls) and O'Flynn Quartet (boys) scored with some excellent harmony, working first as a trio and a quartet, then combining in some nice group singing. Cross and Dunn returned for another fifteen minutes and landed the top applause of the bill. Show closed with another band group, which included a medley of Carmen Lombardo compositions.

Two hours and ten minutes is a long time, to sit through an entertainment without a break, but the fans didn't seem to mind and there was plenty favorable comment both on the idea and on the bill.

Bone.

## Free Show War

(Continued from page 1)

the commercial. Band's regular theatre salary \$10,000.

At the New Haven opening performance the 2,000-seat auditorium was packed and several hundred were turned away.

Show business explained its stand and prepared to accept the gauntlet at a meeting in the Warner Bros. home office in New York last Wednesday (23). With Harry M. Warner as spokesman for the industry, and all the majors represented, executives of the oil company were informed that it is imperative to show business that the Lombardo project be called off. The oil firm's representatives expressed themselves as disinterested in the possible effects of free shows on the theatre industry, stating that 'commitments' precluded chances for cancellation, and declared it would go through with the venture regardless.

On Friday (30) a meeting of major producers and exhibitors was called in the Will Hays office. Understanding is that there will be no compromise. Show business feels the S.O. show must be called off else a precedent will be set. If the oil company continues antagonistic reprisals against S.O. of New Jersey will be prepared.

Reprisals will take the form of concerted action by the entire theatre industry. Theatre screens over the country could be used and all members of the business may be asked to discontinue patronizing S.O. or affiliated concerns for gas, oil and by-products. It is also possible that show business will effect a counter-attack through direct tie-up with a competing oil company.

## Conciliation Attempt

Before formally notifying the S.O. representatives as to what means will be taken to combat the free show threat, H. M. Warner and other theatre execs sought to explain their case and bring about an understanding.

It was pointed out to the oil men that the Lombardo show is not only a threat to the theatres' safety in itself, but if found successful by the advertiser the idea may be generally adopted for commercial advertising purposes with dire harm to the theatres.

An effort was also made to explain to the oil men how generalization of the free show idea must result in the ruination of talent as well. Theatre men pointed to the Lombardo band as a case in point, describing how that orchestra has been built up to where the public will pay theatre admission to see it perform, but that if this and other bands are to be seen for nothing, it will not be possible in the future for theatres to ask the public to pay.

If the S. O.-Lombardo show continues, theatre men stated, there is nothing to stop other commercial advertisers from booking three Lombardos on one show.

When asked about the nature of commitments that prevented calling off the show, S. O. spokesmen were vague in their reply. Assuming that the alleged 'commitments'



## WILL MAHONEY

The Evening News, October 16, 1934: "Here's the glad hand to Will Mahoney in 'Radio New York' at Golders Green this week. If all the things America sends us were as good as Will Mahoney we'd owe her a bigger debt than any war debt."

Direction

WM. MORRIS AGENCY  
Mayfair Theatre Building  
New York City

involved talent, the theatre men intimated they would be willing to reimburse members of the S. O. show with equal playing time and salaries in regular theatres.

Bill Goodheart attended the meeting as representative of Music Corp. of America which booked the Lombardo band and show for S. O.

## Believed Outside Code

Chances of the NRA code being brought into play to effect a settlement are slight, since there is nothing in the theatre code applying to free commercial shows.

The show business' contention is that nobody can stop S. O. or any other company, or individual, from entering the show business as a producer for advertising purposes or otherwise, but that an outside source, offering free entertainment in direct opposition to theatres, amounts to unfair competition; that most theatres operate 52 weeks a year, and that in one night a free commercial roadshow can ruin their business; that the free performances will deprive theatres of future benefits from talent thus used.

Show business spokesmen believe that a concerted fight by the entire industry will carry enough influence and have sufficient effect on the public to more than offset whatever 'good will' S. O. may gain with its roadshow.

Among those in attendance at the meetings were Will Hays, Harry M. Warner, Charles C. Moskowitz and Louis K. Sidney of Loews; Joseph Bernhardt of Warner Bros.; Eddie Alpersen, of Skouras Bros. and Jeff McCarthy and David Paley of the Hays office.

Also there were representatives of the oil company and Goodheart, of the MCA. When theatre execs mentioned the MCA's extensive theatre booking business, Goodheart said that when he and his associates closed the S. O. deal, 'we didn't know what it was for.'

J. C. Donnan, advertising director of S. O. of N. J., who has charge of the roadshow try, declared, 'We are going through with the show despite the theatres' objections.' Regarding the dispute he refused to comment.

## Standard Oil Angels B'way Show; 'O'Flynn's' on Radio Before Stage

Reported interested in the legit version to the tune of around \$50,000, the Standard Oil Co. of New Jersey is bringing 'The O'Flynn's' to the air before the musical comedy makes its Broadway bow. Refiner has bought 13 weekly half-hours over 30 Columbia stations and will debut the radio adaptation of the script this Friday (7). Stage affair, which has Russell Janney billed as the producer, is slated to open at the Broadway theatre Dec.

11. Plan is to have the players now rehearsing in the legit production ready on the Broadway. Curious twist to the hook-up is the fact that the air span selected for the program, 10:30 to 11 p.m. EST, comes within the customary running-time of a Broadway musical show. Even after the contract for time was closed, Janney's office was under the impression last week that the oil company had the program set for Sunday evenings.

(Excerpt from editorial in VARIETY of Nov. 6, 1934.)

## The Main Air Menace

NBC and CBS pass out 55,000 free ducats every week in New York City for radio programs. In Chicago it is estimated 5,000 free ducats, or better, are distributed weekly. This may seem far-away and hazy as a menace to the theatre as regards the smaller centers, but the danger takes on serious dimensions when a town like Charlotte, N. C., contemplates using the public auditorium on Saturday nights to present a two-hour radio broadcast before 10,000 people under the sponsorship of Crazy Crystal Salts.

In Cleveland only a week or two ago the theatre men successfully squelched a proposal of the Higbee department store to use the public auditorium for a series of free entertainments arranged in connection with the Columbia network and again with more than 5,000 capacity. Admission to these programs was to be on a sales receipt basis. If the housewife did her shopping at Higbee's she got premiums in the form of tickets in relation to the volume of her purchases.

Radio is now solidly a part of the American amusement picture. It is powerfully backed by big business and in a position to extend its activities in myriad directions. The main threat is those big programs from the local armory or auditorium. When such efforts are made to use tax-supported public places of assembly to compete with the theatres, a lot of loud yelling is in order. Once this precedent is established, radio could surround and choke show business through this free show stunt.

Nor should it be supposed that more people prefer Garbo on the screen than the Mud River hillbillies in an armory. Not when the hillbillies are free and Garbo costs 40c.

This free radio show thing isn't confined, by any means, to the big key centers where the excess of population can absorb and cushion the diversion of large numbers of people from theatres in studios. It will be found in full bloom in such small towns as Shreveport, Jackson and Dubuque.

## Nijnska to Drill 350 Terpers for 'Dream' Line

Hollywood, Dec. 3.

Madame Nijnska today (3) starts rehearsals on the ballet numbers for 'Midsummer Night's Dream', the Max Reinhardt production at Warners, with 145 key dancers, male and female, in the line.

Terp nucleus will be amplified to around 250 adult dancers and 100 children comprising the fairy ensembles.

Huge forest set for 'Dream' is being constructed on Warners largest stage for actual start of picture about Dec. 10.

## Futter-Kimball Series Of 6 Tom Keene Mellers

Hollywood, Dec. 3.

Walter Futter and Fenn Kimball, operating head of the California studios, have formed a partnership and will produce a series of six action-mellers starring Tom Keene. First of the group will be 'Hong Kong.'

New producing unit to be known as Futter Productions.

## McDonald Aides Levine

Hollywood, Dec. 3.

Wallace McDonald, one time leading man, who has been on Mascot's writing staff for the past year, has been made assistant to Nat Levine, Mascot prexy.

McDonald will go east shortly to dig up story material for the company's new program.

## 3 KEATONS AGAIN

Pa, Ma and Sis to Play with Buster in 'Palooka'

Hollywood, Dec. 3.

The Three Keatons are being revived to play with Buster Keaton in 'Paduach Palooka', the first of the comic's new series of shorts for Educational.

New 'Three Keatons' are Joseph, father of Buster; Myra, his mother, and Louise, his sister, Charles Lamont directs.

## Donat Takes Aherne's Spot in 'Ibbetson'

Hollywood, Dec. 3.

Paramount has engaged Robert Donat, English actor, to replace Brian Aherne in 'Peter Ibbetson'. Donat went back to England after making 'Monte Cristo' for Reliance. He will return in January. Vincent Lawrence is adapting the Ibsen play.

Aherne still has one picture to make for Par on his two-picture deal. First was 'Blonde Venus.'

## FEMME AGENT AWARDED JUDGMENT VS. MORRIS

Frances Robinson, femme agent, who sued the William Morris agency over Ralph Morgan's Fox Film contract, was given a summary judgment for \$1,000 and interest in Municipal Court (N. Y.) Action arose from a 50-50 split of Morgan's contract value.

When Miss Robinson received \$52 as her share of the 10% commission she argued that she was entitled to the moneys earned by Morgan while he was on loan from Fox to other studios. This, Morgan and the Morris office contended, came under a separate agreement under a subsequently new pact effected with Fox via the Morris agency exclusively.

Miss Robinson is suing alleged that all renewals should accrue to her benefit. Another suit along these lines is pending. But meantime Judge Lester Lazarus granted Yale Wilner of Julian T. Abies' staff the motion for summary judgment for the amount so far in dispute.

## Small's 'Brummel'

Edward Small, now in New York, had yesterday (Monday) that he had straightened out the priority tangle on 'Beau Brummel' and that Reliance will produce the picture.

Small is angling to get Robert Donat for the lead, and H. M. Goetz, now en route to England, will negotiate with the actor.

## Cagney's Tummy Ache

Hollywood, Dec. 3.

James Cagney is en route to New York to consult his doctor-brother and specialists regarding an old ailment which may result in an abdominal operation.

## SAILINGS

Dec. 19 (Caribbean cruise) Lynn and Nell Farnol (Georgic).

Dec. 15 (New York to London) Buddy and Arthur Bradley (Paris).

Dec. 14 (New York to Calcutta), Charles Mayer (Majestic).

Dec. 11 (London to New York) Harry M. Goetz (Olympic).

Dec. 7 (New York to London) Hugh Walpole, Maj. Charles O'Sullivan, D. B. Priestly (Berengaria).

Dec. 5 (Los Angeles to Honolulu) Al Rockett (Mariposa).

Dec. 1 (New York to Los Angeles), Joe Hoffman (Pennsylvania).

Dec. 1 (New York to Genoa) Mr. and Mrs. Eddie Cantor and three daughters (Rex).

Nov. 30 (Los Angeles to Guatemala), Wilbur McGaugh (Seattle).

Nov. 30 (New York to London) Harry Goetz (Olympic).

Nov. 30 (New York to London) Bertram Mills (Europa).

Nov. 30 (San Pedro to London) Jean Cadell (Reliance).



# Only 1 Out of 10 Makes Grade in Extras' Clothes-Horse Parade

Hollywood, Dec. 3.

Over 950 women—young, middle-aged and old—answered Central Casting's call for dress extras and the possibilities of earning \$15 per day instead of the usual \$5 and \$7.50 paid the average extra. Difference in remuneration is according to wardrobe. Contest for eligibility was decided by Central after numerous complaints charging favoritism in handing out the \$15 calls.

It has long been claimed by studio casting departments that less than 100 women had complete wardrobes necessary for those who answer the class calls. Complaints of other extras claimed that there was a much larger number. The contest was the result, and according to the display, the casting departments were very little off in their tabulation of dress extras.

Affair was sad, at times cruel. The contestants came armed in all sorts of costumes, supposed to indicate class. They paraded before the judges, who okayed them according to carriage and dress. They were garbed in the height of fashion, in cheap wraps that screamed bargain basements, in dresses made by mama and in borrowed and begged finery. Cruel was the treatment of the less fortunate, less stylish of the hopefuls by their clothes-horse sisters, who missed no opportunity to get laughs at the inexperienced, to criticize their costumes.

Central felt that the list could be increased to 250, forgot that one dress does not make a dress extra, who must have at least dozen complete changes from sport to formal wear.

Judges were Reginald Barker and Mitchell Leisen, directors; John Arnold and Victor Milnor, cameramen; Fred Fleck and Walter McGough, assistant directors; William Mayberry and Marceline Knapp, casting directors, and Dolly Tree and Peggy Hamilton, fashion experts.

Parade started at 9 p.m. and ended at 3 a.m. Those selected will not be notified until some time this week with Central's advisory committee and the Chamber of Commerce overseeing the tabulating of the selections.

One girl, No. 201, received a good break from the roundup. Radio producers saw her, asked who she was, suggested she be tested by the studio. Judges permitted the breaking of the seal on her number card, discovered she was Lorna Lowe. Studio gave her a part in a two-reel comedy instead of a test. If she makes good, she gets a contract.

Following evening 400 men went through the same session showing how they looked in talls, hoping that they, too, would be included in the charmed circle which earns \$15 per day. Parade of the men was less exciting, had fewer spectators. Boys, young and old, did the mannequin stuff in front of a group of judges who selected 250 out of the mob.

## Three Studios Bid For Stanwyck; Fay Included in Deals

Hollywood, Dec. 3.

Negotiations are on for term and individual picture contracts between Radio and Universal and Barbara Stanwyck, dropped by Warners last week.

In both cases, attempt is being made to include Frank Fay in the Stanwyck deal. Fox is also interested in the actress for one or two pictures.

## Metro Signs Webb

Clifton Webb has been signed to a long term contract by MGM. He is scheduled to report to the studio next spring. Player is currently in "As Thousands Cheer" on the road.

## SKOLSKY-FOWLER'S PLAY

812 Skolsky and Gene Fowler got in Sunday from the Coast to peddle a stage play they've been working on.

## Eye for Biz

Hollywood, Dec. 3.

Actor under term contract to a major studio approached a local attorney and stated he wanted to change agents as his representative did not have any prestige in the studio.

Said he wanted to get an agent who had a couple of big stars under contract on his lot so that the 10%er could play both ends against the middle and demand important parts for him. Attorney told him to go home and forget it.

## Max Baer to Star In Mexican Film Before Par Chore

Mexico City, Dec. 3.

Max Baer may do a pic based on "Black River," Carlton Beal's novel depicting the raw days of Tampico's oil boom, to be made in Mexico with a Mexican cast, by James N. Crofton, former Tijuana concessionaire, who is running a tourist resort at Cuernavaca near here. Baer did personals at Crofton's resort during his recent visit here.

Crofton is endeavoring to engage Dolores del Rio, Mona Marvis and Don Alvarado to play in the pic, which he expects to produce this winter.

If things move fast, Baer's Mex picture may go into work right after Jan. 1 and precede his February assignment for Paramount, "Kiss on the Cuff," which film, however, will probably achieve production before the Crofton-financed indie. A deal for a name director to handle the Crofton pic is holding up consummation.

Baer's theatrical manager, Leo Morrison, now in New York, returns to the Coast by plane on Saturday picking up the fighter in Kansas City after having made a 6,000-mile air jaunt with the boxer through western U. S. and Mexico.

## MORROS MAY TALENT SCOUT FOR PARAM'T

Boris Morros' tie-up with the Paramount studio seems to be for Morros to go Coastward to peek around the Par lots for a time. After looking around he is expected to take to Europe for a talent scouting trip in foreign lands.

Morros' fluency in foreign lingos and knowledge of Continental show biz recommends him for that kind of job.

## Sue Lew Cody Estate

Los Angeles, Dec. 3.

Harry Joe Brown has filed suit against Ben H. Brown, administrator of the estate of Lew Cody, to recover \$9,635, which the player is asserted to have owed at the time of Cody's death.

Indebtedness is declared due on notes given for loans. An additional \$11,500 had previously been allowed to the Warners producer in administration of the estate.

## Film Lassie Goes Home

Hollywood, Dec. 3.

Gwenllian Gill, Scotch girl brought to Paramount in the "Search for Beauty" contest and then placed under contract, has been dropped from the payroll.

She left here Thanksgiving Day for home.

## TOP SPOT FOR ELDBREDGE

Hollywood, Dec. 3.

Being groomed for stardom, John Eldredge has been given the male lead opposite Verree Teasdale and Genevieve Tobin in Warners' "The Goose and the Gander," original by Charles Kenyon.

Starting date of the picture has been delayed to enable Miss Tobin to recover from auto injuries.

## Par's Hockey Whodunit

Hollywood, Dec. 3.

"Crimson Ice," a mystery novel written around a hockey game, has been purchased by Paramount. Cortland Fitzsimmons, who authored the yarn with Rex Deane, will come to the Coast to make the adaptation with Garrett Fort.

Cary Grant is slated for the lead with Charles R. Rogers producing.

## HOT BIDDING ON GROUP'S 'GUY'

Liveliest bidding of the year for film rights has started on "Gold Eagle Guy," Group Theatre production. Producers have set the price at \$100,000, which would be a high in some time for drama.

Among the bids thus far received have been those of Warners, Paramount, Metro and Universal. Warners is especially anxious, seeing the play as a vehicle for Paul Muni, while Metro wants it for Wallace Beery. Paramount has Harry Wilcox in mind. In the case of Warners, especially, the price is unusually high, but the company is going beyond average figures in the bidding.

## WB-ROBINSON TIFF OVER LAYOFF TWIXT PIX

Hollywood, Dec. 3.

Tiff is on between Edward G. Robinson and Warners over the start of actor's next picture, "Money Man," scheduled to get under way as soon as he completes "Passport to Fame" at Columbia.

Robinson wants to vacation in New York between pictures and Warners claims that release schedules demand an immediate start on "Money Man." Studio also figures that Robinson did the Co picture on his own during his scheduled lay-off.

## Harvey, Carminati, Start Terms in Same Col. Pic.

Hollywood, Dec. 3.

Columbia has contracted Lillian Harvey on a term deal. Her first picture will be "Once A Gentleman," with Tullio Carminati in the male lead. This is also the first picture on his term. Story is an original by Brantley King.

Victor Schertzinger will direct with production set to start Wednesday (5).

## JEAN CADELL BOATS HOME

Hollywood, Dec. 3.

Jean Cadell, English stage comedienne, brought here by Metro for the Mrs. Micawber part in "David Copperfield," left here Friday (30), returning to London.

She sailed from San Pedro, due to reach London Dec. 27.

## Family Skeletons Rattle

## Pic Producers Shy at Libel by Extolling All Biog Characters

Hollywood, Dec. 3.

With the fortune in damages awarded to Princess Yousouppoff for what was adjudged libel by an English court in connection with her characterization in Metro's "Rasputin," studios are going over all biographical material scheduled for the screen, to eliminate anything that might bring future suits. There's no telling who will take offense at the character given an ancestor. The late Fred Thompson was hauled into court by kin of Jesse James, who claimed their illustrious forebear was maligned in Thompson's picture, "Jesse James."

Universal is trying hard to take everything and anything out of "Sutter's Gold" which might be con-

# Film Censor Cuts Off 40%; Studio Monitors Credited for Sapolio Of Productions While in Script

## Lasky Sees Red

Hollywood, Dec. 3.

Picking eight carrot-tressed femmes this week for chorine spots in "Redheads On Parade," Fox intends to have the girls make personal appearances with the picture in key spots, following the stage plug that Sam Goldwyn got for his "Goldwyn Girls."

Jesse Lasky, who will produce "Redheads," is trying to get nothing but natural reds for his chorus. Idea is a throwback to Lasky's vaude act of the same name.

## Annual Hollywood Blvd. Parade K.O.'s Biz at the Pic B.O.'s

Hollywood, Dec. 3.

Hollywood merchants' annual Christmas parade drew more than 100,000 people to Hollywood boulevard Saturday night (1), which practically wrecked the business in all of the houses around town for the evening. With picture personalities in the parade as opposition to the theatres there was plenty of squawking afterward by the theatre people, especially Grauman's Chinese and the Hollywood (WB), which gave special midnight performances.

Chinese grossed \$109, and the Hollywood \$52 on the special shows, with expenses of both houses for performance around the \$100 mark. The State also tried a midnight performance and got \$5.

Among those in the parade were Leo Carrillo, the mounted lead; Buck Jones, heading his band of 50 boys; Victor McLaglen, and the 400 members of his Light Horse Cavalry; Tom Mix, and Devine and Baby Jane, from Universal; Evelyn Venable, who was some sort of queen in the pageant, and various floats from Hollywood theatres.

## KORDA'S MacDONALD, CHEVALIER-LUBITSCH

London, Dec. 3.

Alexander Korda has started negotiations with Jeanette MacDonald to team her in a film with Maurice Chevalier. He already has Chevalier's signature on a one-film paper. If going through he may also try to get Ernst Lubitsch to direct the film. This trio did "Merry Widow" for Metro.

Story Korda has in mind is Victor Jacobi's Hungarian operetta, "Sybil," which London Films bought last week. It was produced on Broadway in 1916 with Julia Sanderson, Donald Brian and Joseph Cawthorn.

The church agitation for cleaner pictures is showing results in the last four months as the cuts have been reduced by 40%, the Hays office reports. Many reasons are advanced.

That the producers are playing ball with the monitors is obviously a big item in the improvement. Then again, the Hays office has been sluffed against the emergency, which is slowly passing, wiping off-color production matter in the script and watching the progress of every film with a vigilant eye. Many production execs insist they don't have to be nudged, that they're keeping the celluloid clean regardless.

Censor boards throughout the country are showing no disposition to let down, rather are they crowding their authority in an effort to make a showing. Pennsylvania's crew is still considered the toughest of the lot but with the overthrow of the GOP dynasty some changes for the better are hoped for.

New York's board is also still giving the boys headaches, especially those who insist on keeping the (Continued on page 62)

## RAFT OVERWORKED, PAR SPARES HIM 'MIRACLE'

Hollywood, Dec. 3.


George Raft is out of "Small Miracle" at Paramount, the studio figuring that the player has done too many pictures on the current program. At completion of "Rumba," Raft goes into "One Night Stand."

Bruce from Metro for "Stand." Norman Krassa, who authored "Miracle," has been assigned to develop the screen play. He has been working on an original story for Marlene Dietrich.

## MARION'S MOVING DAY


Hollywood, Dec. 3.

Marion Davies' bungalow arrived at Warners from Metro.



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(Continued on page 62)

## U.S. Supreme Court Consents to Readjudicate Exhib Contract Validity In Fox-Minn. Test Case

Washington, Dec. 3.

U. S. Supreme Court today agreed to pass on the effect of its decision in the Paramount-Lasky case and hand down a new ruling on the legality of modified types of the standard distributor-exhibitor license agreement.

Action taken at Instance Fox film, seeks a review from the decision of the Minn. state Supreme Court which held that entire contract was illegal and void because illegality attaching to the arbitration version pre-empted the entire document.

The case slated for review grows out of an effort by Fox to collect rental from A. B. Mueller, Minnesota exhibitor who, according to film company brief, contracted for 46 pictures at \$1,837, and refused to accept, play, or pay. Mueller contended contracts were the result of combination and conspiracy in violation of the Sherman anti-trust law, were in restraint of trade, illegal, and void, and was upheld by both the trial and Supreme Courts in Minnesota.

Urging the U. S. Supreme Court to reconsider the case, Fox contended that four substantial federal questions are involved and complained that unless misunderstood, the decision about Paramount decision are cleared up 'the fourth largest industry and more than 22,000 theatre owners' will be swamped with litigation for years.

Distrib maintained Supreme Court should assert whether it intended in the Par decision to hold the entire contract illegal; whether the decision meant that the illegality of the arbitration provisions 'tainted or infected' the entire agreement; whether the Par decree was intended to save other rights under the contracts, and whether the Court intended to deprive both parties 'of all further rights and obligations.'

Minnesota court admitted, Fox claims, that only the arbitration clause is illegal and that the valid remainder is enforceable but subsequently held that the illegal arbitration clause taints the whole contract with illegality. This view is a misinterpretation of the Sherman act and U. S. Court decisions, Fox said, and is not in accordance with the Par decision. Distrib also contended effect of Minnesota decision is to deprive Fox of 'title,' 'right,' 'privilege' and 'immunity' guaranteed by Federal Constitution and also asked court to help obtain uniformity in many cases still in litigation which are 'in diametrical conflict' as to meaning of the Par ruling.

Fox also contended that Supreme Court has held repeatedly that collateral agreements are not affected by decisions under the Sherman act. Brief notes that four high State courts and three Federal have held the illegal arbitration provision did not void whole agreement while practically, an equal number have held to the contrary.

If the Par decisions means nothing was illegal, except the arbitration provision, it would seem, Fox said, that such a decision should protect all existing contracts once the arbitration clause was deleted. Brief remarked that arbitration had been eliminated from contracts following Par decree in 1930 and that remainder of contracts continued in effect without objection from any source.

## WB'S DOUBLE JUICING; TOP LIGHTED FILM LOT

Hollywood, Dec. 3.

To get ample juice for its big forthcoming productions, each calling for large stage room and increased lighting, Warners has installed six new transformers of 33,000 voltage and 1,000 kilowatt capacity each at the Burbank plant. Electrical supplement doubles the lighting capacity of the studio, and is calculated to be sufficient to illuminate a city of 50,000 people. It also gives Warners more working current than any other picture studio.

New illumination is available for 'Midsummer Night's Dream,' set to start about Dec. 10.

## Natalie of Russia's Pic

Hollywood, Dec. 3.

Natalie Paley, daughter of Grand Duke Paul of Russia and wife of Lucien LeLong of Paris, has arrived from France to take one of two leading femme roles opposite Maurice Chevalier in 20th Century's French version of 'Folies Bergere.'

Marcel Archaud will direct.

## HOLDING BACK 'VANISHES' TILL JAN.

Although 'President Vanishes' has received a certificate of approval and no opposition to the picture is known to exist on the part of the Motion Picture Producers and Distributors, its release has been put over until Jan. 14, 1935.

Par declares this postponement is only for the reason that the N. Y. Par wants to give 'Vanishes' two weeks and that cannot be arranged during December according to present setup of bookings.

New York censors passed the picture during the week.

Walter Wanger who produced 'Vanishing' got in Saturday from the Coast. He denied any political or other angles to the film, or that it had to be re-shot in some scenes.

## MAY DO 'ORPHAN ANNIE' SECOND TIME IN 3 YRS.

Renake of 'Little Orphan Annie,' which was takerized by RKO-Radio a couple of years ago, is being planned by an indie outfit. This is Harold Gray's cartoon strip of which another version is being planned in keeping with the current kid cycle.

Radio has five years' protection, but the new 'Orphan Annie' version may be distributed through Radio as a condition of waiving the remaining three years. Radio's version had Mitzel Green in the title role.

Not set yet on cast nor director pending the ironing out of negotiations for the rights and release.

## Trem Carr Spurns Mayer Bid For Metro Production Berth

Hollywood, Dec. 3.

After getting a heavy offer from Metro to join as a unit producer, Trem Carr turned down the proposition and decided to remain as head of production for Monogram and v-p. of the independent company.

Metro offer was made Carr by Loula B. Mayer, who wanted the independent producer to handle a minimum of 15 program features annually for the Metro program. In addition to bidding for Carr, Mayer also held out the inducement that Carr could bring over his entire production staff and crew now working for him at Monogram; and the latter's organization would operate as a separate unit on the Metro lot.

Discussions between Mayer and Carr were held at the former's beach home in order that suspicion of the deal would not be aroused through any visits of Carr to the Metro executive offices. The proposition was the main reason for the hurried plane trip of W. Ray Johnston, president of Monogram, from the east a few weeks ago. After Johnston and Carr figured the offer from all angles, it was decided to turn down the Metro bid in favor of their going along with the Monogram setup.

## A Helpmeet

Charlotte, N. C., Dec. 3. Ben Lyon and his wife, Bebe Daniels, have been resting at the home of Ben Lyon, Sr., High Point, for a few days, following a five weeks' tour.

Lyon, Sr., who travels for a furniture factory, boosted his sales a bit when he took the film couple with him on a few calls on furniture stores in nearby Carolina cities.

## FOUR NEW PIX START AT FOX

Hollywood, Dec. 3.

Fox has four starters on the production schedule this week.

Quartet of pictures to get under way are: 'Dan's Inferno,' with Claire Trevor and Spencer Tracy, Harry Lachman directing; 'Life Begins at 40,' Will Rogers starred and George Marshall directing; 'George White's "Scandals,"' with James Tinsling directing, and 'Little Colonel,' the Shirley Temple picture, David Butler directing.

## BURROUGHS TO MAKE HIS OWN TARZAN PIX

Hollywood, Dec. 3.

After watching film producers gather in the coin with feature and serial versions of his Tarzan stories, Edgar Rice Burroughs is entering the production end himself with Burroughs - Tarzan Enterprises. Outfit will make a serial and feature, 'Tarzan in Guatemala,' with location work in the jungles of the Central American republic.

Wilbur McGough has been signed to direct the picture, and left Friday (30) for Guatemala to look over locations. Cast and crew will be lined up next month to make the trip south to the locations. Although no release has been set for the seven-reel feature and the 12-episode serial, Universal is eyeing the picture for next season's program.

## 2 for Peace

Two anti-war pictures with a munitions plant will hit Broadway simultaneously this week, Sam Cummins rushing in his 'War Is A Racket' tomorrow (Tuesday) at the Gaitey, which he has under lease. Monte Shaft-Buddy Kussell's 'Dealers in Death' premieres into the Criterion, Wednesday (3).

Cummins' film is said to be another version of some of the stuff he had in 'Forgotten Men.'

## M. P. Engineers Meet In Hollywood May 20

Hollywood, Dec. 3.

Annual spring meeting of the Society of Motion Picture Engineers for 1935 will be held in Hollywood, May 20-25. W. C. Kunzman, convention vice-president of the SMPTE, has appointed Peter Mole chairman of the local arrangements committee.

Tentative program includes the regular group of papers on new technical developments in the industry, trips to studios, California Institute of Technology, and the new planetarium now being finished at Griffith Park. Convention banquet and dance will be held May 22.

## BETTE GETS 'MONEY MAN'

Hollywood, Dec. 3.

Bette Davis is set for the femme lead with Edward G. Robinson in 'Money Man,' a Dashiell Hammett story, which Warners will produce under James Seymour's supervision. Al Green will probably direct from the Brown Holmes script.

## Par Trustees Decide to Pass Up Criterion-Loew's N. Y. Holdings

### Cruelty Charged in

### Rian James Divorce

Los Angeles, Dec. 3.

Charging mental cruelty, Diane James filed suit for divorce from Rian James, scenarist and columnist, in the superior court here.

Complaint states couple were married in Rye, N. Y., four years ago at the time James was working for the Brooklyn Eagle as Broadway columnist.

Property settlement was made out of court through Martin Gang, attorney for Mrs. James.

## FOX MAY DIST. 'THE BATTLE' IN AMERICA

Fox may take 'The Battle,'

French-made picture currently on first run at the Criterion, N. Y., for distribution in America. Company is negotiating with Leon Garganoff, owner-maker of the import.

Garganoff made his deal direct with John Goring for the run at the Criterion which will be a total of three weeks, picture now being in its second. Garganoff goes back to France around Dec. 15 to do another picture.

## RUTH COLLIER SUED FOR RETURN OF 16G

Hollywood, Dec. 3.

Adams and Kinsey, who recently acquired a two-thirds interest in the Collier-Wallis, Ltd., agency, have brought suit in Superior Court asking restitution of \$16,666.66 which they paid Ruth Collier for the stock in the company.

Complaint filed by Simon & Garbus alleges that when the two new partners joined the firm, that most of its clients notified them that as Miss Collier was not giving their affairs personal attention that they were cancelling their representation agreements. They allege that a great many of the clients left the office for representation by Minna Wallis, who had left the employ of the firm, as Miss Collier owned all the stock. Therefore complainant wants the contract rescinded and restitution of the money paid Miss Collier for the stock.

Adams and Kinsey are newcomers to Hollywood and the picture agency business.

## Lloyd's Long Leave

Hollywood, Dec. 3.

Awaiting further script revisions, 'Mutiny on the Bounty' will not get under production sail until February, being fourth postponement on start of that picture at Metro since last summer.

In setting back the picture another two months Metro has secured further leave of Frank Lloyd from his Fox contract, with agreement now calling for him to return to the Fox lot when he finishes 'Mutiny.' If picture does get away in February without further postponement, it is not likely that Lloyd can get back to his home studio before May.

## RESUME PAR EXAMS

Examination of officials of Par in office at the time stock repurchase deals were made, may be resumed this week.

No hearings have been held for two weeks.

## WB CEMENTS FLOREY

Hollywood, Dec. 3.

Robert Florey gets new director contract at Warners after three years on the lot.

The Paramount trustees have decided that the Criterion-Loew's New York block front in Times Square, one of the most important sites in the theatrical zone, is too dangerous a gamble to maintain. Decision has been reached to throw it overboard, permitting mortgage-holders to foreclose.

A petition citing this stand on the part of the Par trustees, together with their reasons, has been filed with Special Master John B. Joyce, whose report on the matter, either way, may be forthcoming toward the end of the week.

Property not only includes the Criterion and Loew's New York grind film houses facing Broadway but the Lenox hotel and several other plots behind the theatres on both 44th and 45th streets. The parcels behind the film houses were bought up by Par about six years ago when the company proposed erecting a house on the site which would be larger than the Roxy, then the world's largest seater. When Par went into bankruptcy, foreclosure proceedings on mortgages were brought. These were forestalled in a desire on the part of Par to protect itself on the important Broadway site and some adjustments were made on mortgages and interest. Largest is the mortgage of the City Bank Farmers Trust Co. for \$4,000,000.

Unless the trustees put up taxes and interest on existing mortgages, according to the latest development, foreclosure proceedings would be brought immediately. Doubting the hope of a return, the trustees decided to let all of the properties go and their petition to the courts is for that right, as guardians of the Par estate.

## Spread Jobs for Studio Techs on Relief Filming

Hollywood, Dec. 3.

Nine weeks' payroll, totaling \$10,599, has been allocated by the Los Angeles County Relief Administration to provide for 35 studio technicians, who will work on filming of various government relief projects in California. Although 35 steady jobs will be created for the period, spread of work to those needing assistance will take care of around 105 technicians on one, two or three days a week basis.

All supplies, equipment and laboratory work has been donated, as government relief projects do not allow for purchase of materials. Technicians who will be taken care of under the setup will include cameramen, still photographers, grips, electricians, truck drivers, script writers, directors and other workers generally attached to production units.

Offices of the project were opened Friday (30) with Arthur J. Campbell in charge. Campbell spent some time as representative of the American Society of Cinematographers to get the funds from the county relief administration in order to assist in helping unemployed technicians. Workers will be paid at the rate of 75 cents to \$1 an hour, with cameramen in line to draw \$1.25 per hour.

Films of the various relief projects in the country will be made available for showings at schools and colleges throughout the country where no admissions are charged.

## New Color Process

A new natural color process which, it is claimed, costs the same as the usual black and white and requires no special installation for printing and developing, is being brought from England by Dimitri Daponte, representative of Percy Malcolm Stewart.

New process is understood to be purely optical and does not necessitate a change in raw stock. Daponte leaves England today (Tuesday), and is due in New York on Dec. 11.



# SET 9 ON NEW PAR BOARD

## Judge Cox Signs Order Permitting Trustees to Bring Plenary Suits Vs. Par Officers and Directors

Federal Judge Alfred C. Cox yesterday (Monday) signed an order authorizing the trustees of Paramount to bring plenary suit or suits against Par officials and directors in office in 1927, 1928, 1929 and 1930 for the purpose of recovering undetermined amounts as a result of 'unreasonable compensation' and stock participation. While petition of the trustees, Charles D. Hillis, Eugene W. Leake and Charles L. Richardson, does not indicate the amount the Par company in their opinion is entitled to recover, it is said that it may run close to \$5,000,000.

The proposed suits against a long list of officers and directors, many of whom are no longer associated with Paramount, contemplates forcing defendants to account for unreasonable compensation paid in the four years from 1927 to 1930, inclusive, and to account for the issuance and delivery of shares of Par stock under an employees' stock purchase plan, plus an accounting for any loss suffered by Par as result of dealing in its own common stock in 1929 and 1930.

The Par reorganization plan, now ready, includes provision for the institution and prosecution of the proposed suits of the trustees.

### Flock of Defendants

Suit to force individuals to account for their official conduct as directors of Par in connection with payment of compensation to executives during the years 1927 to 1930, inclusive, and to compel them to pay to Par or its creditors any unreasonable compensation under salaries drawn, is to be directed to the following:

Frank A. Bailey, Jules E. Brulatour, Goyer G. Dominick, Harold B. Franklin, Arthur S. Friend, Daniel Frohman, Felix E. Kahn, Gilbert W. Kahn, Sam Katz, Sidney R. Kent, Ralph A. Kohn, Jesse L. Lasky, Frederick G. Lee, Elck J. Ludvich, Maurice Newton, Maurice Wertheim, Theodore F. Whitmarsh, Sir William Wiseman, Hermann Wobber, Adolph Zukor, Eugene J. Zukor, Donald S. Stralem as executor of the will of Casimir L. Stralem; Eugene Zukor, Melville A. Shauer and Julia Shauer as executor of will of E. E. Shauer; and William E. English, Jr. as executor of the estate of William H. English. All of these were directors at one time (Continued on page 62)

## VAN RONKEL TALKS U. SHORT RELEASE

Hollywood, Dec. 3.

Sam Van Ronkel is negotiating with Universal to produce a series of two-reel comedies for distribution through U. exchanges. His product would take the place of the shorts made for that company during the past two years by Warren Doane.

Van Ronkel is a close friend of Carl Laemmle, Sr., and produced the Andy Gump shorts for U about 10 years ago.

### BRIDGEPORT'S P. T. PRIDE

Bridgeport, Conn., Dec. 3. The 'Mighty' 'Twentieth Century's' first of the new season, will be world-premiered in Bridgeport, where P. T. Barnum became first citizen and benefactor.

Pre-dating of showman's epic was suggested by the Bridgeport Herald and quickly taken up by U.A.

### PIAZZA BACK TO L. A.

New Orleans, Dec. 3.

Ben Piazza is driving back to the Coast after a fortnight here and in Vicksburg, Miss., where he visited his mother.

## Pathe's 89G Tax Refund

Washington, Dec. 3.

Tax credit of \$89,945 was awarded Pathe Exchange, Inc., New York, last week by Internal Revenue Bureau in accordance with overassessment ruling of the Board of Tax Appeals.

Amount was involved in company's assessment for 1924 and included \$6,511 in interest on a prior deficiency.

## NEW COMPLAINT BY TRI-E VS. PARAMOUNT

Suit of American Tri-Ergon against the trustees of Paramount carries with it a new bill of complaint, which, among other things, asks that all film in their control which violates patents of T-E be delivered to the court for destruction or impounding. Sound records allegedly infringing the Tri-Ergon Patents are also to be forked over. The suit, brought on permission of Judge Alfred C. Cox after an order to show cause why the trustees should not be sued, requires that the trustees make full and complete answer to the complaint, with trustees under the Judge Cox order to make such defense as they may be advised.

Original bill of complaint of T-E against Paramount as a corporation was filed Nov. 19, 1931. The new complaint cites the history of the case and that Par filed a disclaimer on Nov. 23, 1932, with respect to claims Nos. 6 and 7 of the letters patent issued to T-E, but that the courts held the patents as to these claims, among others, to be valid and infringed.

Tri-Ergon's complaint in the suit against the Par trustees charges that the trustees are in possession of positive prints infringing the T-E patents and plan continuing this in defiance of the T-E rights and license. Complaint says that the trustees have been notified of infringement and have disregarded such notice.

Kenyon & Kenyon are attorneys for Tri-Ergon. Trial of the suit, as with others brought by T-E, must await the decision of the U. S. Supreme court on a re-review of the patent decision below in favor of T-E.

## THEATRE OWNER'S ARSON CONVICTION

Oklahoma City, Dec. 3.

William Weaver, former Hugo, Okla., theatre owner, now a resident of Arkansas City, Kans., was convicted of second degree arson last week by a district court jury at Hugo, which assessed a one-year prison term.

Weaver was alleged to have employed Earl Cook, 19, Idabel, to burn the theatre of a competitor in May, 1933. Cook was a witness for the state.

### Goetz's Quickie Hop

Harry Goetz, head of Reliance Pictures, which distributes through United Artists, sailed Friday (30) for London.

He goes over to look into deals for story and talent for Reliance's 1935-36 season.

## PAR REORG PLAN PRESENTED MON.

New Board Certain to Set Up Operating Committee Comprising Nathanson, Richards, Hoblitzelle, Balaban and Lynch—Three More Board Members

### ZUKOR AT HELM

Henry R. Luce, editor of Time magazine, has been named to the new Paramount board. The Paramount reorganization plan, which was finally presented before Federal Judge Cox yesterday (Monday), carried the names of eight others who will serve on that board.

There is a possible newsreel connection with that Luce affiliation, but it may not have had anything to do with his nomination to the board. Luce as per his acceptance on the board was agreeable to all sides, although it is felt in some circles the stockholders' group was mostly instrumental in putting him on.

Others named, in order of their appearance in the prepared draft of the plan, are Gerald Brooks, Duncan G. Harris, Percy H. Johnson, Dr. Julius Klein, Charles A. McCulloch, Maurice Newton, Frank A. Vanderlip and Adolph Zukor.

It will be noticed that George Davidson is not on that list. Davidson is head of Central Hanover Bank. Johnson is president of Chemical Bank. Brooks and Newton are held to represent the stockholders' group. Vanderlip and Dr. Klein represent the debenture group. Zukor is the only management representative named as a permanent board member.

However, there are three others who will sit on the board temporarily, although not members in the plan. These are Austin Keough, Par general counsel; William Cokell, Par treasurer, and Max Howell, vice-president of Chemical Bank.

It is understood that these three have been named pro tem in order to comply with the condition of the reorganization plan, which states that the new Par company board will have no less than 12 directors nor more than 20.

Various interests including the management had been pushing the nomination of Barney Balaban as an operating representative on the board. The reorg groups, however, figured that to nominate him would be jeopardizing the independent character of the new board in that it would be putting the new board in that paradoxical position of having among its membership one with whom they may at any time, perhaps, negotiate a new operating contract on Balaban & Katz theatres. Additionally the reorg groups don't relish facing the question of having to favor one operator above all the remaining Par theatre operators or partners.

It is definitely concluded that (Continued on page 51)

## Metro Fights Breen Order to Purge 'Forsaking'; May Appeal To Hays Board for Purity Seal

### Kent Back Today

Sidney R. Kent, president of Fox Film, is scheduled to arrive today (Tuesday) from Europe.

Kent has been abroad six weeks, spending most of his time in London where he looked into an offer to buy Fox's stock holdings in Gaumont-British.

## WB STATEMENT UP; EXPECT NO B'D CHANGES

No changes are expected in the Warner Bros. company board setup at the annual stockholder meeting in Wilmington Dec. 10. Terms of five directors expire this year, but these probably will all be renewed for an additional term of two years, expiring in 1936. The five board members so concerned are Stanleigh P. Friedman, Sam E. Morris, Charles S. Guggenheimer, Morris Wolf and John P. Laffey.

Remaining six board members stand as is, namely, Waddill Catchings, Harry M. Warner, Major Albert Warner, Henry A. Ruckin, Jack L. Warner and Abel Cary Thomas.

The company reports a net loss of \$2,530,513 for the year ended Aug. 25, 1934. This compares with \$6,201,748 loss for the year ended Aug. 25, 1933.

The \$5,099,789 settlement received from Electrical Research Products, Inc., is reflected in the company's deficit account. Net income, after deducting \$18,160,209, representing amortization of film costs and studio property depreciation, but before providing for amortization and depreciation of properties other than studio, is \$3,668,528.

Company deficit is put at \$16,346,563. Cash on hand this year was \$4,664,137.62, as compared with \$2,831,123.56 last year.

On Sept. 4, 1934, company retired \$1,300,000 principal amount of its optional 6% convertible debentures. This was in fulfillment of the purchase fund requirement due Aug. 1, 1935. Additionally the company holds \$640,000 principal amount of such debentures.

Presently Warners operates 383 theatres. This is an official count and covers 21 states and about 200 cities and towns.

Hollywood, Dec. 3.

Metro and Joe Breen are in skirmish formation, the result of the latter's refusal to give a purity certificate to 'Forsaking All Others,' the recently completed Crawford-Gable-Montgomery picture.

After three reviews of the picture by Breen, and in one case by his whole Hays board of seven, the Hays exec refused to budge unless the studio makes suggested changes which would entail considerable cutting and retaking.

Metro has been given the choice of making the changes, appealing to the Hays office board of directors or leaving it on the shelf. Studio decision is still in the air, with Breen vashing his hands of the matter.

Incident is the first real opposition to Breen since he became industry censorship czar following the religious campaign. Metro, with outstanding trade reviews after the preview and with a reported \$700,000 tied up in the film, is threatening to fight tooth and nail to get the picture released as is and following conferences Saturday (1) was expected to make a decision whether or not to make an even stronger contest by appealing to the Hays board.

If the board is appealed to it will be the first time that this procedure has been taken since the stringent regulations went into effect.

## WB WRITE-OFF 100% IN 30 WKS.

Warner Bros. films are now written off 100% at the end of 30 weeks, whereas formerly Warners used a 52-week basis of write-off. At the end of 30 weeks, under the former scale, only 92% of the positive print cost was written off.

The revised schedule follows: Thirteen weeks after release, 74%; 26 weeks after release, 96%; 30 weeks after release, 100%.

The old schedule was: 13 weeks after release, 84%; 26 weeks after release, 90%; 30 weeks after release, 92%; 33 weeks after release, 96%; 52 weeks after release, 100%.

## Cohns in Coast Huddle On New Picture Lineup

Hollywood, Dec. 3.

Jack Cohn, vice-president of Columbia, is here for a two weeks' confab with Harry Cohn on the company's future production schedule.

Jack Cohn came west for the conferences in view of Harry Cohn's inability to go to New York as scheduled, due to a current crowded production slate.

### Singer Hauls East

Hollywood, Dec. 3.

Mort Singer pulls out tomorrow (Tuesday) for Chicago, after coming here to spend Thanksgiving with his family.

RKO Midwest affiliate operator plans to return here for the Christmas holidays.

### Weeks in New York

George W. Weeks, Gaumont-British sales chief, has been back to New York yesterday (Monday) after a four week coast to coast tour.

Weeks organized the G-B national sales staff on his trip.

## Reviving Lewis J. Selznick Prods., Dave and Myron Heading Indie Co.

Lewis J. Selznick Productions will make its bow shortly after Jan. 1 as a memorial to the producer following withdrawal of his son, David O., from Metro.

Plan is for David and his brother, Myron Selznick to actively operate the concern, which will start off with a limited picture schedule. Myron would practically give up his activities in the Selznick-Joyce agency for production as well as heavily finances. Reports from Coast are, in effect, that he may pull out of agency business altogether through possible sale of interests to

Frank Joyce and Leland Hayward, the S-J agency's New York rep.

Los Angeles, Dec. 3.

Suit to recover judgment for \$36,326 against the estate of Lewis J. Selznick has been brought against Myron Selznick, as executor, by Mary Wink, acting in behalf of the estate of Hyman Wink.

Judgment claimed as basis of the suit was given in New York and affirmed in Los Angeles. Complaint states that Myron Selznick has neither allowed nor refuted the claim.

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# KILL CHIEF FILM SYSTEM

## Rosy's Olive Twig Poison Ivy To Embattled Talent-Producers

Hollywood, Dec. 3.

Sol A. Rosenblatt has reservations to fly back to Washington tomorrow (Tuesday), having drawn a duck egg in trying to bring about peace between writers-producers and actors-producers and save the two 5-6 code committees from going on the rocks.

Rosenblatt, noncommittal as to his activities since arriving here (the result of a hurry-up message from the Screen Actors and Screen Writers guilds to try save the ship), is known to be bitterly disappointed in his failure to create successful mediation.

Following several days of confabs with key men on both the talent and producers' sides, it seems evident now that the code, so far as relationships between producers and talent and agents are concerned, is headed for a complete brodie.

While fighting to save the two 5-6 committees and seeking to get the two sides to resume parleying, Rosenblatt, from the outset of his visit here, admitted that he has little concern in trying to get a revamped agency code of ethics and fair practice into the code.

### Agents Outside the Pale

On the eve of his leaving Washington he tossed out the proposed code drawn up by the Agency Committee on legal points. Government viewpoint now is that as the agents are not actually a part of the industry, the 1935's have no place in the film code outside the clauses touching agency relationship with studios now standing in the originally accepted pact.

So far as the writer and actor 5-6 committees are concerned, producers' attitude is that they have gone as far as they can in the sessions to date and that to reopen negotiations would be useless.

Stand of the studio heads is that both groups, particularly actors, have made impossible demands and that the issues the employees want written into the code have no place in the Government document.

It was the failure of the producers and actors to agree in the 5-6 conferences on these points which brought about the Screen Actors Guild tie-in with Equity and the resultant opening of the way for the Hollywood actors to get an A.A.A.A. charter in the A. P. L.

### Get Nowhere Fast

Writer 5-6 sessions did not officially reach the impasse that the actor negotiations did, but have nevertheless been deadlocked, and no meetings called for the last four weeks.

Rosenblatt found a desire on the part of talent to reopen the code negotiations but flopped through the attitude of the producers, who seem to have taken the stand that as the actors want to Equity and that as writers are also standing pat, they would be in the middle in agreeing to make concessions.

## Zoners to Define Opposish in Bank Night Hearings

Los Angeles, Dec. 3.

In an attempt to decide the merits of four bank night complaints, along lines suggested by the Code Authority, local film grievance board has subpoenaed the personnel of the L. A. zoning-clearance tribunal to give testimony as to the degree of opposition existing between the theatres involved.

Rehearing of the cases has been put over until tomorrow (4), with respondents in each instance preparing to refute any testimony that may be introduced classifying their houses as in direct competition with those of the complainants.

## Palmer's Point

Attorney Archibald Palmer, representing indie bondholders, was granted permission by Federal Circuit Judge Manton, yesterday (Monday) to appeal from the latter's previous order denying Palmer the right under Sec. 21A of the new Corporate Bankruptcy Act to examine officers and bankers in the Fox Metropolitan theatre reorganization picture.

Palmer is to go before the Court tomorrow (Wednesday) to ask for an early hearing on his appeal.

## PAR WASHING UP STILL MORE CLAIMS

While a Paramount reorganization plan is being brought forward for what it is hoped will be early adoption, attorneys for the Par trustees are hurriedly disposing of claims against the bankrupt estate in an effort to reduce them materially before a new Paramount is ready to start operation. Some claims may hang over for some time after that, with the plan predicated on consideration of this.

For the most part right now the trustees are attacking claims, with successful progress being made in getting a representative number expunged, which therefore will not be entitled to creditor returns on a reorganization.

Numerous of the Root, Clark, Bukner & Halliwell attorneys are at work on the claims, with objections during the past week having come in bunches. Among claims disallowed are several for taxes filed as being due from Paramount.

Among the larger claims washed out are: Manufacturers Trust Co., N. Y., \$92,417; Median Theatres Ltd., \$32,370; Electrical Products Corp. of California, \$2,609.

A claim of Florida Enterprises for \$19,004 is to be objected to this week. This is under an alleged agreement of guaranty for payments under an indenture of lease on the Heux Arts theatre and building, Palm Beach, Fla. Claim is for unpaid rents and interest.

### LAWYER STUFF

Jurisdiction Question Keeps Complaint Unsettled

Denver, Dec. 3.

Bank night case of the El Morro theatre at Gallup, N. M., owned by Funk & Nagle, against the Cairo, owned by the R. E. Griffith Theatre corporation, was postponed by the Denver grievance board when it was stated by exchange managers that the Cairo would get its films out of Dallas after Dec. 2. This case was decided against the Cairo by the Los Angeles grievance board, but the Cairo refused to obey the mandate, claiming only Denver had jurisdiction, since that was where they received their service. The El Morro is serviced out of L. A.

Since the L. A. order the Griffith claim have closed their offices and moved to Dallas, where the case will be heard, providing Funk & Nagle don't get disgusted with the proceedings or if the Griffith company don't request a change to Oklahoma City, which used to be its headquarters.

### CARPENTER AT METRO

Hollywood, Dec. 2.

Edward Childs Carpenter has arrived here from New York today under a Metro writing contract. He reported to the Bernie Hyman unit for assignment.

## CITY CLEAR OF PIX REGULATION

Chi Board Refuses to Revise Setup to Meet New York Approval — Prefers No System Rather Than Competitive Zoning

### EXCHANGES SIT TIGHT

Chicago, Dec. 3.

Chicago territory is today without a zoning and clearance schedule, and the entire releasing system which the local filmites spent years in building up is kicked into the alley. Town is now entirely wide open without regulation at all on prices, releasing set up or clearance. Special meeting was called last week to consider the rejection of the local clearance and zoning setup by the New York code authority. Code board here voted unanimously to accept the rejection and not change the setup to conform with the general scheme outlined by the New York chiefs.

Which means that there is no clearance schedule for the season of 1934-35, but the local board promised to have a zoning system set up by Jan. 1 to take care of the 1935-36 season.

With the passage of these two resolutions the city is thrown open to the individual exchanges and exhibits for them to make any deals they care without restraint by a local code setup.

Two problems now confront the local filmites: those are the question of 10 cent houses which are still barred in Chicago and the zoning setup for next season. In the matter of 10 cent houses the only course is for the exhibs wanting 10 cent admissions to ask for a right from the local code board. And there is no question that the local board will reject the request. Exhib can then go to the New York appeal board and it is again certain that the code appeal will rule that 10 cent houses be given product and will likely set a spot for the dime houses at about the 42nd week of release, which will be okay with everybody. Those who will squawk will be those exhibs which have contracts from exchanges which state that their product will not go to 10 cent theatres. This is another matter and may be killed since the New York code authority expressly states that price must be used as a buying or selling weapon and that admission price must not govern the protection.

That is the whole crux of the rejection of the local setup by New York. The eastern moguls want Chicago filmites to zone the city into competing districts, so that

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## Tax Decision Requires Installations Be Carried as Capital Improvement And Not Charged Against Income

### 'One Nighter' for Raft

Hollywood, Dec. 3.

On completion of 'Rumba' at Paramount in two weeks, studio immediately puts George Raft into the lead of 'One-Night Stand'.

'Stand' will have Ben Bernie's orchestra, with only other cast name set as yet, Lloyd Nolan.

Washington, Dec. 3.

Cost of installation of sound film equipment in motion picture houses must be carried as a capital improvement and not charged against income as an operating expense, the Board of Tax Appeals ruled last week in the first case involving a point of this description.

Principle was established in contest over asserted deficiencies in tax returns of the Century Circuit which sought to write off as normal operating expense the outlay for transportation and installation of projection machines and reproducing apparatus in the houses of three affiliated circuits.

As a result of the Century controversy, the Board set a precedent requiring that exhibitors amortize over a period of years the installation charges, but allowed theatre owners to deduct as operating expense the service charges paid to makers of the equipment.

Century, representing 14 separate corporations, deducted \$55,705 in 1929 return and \$127,261 in 1930 statement for cost of installing equipment in houses of the Gramophone Operating Co., P.M.A. Operating Co. and Long Island Operating Co. The deductions were disallowed by the Internal Revenue Bureau, which contended the outlay should be spread over a five-year period and amortized at the rate of 20 per cent a year. Board upheld Bureau's view.

Ordering a redetermination of the corporation's liability, the Board decided that allowances of \$27,333 and \$40,546 should be made in each of the two years for amortization of the charges of the three circuits and that \$20,213 and \$21,750, respectively, should be deducted as operating expense. Materially cuts down amount of profit written off and boosts holding company net income and tax liability.

Revenue Bureau had put ok. on 20 per cent per annum amortization, but Appeals Board suggested that spread should be over 10-year period, since contract ran for this length of time. Decision said basis of Bureau's decision was not clear.

### Not in One Year

Holding, however, that there was no error in government's contention that installation cost cannot be written off in a single year, the Board stated that 'Considering the contracts in their entirety, it appears that under them the petitioner acquired a license the cost of which may be said to be the amount expended in installation of the equipment. It was licensed to use.' Then upheld bureau stand that service charges may be deducted each year as operating expense.

Passing on second point involving carry-over of losses, board said circuit deficit in 1927 and 1928 could be applied to 1929 and 1930 profits. Corporation reported a 29 loss of \$35,137 after deducting previous red-ink figures and income of \$31,915 in '30.

## Fox Lenser to Argentine For Background Locale

Hollywood, Dec. 3.

Bert Glennon, Fox cameraman, is flying to South America for a seven-week tour during which he will film background material for two Fox pictures, having Argentina locales.

Background stuff is for 'Adios Argentina', musical, to be produced by Lou Brock, and 'Under the Pampas Moon', to be produced by Al Rock, et al., starring Warner Baxter.

Studio filming of the pictures is set for some time in February.

## Z-C STATUS QUO DEPENDS ON K. C. TEST

From the expected reopening of the code to a price war in Kansas City, not to mention the anti-trust bugaboo, all kinds of alibis are at hand to further delay any definition of zoning and clearance. That price scale war in K.C. is a natural alibi. It runs ahead even to the expected reopening of the code.

That Sol Rosenblatt was figuring on reopening of the code had been known and talked about by certain code board members for months. It was no secret even to the trade at large.

However, it was impossible any way for the C.A. to make a decision on the K.C. zoning schedule at the C.A.'s last session on Tuesday (27) because it's known that at least two members of the C.A. board did not attend that session.

The C.A. meets again on Thursday (6). The Kansas City thing probably will come up again on that date, but that's about all. If the K.C. matter had not been labeled as the precedent on zoning and clearance, the situation wouldn't seem so striking.

### P.A.'s Open 'n' Shut

A. M. P. A., picture press agents' organization, has revamped its open door policy in force during President W. R. Ferguson's regime and will hereafter alternate open meetings with closed meetings instead of holding all open meetings as heretofore.

Idea to give publicists a chance to discuss serious business once in a while.

## Tough Internal Revenue Tax Ruling May Slap Curb on Cut-Rating Evils

Exhibitors throughout the country are in arms over the ruling of the Internal Revenue Department that tax collections on tickets are to be based on the advertised price regardless of whether they are sold at cut rates, on the two-for-one policy, or in some other manner.

The ruling strikes hard at both the legit theatres and the exhibitor—for the film showman it makes the two-for-one and giveaway gag a virtually worthless proposition.

That the tax order will tend toward discouraging cut-rating by exhibitors, by whatever means it is accomplished, is prophesied in Hays' and other industry quarters. The two-for-one stunt has been widely denounced by major leaders as well

as independent exhibitors who deprecate the various means of 'underselling' practiced in competition against them. Price ranges, according to zoning and clearance schedules, have been frequently violated by cut-rating on admissions, meaning unfair competition to exhibitors who stick strictly to the admissions as set up by them, and in accordance with which they are zoned.

No estimate is made of what the new tax ruling will mean in dollars to the industry, heretofore not going to the Government, but reported there is considerable consternation in exhibitor ranks throughout the nation as result of the revenue department's stand.

# Tram Strike No Bar to High Grosses in L. A.; 'Widow' Duals For Nice \$31,000; 'Flirtation' Hot

Los Angeles, Dec. 3. Current week, despite local street car strike, in a grumpy season for the first run group of houses. Chinese, for the first time in the grind class coupled with Loew's State, showed a tremendous spurt in trade with opening of 'Merry Widow' and 'Should Go into the 100% profit class on the week, with take at the State on the session scheduled to hit \$10,000 below it. Paramount is also in for good going with 'It's a Gift'.

Tuesday Day and the school holiday were most helpful to 'Flirtation Walk' at the Hollywood and RKO. Yesterday's picture had a \$2 premiere at the former house and is headed for a two-week stay in both.

Pantages hopped into the limelight for the first time in a year with 'Imitation of Life'; which, for its initial week, is exceeding the record business done in the house by 'Omni'. Yesterday's picture was also directed by John M. Stahl. Pic is slated for three weeks.

United Artists and Four Star are lining their best business with the new policy with 'Chu Chin Chow' while Criterion also stepping way up with 'College Rhythm', to best business house has had since 'One Night of Love'.

**Estimates for This Week**  
Chinese (Grauman) (2,028; 30-40-65)—'Merry Widow' (MG). Started off at whirlwind pace with new grind policy, getting close to \$10,000 on the week. Last week 'We Live Again' (UA) skidded away below expectations, winding up with \$8,000.

Criterion (Partmar) (1,600; 30-40-55)—'College Rhythm' (Par) and stage show. Trade has perked way up and will tune off with around \$4,700. Last week 'Ready for Love' (Par) though not hot, better than figured, \$2,300.

Downtown (WB) (1,800; 25-30-40)—'Gentlemen Are Born' (WB) and vaude. Week-end holidays very helpful here; combo policy will head house for easy \$7,000. Last week 'Jealousy' (Col) was calculated, an even \$4,000, which is not so forte.

Four Star (Fox) (900; 30-55)—'Chu Chin Chow' (G-B). With three shows a day policy in nabe section, will do oke on a \$3,000 take. Last week, six day session 'Outcast Lady' (MG) had a hard time to hit an even \$2,400.

Hollywood (WB) (2,750; 25-35-40-55)—'Flirtation' (FN). With a \$400 premiere at \$2,200, picture is near start which will bring first eight-day take to around \$13,000, healthy. Stays second week. Last week, St. Louis Kid (WB) also a session with \$4,500, which is disappointing for a Cagney opus.

Los Angeles (Wm. Fox) (2,800; 25-35)—'Tomorrow's Youth' (Mono) and 'Exciting Adventure' (U). With heavy downtown shopping and bargain hunting, doing a fine trade, \$3,500. Last week 'Successful Failure' (MG) and 'Good for Girls' (Liberty) came through with profit for house, at \$4,400.

Orpheum (Rdwy) (2,270; 15-25-35)—'Sell Your Soul' (Good) and vaude. With Three Stooges in picture and on stage, trade hopped to what will be an easy \$6,800, great week. 'Flirtation Walk' (WB) (Mono) and 'Hawling Dog' (WB) just so-so at \$4,800.

Pantages (Pan) (2,700; 25-40)—'Imitation of Life' (U). With a mid \$2 premiere of around \$1,500, picture at regular scale caught on heavily and will get house record for regular grind by doing around \$12,000. Last week 'Gridiron Flash' (Radio) and 'Til Pix It' (Col) just a tough grind to hit \$1,700.

Paramount (Partmar) (3,595; 30-40-55)—'It's a Gift' (Par) and stage show. With fairly good holiday and week-end trade this one headed for around \$13,000, which is okay for a Fields picture. Last week, second of 'College Rhythm' (Par). Penner's name helped it to a miraculous second week of \$14,600.

RKO (2,950; 25-40)—'Flirtation Walk' (WB) (Good) and vaude. Will tune off with around \$10,500. Holds over. Last week, 'St. Louis Kid' (WB), came through with better than predicted with \$4,500 which is, however, a loss.

State (Loew-Fox) (2,024; 30-40-55)—'Merry Widow' (MG). Though it ran \$700 behind Chinese on opening day, trade picked up and it will come home with close to \$15,000, which is good biz for house under current policy. Moves into the United Artists Thursday (6), when day and date policy with Fox Star ends. 'Latter will get 'Here Is My Heart' (Par). Last week 'Live Again' (UA) slipped on final days of week, but with an \$8,800 take, even break for house.

United Artists (Fox-UA) (2,100; 35-40-65)—'Chu Chin Chow' (G-B). With three shows a day policy in nabe section, will do oke on a \$3,000 take. Last week, six day session 'Outcast Lady' (MG) had a hard time to hit an even \$2,400.

## NEW ORLEANS OK

Garbo, 'Green Gables' and 'Flirtation Walk' \$9,000 Each

New Orleans, Dec. 3. Three major spots battling for supremacy currently. Loew's State has Garbo in 'Painted Veil'; Saenger sponsors 'Flirtation Walk'; and Orpheum 'Merry Widow'. Each looks around nice \$9,000.

(Garbo's star setting hereabouts, natives not failing much for State's exploitation on star.

**Estimates for This Week**  
Saenger (3,568; 40)—'Flirtation Walk' (WB). Dick Powell popular, and \$9,000 will be good. Last week 'College Rhythm' (Par) got \$12,000, splendiferous.

Loew's State (3,218; 40)—'Painted Veil' (MG). Garbo not so magnetic, box-office speaking, and \$9,000 will be profitable. Last week 'Gay Bride' got \$4,700.

Orpheum (2,400; 35)—'Anne of Green Gables' (Radio). Surprisingly excellent draw at \$9,000. Last week 'Night of Love' (Col), in second week drew near \$7,800.

St. Charles (2,200; 25)—'Defense Rests' (Col). Doing well here for extent of \$2,500.

Tudor (2,200; 25)—'College Rhythm' (Par). Second-weeking after stay at Saenger and getting fine \$2,500. 'Hell in Heaven' (Fox) grossed week \$1,500 last week.

## OMAHA HAHA; 'GABLES' \$6,500

Holiday openings at all downtown houses sent them off to flourishing weeks. Par was picked all turkey day after a week-end midweek Wednesday, indicating it will come in well over \$9,000 on 'College Rhythm'. This is the best gross house in Omaha since its reopening two months ago.

Orpheum likewise started heavy and is figuring to build. Opening moved up a day on 'Imitation of Life', which gives it an eight day run, house going back to Friday openings after this one. Extra day it up around \$9,000. Brandeis, too, has an extra day on 'Anne of Green Gables', and eight day run should easily hit \$6,500 after big late opening opening day. This one can beat an extra midweek show before opening day helped. Last week, 'The Painted Veil' (MG) was barely average, and disappointing. Too classy or something; \$7,250, just fair.

**Estimates for This Week**  
Par (Hank) (2,765; 25-40)—'College Rhythm' (Par). Most cheerful pic the house has had this fall. Rhythm of the box office keys plenty gratifying, to tune of over \$9,000. In a second midweek show before opening day helped. Last week, 'The Painted Veil' (MG) was barely average, and disappointing. Too classy or something; \$7,250, just fair.

Brandeis (Singer) (1,200; 20-25-35)—'Green Gables' (Radio) and 'La Cucaracha' short. In for at least eight days and possibilities of a holdover. Started near record proportions, and extra day should make \$6,500 not too hard. Last week, 'Happiest Rhythm' (MG) and 'By Your Leave' (Radio) was satisfying, though not much more. No complaints at \$4,700.

Orpheum (Hank) (2,976; 25-40)—'Imitation Life' (U) with a double partner in 'I Am a Thief' (WB). First pic plenty dramatic and expected to build through week eight days. Around \$9,000, grand. Last week, 'White Parade' (Fox) and 'Curtain Falls' (Ches) on dual, good, but only six days cut it down to \$7,000.

World (Blanks) (2,100; 25-35)—'Wagon Wheels' (Par) and 'Outcast Lady' (MG) doubled. Started out for a heavy second of around \$6,000. This house's opening day total with that of other two Blank houses made one of biggest single days company has had here. Last week, 'Every Woman Knows' (MG) and 'No Ransom' (Liberty) on twin bill just average, \$4,000.

(G-B). Splitting pit with another house on day-and-date no help for this one, which will do \$6,500 to get \$3,200. Last week 'Outcast Lady' (MG). Pretty tough going to win up with an even \$2,000, for a Connie Bennett opus.

## 1st Runs on Broadway (Subject to Change)

Week of Dec. 7  
Capitol—'Painted Veil' (MG).  
Mayfair—'Gambling' Par (4).  
Music Hall—'Music in the Air' (Fox) (6).  
Paramount—'Timehouse Blues' (Par).  
Rialto—'Captain Hates the Sea' (Col) (2d wk).  
Rivoli—'Don Juan' (UA) (8).  
Roxy—'Imitation of Life' (U) (3d wk).  
Strand—'Flirtation Walk' (WB) (2d wk).

Week of Dec. 14  
Capitol—'Painted Veil' (MG) (2d wk).  
Mayfair—'Hell in the Heavens' (Fox) (11).  
Music Hall—'Evergreen' (GB) (13).  
Paramount—'Behold My Wife' (Par).  
Rialto—'Murder in the Clouds' (WB) (11).  
Rivoli—'Don Juan' (UA) (2d wk).  
Roxy—'Wednesday's Child' (Radio).  
Strand—'Flirtation Walk' (WB) (3d wk).

## 'GABLES' HOTCHA 17G'S; 'WALK' \$18,500, FRISCO

San Francisco, Dec. 3. With football out of the way, and good pictures on the local screens, biz here looks very good. Maybe will stay that way until Christmas week.

Warfield with 'Flirtation Walk', Golden Gate with 'Green Gables' and Orpheum with 'Imitation of Life' are tops this week. W.C. Fields pic, 'Paramount' is also in the money.

**Estimates for This Week**  
Fox (Leo) (5,000; 30-35-40)—'I Sell Anything' (FN) and 'Menace' (Par) ought to be well off with \$7,500. Last week '68 Nights' (Fox) and 'Defense Rests' (Col) okeh with \$7,800.

Golden Gate (RKO) (2,844; 30-35-40)—'Green Gables' (Radio) with vaude doing big; \$17,000 in sight. Last week 'Chu Chin Chow' (RKO) and vaude in good shape at \$13,800.

Orpheum (F&M) (2,440; 30-35-40)—'Imitation Life' (U) hitting the high spots at around eleven grand. Last week 'Bachelor Bait' (Radio) and 'Redhead' (Mono) dismal at \$4,300.

Paramount (F&M) (2,400; 30-35-40)—'It's a Gift' (Par) and 'Gay Bride' (MG) are good at about same figure for 'Pursuit of Happiness' (Par) and 'Babbitt' (WB).

St. Francis (F&M) (1,446; 30-35-40)—'Evelyn Prentice' (MG), moved from Warfield, looks to pick up nice \$3,000. Last week (2d) 'White Parade' (Fox) all right at \$6,100.

United Artists (UA) (1,200; 30-40-55)—'Kid Millions' (UA) (2d wk) doing all right at \$2,000. Last week better than \$12,000.

Warfield (F&M) (2,639; 35-40-65)—'Flirtation Walk' (WB) and seven shows a week, \$18,500 in sight of \$18,000. Last week 'Evelyn Prentice' (MG) and stage show excellent at \$22,500.

## 'Painted Veil' \$10,000; 'Music' \$20,000; 'Kentucky Kernels' \$22,000, Philly

Philadelphia, Dec. 3. Fox, which switched films last Thursday, and did a good biz of \$18,000, isn't hitting such a fast pace now. Pix is 'Music in the Air', which received corking notices. About \$20,000 forecast for seven shows. Around \$9,000, and what management expected from first day's trade.

Greta Garbo's 'Painted Veil' doesn't look at all exciting at the Boyd with indications pointing to a pic \$11,000. Equally uninspiring biz is indicated in the smaller and second-run houses. The Stanton has the 'Singing War' picture and, as was to be expected, is getting no feminine trade at all. \$4,200 will probably be tops. The Merry Widow, in a second-run showing at the Boyd should get around \$3,500—average.

**Estimates for This Week**  
Aldine (2,200; 35-40-55)—'Kid Millions' (UA). Best biz town. Ought to get \$7,000 or \$8,000 this week after last week's strong \$13,000.

Acadia (600; 25-35-40)—'Lady Is Willing' (Fox). First run for a change and ought to do well. \$2,200 expected. Last week 'What Every Woman Knows' (MG). A very

## Gala Week in Boston; 'Flirtation' Wham \$45,000; Garbo Socko \$20,000; But 'Green Gables' Way Off, \$14,500

### Six Shooters Silenced

Hollywood, Dec. 3. With the completion of 'Vanishing Pioneer', Paramount's schedule of six western features is complete for the season.

New series for next year's program will start some time in March.

## INDIANAPOLIS, 'FLIRTATION' \$11,500

Indianapolis, Dec. 3. In a week loaded with heavy competition among the downtowners, the sensation of the week is 'Flirtation Walk' which is racing to a smacking gross of \$11,500 at the big Indiana. Musical seems to have box office 'it' in this town because it's out-running 'Kid Millions' at a figure of \$8,800 at Loew's Palace.

This high-powered struggle is leaving 'White Parade' trailing slowly at the Apollo with \$3,400 while the 'Lucky slips badly to a \$4,750 take with 'I Am a Thief' and six acts of vaude.

The Mills Bros. are helping 'It's a Gift' at the Circle.

**Estimates for This Week**  
Apollo (Fourth Ave) (1,100; 25-40)—'White Parade' (Fox). Joined the other downtown houses in opening the week's run a day early on Thanksgiving Day, but still the gross won't go on a mid \$3,400. Last week 'Chir of Amblerlost' (Mono) finished an 8-day run to a fair \$5,900 which was under predictions.

Katz-Feld (2,600; 25-40)—'It's a Gift' (Par) and Mills Bros. Good gross of \$9,250. Last week 'College Rhythm' (Par) as a hold-over from the Indiana did a satisfactory \$5,000.

Indiana (Katz-Feld) (3,100; 25-40)—'Flirtation Walk' (FN). This is out-grossing any straight picture to play this house or the town this year. Looks like a sure thing for a second week with a gross of \$11,500, smashing. Last week 'Imitation of Life' (U) was scrummy at \$5,500.

Lyric (Olson) (2,000; 25-30-40)—'I Am a Thief' (FN) and vaude. Store continues its recent decline from town's acre grosser by dropping to a very droopy \$4,750. Last week 'Gentlemen Are Born' (FN) and vaude was very thin at \$2,000.

Palace (Loew's) (2,800; 25-40)—'Kid Millions' (UA). Gross still can be classed as good at \$8,500. Last week 'Kintaro' (MG) showed a box office gain for Garbo over past films by the awing Swede and the take was scrumptious at \$9,100.

Boston, Dec. 3. Boston showmen are in the throes of a gala week touched off by flash openings on and after the holiday. Not only is biz outstanding, but mammoth newspaper campaigns preceding were also features of the current boom.

Keith's Memorial made the biggest splash in the ad puddle with plenty of noise about 'Anne of Green Gables' but big disappointment. Garbo at the State was given next heaviest send-off and reaping a healthy harvest at the box.

At the Paramount and Fenway 'Peck Bad Boy' and 'It's a Gift' were also heavily plugged and are doing appropriate biz. 'Captain Hates the Sea' at Keith-Boston not campaigned more than usual, but turning in a surprise gross.

Hub's leading draw is 'Flirtation Walk', plus stage show, at Metropolitan, although not conspicuously hyped in comparison with other houses.

**Estimates for This Week**  
Fenway (M&P) (1,500; 25-30-40-50)—'Peck Bad Boy' (Fox) doubling with 'It's a Gift' (Par), doing a bullish \$6,000. Holiday (3d) opening gave it a best send-off. 'Chu Chin Chow' (GB) and 'Ready for Love' (Par) were outstanding last week, \$5,300. Sock ad campaign chomped \$1,000.

Keith-Boston (RKO) (3,300; 25-40-50-55)—'Captain Hates' (Col) and vaude packing 'em in for an extra good \$24,000. 'Lady By Choice' (Col) and vaude rang up a nifty \$13,800 last week.

Keith's Memorial (RKO) (2,900; 25-40-55)—'Green Gables' (Radio) plugging along to medium \$14,500. Sock holiday openings made it look as if 'Anne' wouldn't live here more than three or four days, but week-end pick-up will keep it in for balance of stanza. Biggest newspaper campaign in months on pic, too, with half-price broadsides. Last week 'White Parade' (Fox) good \$17,000, but slightly under expectations.

Met (M&P) (4,500; 25-50-65)—'Flirtation' (FN) and unit gallop toward socko \$45,000, best in weeks. Leading the town by big margin. 'College Rhythm' (Par) and unit tucked away a handsome \$35,000 last week.

Orpheum (Loew) (3,000; 25-40-55)—'Live Again' (UA) and vaude headed for 'lucky-walk' \$14,000. 'Merry Widow' (MG) and vaude bent back to \$12,000 last week.

Paramount (M&P) (1,800; 25-35-50)—'It's a Gift' (Par) and 'Peck's Boy' (Fox) a wham \$8,800. Heavily campaigned in newspapers. 'Chow' (GB) and 'Ready for Love' (Par) for previous week \$9,000, best in a long time.

Seollay (M&P) (2,700; 25-35-50)—'Lucky Slips' (Par) and 7 d. probably \$7,200, oke. 'Divorcee' (Radio) and vaude with stiff day-and-date opposish last week garnered a surprise \$7,500, holiday aiding and abetting.

State (Loew) (3,600; 30-40-55)—'Garbo's Veil' (MG) sponsored by splash campaign bringing in a pulse-quick \$20,000 last week. 'Case of the Howling Dog' (WB) (UA) a healthy average \$15,000 last week.

## 'RHYTHM' WALK' LEAD

Denver Wintry Grosses Fair—'Prentice', \$6,000

Denver, Dec. 3. Wintry weather prevails here. Last week none of the houses went above average.

**Estimates for This Week**  
Aladdin (Huffman) (1,800; 25-35-50)—'Great Expectations' (U) and 'Firebird' (W.A.). Split will take \$1,500. 'Firebird' will stay three days of next week also. Last week 'There's Always Tomorrow' (U) did under average, \$2,000.

Danham (Cooper) (1,600; 25-35-50)—'College Rhythm' (Par). Big stunt for \$20,000. Last week 'Richest Girl in the World' (Radio) \$3,000.

Denver (Huffman) (2,500; 25-35-50)—'Flirtation Walk' (FN). Headed for bristling \$11,000. Last week 'We Live Again' (UA) closed with only \$4,500. Very poor.

Karlton (1,000; 25-30-40)—'Merry Widow' (MG). Second run and fairly good \$3,500 forecast. Last week 'Gay Divorcee' (Radio) \$3,500, too.

Stanley (2,700; 35-40-65)—'Flirtation Walk' (WB). Under hoped-for pace \$12,500—maybe. Last week, 'St. Louis Kid' (WB). Pretty and \$11,000.

Stanton (1,700; 35-40-55)—'First World War' (GB). Dismal \$4,200 expected. Last week 'Gentlemen Are Born' (FN). So-so \$6,500.



# Flirtation Walk' Zippy at \$18,000; 'Green Gables,' \$26,000, 9 Days, Big; Chicago Better; Oriental, \$25,000

Chicago, Dec. 3. Starting out in fine style on the big holiday week-end this session gets off to an advantage that should carry it to generally bettered gross all down the line.

Oriental is particularly okay currently on the booking of the new B. Marcus show, labeled 'Continentale Revue.' Plenty of femme display in the ads and French words which the general public doesn't understand completely but understand enough to get the general inference of such words as 'orgiastic' and 'nudite.'

Palace is doing a nine-day run for 'Anne of Green Gables.' Originally scheduled to open on Thanksgiving Day the picture went in hurriedly on Wednesday (28) when 'Kentucky Kernels' folded sharply. Will stick until this Friday and to a good enough take.

McVickers theatre returns to the loop competition tomorrow (4) under the Jones, Linick & Schaefer operation. Will use indie product for the start plus the World's Fair Shakespeare players for stage attraction.

**Estimates for This Week**  
Apollo (B&K) (1,200; 35-55-65)—'What Every Woman Knows' (MG) (2d week). First time in many weeks that a picture here has managed to stick for more than seven days. Will manage \$14,000 okay currently after good \$7,100 last week.

Chicago (B&K) (3,940; 35-55-75)—'Limehouse Nights' (Fox) (2d week). Buddy Rogers' wand on stage. Weakish picture not helping things currently and pace slows down to \$23,000, pretty wobbly. Last week Leo Vinton (radio) in 'College Rhythm' (Par) lifted take to \$38,800, profitable.

Garwick (B&K) (900; 25-35-55)—'College Rhythm' (Par). Currently about \$5,000. One night of 'Love' (Col) turned in winning \$4,100 last week.

McVicker's (Jones) (2,200; 25-35-60)—'Jane Eyre' (Mono) plus Shakespearean tabs and a little more. Reopens tomorrow (4) under Aaron Jones' operation.

Oriental (B&K) (3,200; 35-55-40)—'485 Nights in Hollywood' (Fox) (2d week). Continents have no stage. No question that it's the A. B. Marcus unit that accounts for a remarkable upshot of box office pace currently. Indicated \$25,000, very good. Last week fine and Johnson unit on stage pushing 'em up to wallowing \$22,300 with 'Student Tutor' (MG) as picture.

Palace (Radio) (2,000; 35-55-65)—'Anne of Green Gables' (Radio) and vaude. Went in ahead of time on Wednesday (28). Started slowly but building steadily. One night finish with fine \$26,000 for the nine-day stay. 'Kentucky Kernels' (Radio) stayed only five days, being yanked at \$10,600, meagre.

State-Lake (Jones) (1,500; 25-35-45-65)—'Flirtation Walk' (WB). Only newcomer to the list of long-run product in the loop. Got away fast and will finish its initial session to good \$18,000. 'Merry Widow' (MG) completed its third week to \$32,000, fine.

United Artists (B&K-UA) (1,700; 35-45-65)—'Wa Live Again' (UA) (2d week). Turner in fine \$20,000 on first session and will stick above \$14,000 currently, excellent. 'Kid Millions' (UA) to replace later this week.

## PRENTICE' \$19,000; BUFFALO IS STRONG

Buffalo, Dec. 3. Everything okay on the box office fringe line for the current period. Indications are for peak business at the Buffalo and Lakes with the other houses holding up well.

**Estimates for This Week**  
Buffalo (Shea) (4,000; 30-40-65)—'Evelyn Prentice' (MG) and colored band. Looks like over \$19,000. Last week 'College Rhythm' (Par) and Jimmie Savo in person. Fine holiday show, Save sharing the credit. Built to a fine climax at over \$20,000.

Hipp (Shea) (2,400; 25-40)—'Green Gables' (Radio). Plenty of advertising for this one with an indicated gross of around \$7,500. Last week 'Flirtation Walk' (FN), nearly \$10,500.

Great Lakes (Shea) (3,400; 25-40)—'Kid Millions' (UA). Cantor always a draw and opening was greeted with capacity. Should get over \$10,000. Last week 'Painted Veil' (MG), ran slightly better than anticipated for fine \$11,000.

Century (Shea) (3,400; 25-40)

'Peck's Bad Boy' (Fox) and 'Gridiron Flash' (Radio). This bill rushed in when preceding program flopped. Plenty of kid trade for the start. Might get \$6,000. Last week, 'Dragon Case' (FN) and 'Dude Ranger' (Fox) hit the skids for subnormal returns and yanked after five days; \$3,500.

Lafayette (Ind) (3,400; 25)—'Lady By Choice' (Col) and 'Down to Last Yacht' (Radio). Big opening days should send returns for this bill to \$7,500. Last week, 'Great Expectations' (U) and 'Cheating Cheaters' (U), fine program although somewhat clumsy for the house but showed excellent gross at over \$6,100.

## PENNER DUCKS EVERYTHING IN PRO.

Providence, Dec. 3.

Plenty of nice entertainment in town and plenty of nice grosses, too, but no swell killings except for one or two spots. This is one week where stage shows are being overshadowed by the screen shows, and with plenty to spare, too.

About the nicest thing in town and most surprising, too, is the lead that the Strand has with a double bill headed by 'College Rhythm.' Showing theatre is making it knocking all kinds of expert predicting to a frazzle. Opposish in town is strongest yet, but the Penner film is beating everything, to come out on top for a swell \$12,000. 'Anne of Green Gables,' too, showing at the Albee on a combo bill, is doing okay. So far house says it's ahead of 'Little Women,' and on strength of opening gross should not be far behind the Strand.

Garbo is not so strong despite advantage of a midnight show. Face indicates gross won't exceed \$10,000 unless there's a big sprint before the week is over.

'White Parade' (Fox) is the Majestic doing okay, even though it is showing on a solo bill, like Garbo. Indications point to a serious effort on the part of exhibitors to return to single picture bills, both Love's and Majestic having spotted single films consistently for the last few weeks.

**Estimates for This Week**

Fay's (2,000; 15-25-40)—'Gambol' (Fox) (2d week). Not as strong a bill and fact that George Cohan is starred in picture means something; with the aid of the holidays gross should have no trouble in sticking close to \$8,000, very good. Last week 'Cheating Cheaters' (U) and stage show, latter largely responsible for nice gross of \$7,900.

Loew's State (2,000; 15-25-40)—'Painted Veil' (MG). Not as strong as it should be; no fault of the ballyhoo, but looks like the opposish is too much even for Garbo; gross will not exceed \$10,000, unless there's a sudden switch before the week is over. Last week 'Kid Millions' (UA) started off well and didn't wind up as strong as expected, but, ok at \$14,500.

Majestic (Fay) (2,200; 15-25-40)—'White Parade' (Fox). Pace indicates nice week; indications point to \$8,900. Last week 'Flirtation' (FN) on solo bill, very good at \$9,800.

Strand (Indie) (2,200; 15-25-40)—'College Rhythm' (Par) and 'Crimson Romance' (Mascot). Bill apparently to the liking of the natives; with the aid of a swell mid-night show, 'College Rhythm' is the biggest thing in town. House reports pace is ahead of record set by Mae West, and final tally should show at least \$12,000. Last week 'Pursuit of Happiness' (Par) and 'Successful Failure' (Mono) disappointing at \$6,100.

RKO Albee (2,500; 15-25-40)—'Green Gables' (Radio) and stage show. Picture is the real thing this week. School holidays helping things; gross should be around \$12,500 on nine-day engagement. Last week 'Kentucky Kernels' (Radio) and stage show, no at \$7,500 on six-day engagement.

RKO Victory (1,600; 10-15-25)—'When a Man Sees Red' (Mono) and 'Lady by Choice' (Col). Around \$1,200 on split week. Last week 'Painted Veil' (MG), ran slightly better than anticipated for fine \$1,300 on split week.

## BATTLE OF MUSICALS

'Millions,' \$9,500—'Walk,' \$7,500—'Rhythm,' \$9,500, New Haven

New Haven, Dec. 3. It's a week of single features here with musicals battling it out among themselves. Sunday night hockey is knocking about 2,500 fans off the film house lists and the Essex free show at Shubert Saturday (1) lopped off another sizeable chunk from pix box offices.

Rainy weekend didn't help openings any, but managers expect to get it back last night.

**Estimates for This Week**  
Paramount (Publix) (2,348; 35-50)—'College Rhythm' (Par). Big week in view, \$9,500 swell for a single. Last week 'It's a Girl' (Par) and 'Let's Smile Again,' stage revue. Best in weeks at \$10,700.

Poli's (Loew) (3,040; 35-50)—'Kid Millions' (UA). Turning 'em in and out showing daily and running neck and neck with Par at \$9,500. Last week 'Painted Veil' (MG) and 'Hell in Heavens' (Fox). Not too good at \$9,000.

Roger Sherman (WB) (2,200; 35-50)—'Flirtation Walk' (WB). Set for good \$7,500 and may hang on a few extra days. Last week 'Girl of Lamberton' (MGM) and 'Kentucky Kernels' (Radio). Light \$2,500 on five days.

Bijou (Loew) (1,500; 25-35)—'Gambol' (Fox) and 'Jealousy' (Col). Good holiday opening should help to oke \$3,200. Last week 'Captain Hates the Sea' (Col) and 'Against the Law' (Col). Only a fair \$3,000, with disappointing comment on 'Captain.'

St. L.B.O.'s OK

St. Louis, Dec. 3. It's a real Thanksgiving week for the films here with business for all around. All opened Thursday or before and all had a big day of it, the pace continuing for the remainder of the week.

**Estimates for This Week**  
Ambassador (F&M) (3,000; 25-35-55)—'Imitation of Life' (U). Big \$15,000. Last week 'White Parade' (Col) got \$7,000, poor.

Fox (F&M) (5,000; 25-35-55)—'Music in the Air' (Fox) and 'Fugitive Ladies' (Ind). Good \$10,000. Last week 'Gambol' (Fox) and 'That's Gratitude' (Col) earned \$7,000, fair.

State (Loew's) (3,000; 25-35-55)—'Painted Veil' (MG). Heading for roundup at \$15,000, nifty. Last week 'Evelyn Prentice' (MG) handed in \$10,000.

Missouri (F&M) (3,500; 25-40)—'Chu Chin Chow' (G-B) and 'Within the Law' (MG). Great \$7,000 of thereabouts, good. Last week 'Jealousy' (Col) and 'Cheating Cheaters' (U) near \$5,000.

Orpheum (Warners) (2,000; 25-35-55)—'Anne of Green Gables' (Radio). Agreeable at \$11,000. Last week 'College Rhythm' (Par) 2d week. Registered \$9,000.

'Flirtation Walk' (WB) 25-35-55—'Flirtation Walk' (WB) 2d week. Holdover strong at \$10,000 after opening \$12,000.

Cincinnati, Dec. 3. Splendid assortment of class product on the box office front. Musicals barging the big dough; 'Kid Millions' piling up a socko \$19,000 at the Albee and 'Flirtation Walk' collecting \$14,000 for a wham Keith's figure. 'Imitation of Life' next with \$9,000.

'College Rhythm' and 'One Night of Love' holdovers, collecting important money as such. Former registering \$6,000 at Capitol, following pic's hotcha \$18,000 draw in first week at the Palace, for year's high mark at the stand. 'Love' is in third week at Grand and fetching a sweet \$5,000. Film got \$21,500 in first 15-day run at Capitol.

Combined big of downtown cinemas this week is biggest for Cincy in many months. Banks released checks last week to depositors on Christmas savings accounts, which is big stuff in this thrifty town.

Shubert reopened this week for nine performances at \$10,000, following of \$3.30 for nights and \$2.40 Wed. and Sat. matinees.

**Estimates for This Week**

Albee (RKO) (3,300; 35-40)—'Kid Millions' (UA). Eddie Cantor's musical comedy marking up a 'cham \$19,000. Last week 'Anne of Green Gables' (Radio), \$10,000, okay.

Keith's (Labson) (1,500; 30-40)—'Flirtation Walk' (FN). Dick Powell and Ruby Keeler followers in line for \$14,000 pace on first nine days. Following two d's; ahead of regular weekly start and getting benefit of fat Thanksgiving trade.

# B'way Full of Money Pix; 'B'way Bill' Big \$95,000; 'Flirtation Walk' \$40,000; 'Capt. Hates' 16G; 'Imitation' 3d Wk.

Only three new pictures reached Broadway this week and all are doing well. Two hold over and the third, 'Broadway Bill' at the Music Hall, could have been for booking congestion. 'Flirtation Walk' at the Strand and 'Captain Hates the Sea,' Rialto's incumbent, are the h.o.s.

Leader is 'Bill,' which started big Thanksgiving Day (29) and on the week will bring the Hall an easy \$95,000.

Rainy weather for several days, including Saturday (1), didn't seem to hurt attractions anywhere, although football games headed by the Army-Navy tussle cut in somewhat on the Saturday matinee. Sunday's business all over was excellent.

Not only 'Bill' but 'Flirtation

## B'KLYN BULLISH WITH 'WALK,' 'DIVORCEE'

Brooklyn, Dec. 3. Plenty of raindrops and one or two rays of sunshine over the week-end. Business on the upgrade, for a change, among the downtown dealers.

Considerable activity manifested at the box offices of the Fabian Paramount, Albee and Fox.

**Estimates for This Week**  
Paramount (4,000; 25-35-50-65)—'Flirtation Walk' (WB). Good business, probably \$22,000. Pic came in last Wednesday and will stay in other week. Last week 'Gentlemen Are Born' (FN) proved a dud at \$10,400. House, with the exception of that one week, has been showing a nice profit.

Fox (4,000; 25-35-50)—'Marie Galante' (Fox) and stage show. Good box at \$16,000. Last week 'Little Friend' (GB) did \$17,000, good.

Albee (3,500; 25-35-50)—'Gay Divorcee' (Radio) and vaude. Showing up fine for \$20,000 chance. Last week 'White Parade' (Col) brought in \$19,000.

Metropolitan (3,000; 25-35-50)—'Merry Widow' (MG) and vaude. Good showing at \$14,000. Last week 'Evelyn Prentice' (MG) did \$16,000, so-so.

Strand (2,000; 25-35-50)—'The Fishbowl' (WB) and 'A Lady to Love' (Col), double dose for \$7,000, okay. Last week 'Big Hearted Herbert' (WB) and 'Jealousy' (Col), brought in \$6,700.

Palace (RKO) (2,000; 35-44)—'Imitation of Life' (U). Claudette Colbert bigged over title. Looks like \$9,000, average. Last week 'College Rhythm' (Par), \$18,000, house high for 24 on all p.l.x.

Capitol (RKO) (2,000; 35-44)—'Imitation of Life' (U). Switched from Palace for second week, \$6,000, sweet picking. Last week 'One Night of Love' (Col), eight days, ending Thanksgiving, second week, \$9,000, hotchy, following smash \$12,500 on first seven days.

Lyric (RKO) (1,400; 35-44)—'White Parade' (Fox) (2d week), \$4,500, strong, after \$9,000 in first week, exceptionally high mark here.

Grand (RKO) (1,200; 25-40)—'One Night of Love' (Col) (3d wk.). After first fortnight at Capitol, linked with 'Search for Santa Claus,' special pre-Christmas kiddies' stunt film tying in with Enquirer news-shopping features \$5,000, a mountain mark for this theatre. Last week '365 Nights in Hollywood' (Fox), \$3,200, nice.

Family (RKO) (1,000; 15-25)—'Rocky Rhodes' (U) and 'Fugitive Lady' (Col), divided, \$2,900, above normal. Last week 'Cheating Cheaters' (U) and 'The Fix It' (Col), split, \$2,400.

Strand (Ind) (1,200; 25-30)—'Friend of Mr. Sweeney' (WB). At \$2,000, better than usual. Last week 'She Was a Lady' (Fox), \$1,300, tame.

'Walk' and 'Captain Hates the Sea' had the benefit of the Thanksgiving holiday. Strand's musical, with Ruby Keeler and Dick Powell, is rated for a sock \$40,000 and looks like a possible four-weeker. 'Captain Hates the Sea' should bring a minimum of \$15,000 to the Rialto on its first week, ending tomorrow night (Wednesday), and will remain at least one more week.

Of the holdovers current, 'Imitation of Life' is the best. Indications point to \$30,000 on its second week at the Roxy and holds a third stanza. First week was a gigantic \$12,500.

Another strong holdover proved to be 'Marie Galante,' which ended its second week at the Mayfair last night (Monday) at slightly over \$12,000 and would have been retained longer but for the fact that 'Gambol' had already been held back a week. The George M. Cohan picture came in last night at 8 p.m. which had it on its books. This is caused by the fact that 'President Vanishes' is put back until January when it can be given two weeks at the N.Y.

Another 'Bill' winds up its run at the Rivoli Friday night on a final (fourth) week of \$18,000. 'Private Life of Don Juan' comes in Saturday (8).

**Estimates for This Week**  
Capitol (3,500; 35-75-85-110)—'Merry Widow' (MG) (2d week) and stage show. Failed to excite on its first week at \$22,000, and on hold-over currently will be fortunate to break even. Last week 'Imitation of Life' (U) (3d wk.) came in Friday (7) with George Jessel on the stage.

Criterion (375; 25-40-65)—'The Bad Girl' (WB) and vaude. Aided by good reviews, this French-made is getting results. Indications this week are for around \$5,500. Last week, first, the take was \$5,000. Stage show, \$1,000.

Gaiety (808; 25-55)—'Man of Courage' (Samjax) (3d-fnal week). Italian-made doing pretty well, probably \$5,000 this week. Last week 'The Bad Girl' (WB) did \$11,000.

'War in a Racket' (Samjax) probably opens Friday (7). Mayfair (2,200; 35-55-65)—'Marie Galante' (Fox) (2d week). Ended its fortnight's run last night, getting a little less than \$12,000. The second week, when advertising support was given it by theatre. Initial seven days was \$14,000.

Palace (1,700; 35-50-65)—'Gay Divorcee' (Radio) and vaude. On second run here taking house quite a distance above average, maybe bettering \$15,000. Last week, 'St. Louis Kid' (WB) did \$11,000.

State (2,000; 25-35-55-75-85)—'College Rhythm' (Par) (2d-fnal week) and pit stage show. Doing around what recent holdovers have been getting here of late, probably \$18,000, mild but okay. First week was \$23,500. 'Limehouse Blues' (Par) waites in Friday (7).

Rivoli (2,000; 25-35-45-65-90-95-99-110)—'Broadway Bill' (Col) and stage show. Off to a fast clip Thanksgiving Day and a fancy \$95,000 looks in the bag. Picture could have stayed a second. Last week's holdover of 'Gay Divorcee' (Radio), \$30,000, okay.

Rialto (2,000; 40-65)—'Captain Hates the Sea' (WB) and vaude. A minimum grab of \$16,000 on week, holds over. Last week, 'The Menace' (Par) only \$5,500, not so good.

Rivoli (2,000; 30-40-52-75-85-99)—'Kid Millions' (UA) (4th wk.). Final week (fourth) will be about \$18,000. 'Private Life of Don Juan' (UA) coming in Saturday (8). This picture one got a terrific \$12,500 for the Cantor picture was \$23,500.

Roxey (2,000; 25-35-55-85)—'Imitation of Life' (U) (2d week) and stage show. A surprisingly good gross this one got a terrific \$12,500 on its first seven days and currently, on holdover, looks to around \$30,000. Remains a third week.

Strand (2,000; 25-35-45-65-90-95-99-110)—'Flirtation Walk' (WB) (1st week). New musical bringing Strand back to life, first seven days pointing to smash \$40,000. Looks like three and four weeks at \$12,000. 'Gentlemen Are Born' (WB), another disappointment, \$11,500.

State (2,000; 35-55-75)—'Evelyn Prentice' (MG) and vaude. A better week appears in prospect, perhaps \$11,000. Last week, 'Transatlantic Merry-Go-Round' (UA) wasn't so hot; under \$10,000.

Nicely for this house, \$3,500. Last week 'Gay Divorcee'. (Radio) finished fifth week of good biz with



## French Film Production Slowed Way Down; Pathe Only Busy Spot

Paris, Nov. 22.  
Under influence of low grosses and general depression, French film production activity in studios in and around Paris is slowed down. Good batch of pictures with b. o. promise has just been released, and trade is going ahead on half speed now until it sees results. Only fairly busy place around is the Pathe Joinville lot.

Comedie Francaise troop under Leonce Perret is the only company now using the Pathe-Natan town studio in Rue Francoeur. Perret is finishing film on 'Life of Moliere', containing scenes from the playwright's most famous comedies. Went on location at Theatre Francaise last week to shoot some interiors.

At the Pathe Joinville lot, Marcel L'Herbier has finished Henry Bernstein's 'Bonheur' ('Happiness') with Gaby Morlay, Charles Boyer (already off for Hollywood) and Michel Simon, latter a well-known local comic. Maurice Tournier is making, for Natan's own account, 'Justin from Marseilles', the exteriors of which were shot in that southern port.

Anatol Litwak, working out of Pathe-Joinville, is making exteriors now for 'Equipage' ('The Crew') based on a novel by Joseph Kessel, popular French writer. Company is now at Chailons aviation camp doing flying scenes. Cast includes Annabelle, Charles Vanel, Jean-Pierre Aumont, Daniel Medaille and Jean Murat.

At Joinville  
On the Joinville lot itself, Pierre Colombier (Colombier Florence Watton) has just started work on 'Ecole de Cocottes', ('School for Cocottes') starring Rainu, one of the big French names, and Renee-Cyr, Ingenue.

'Prince Jean', made for Fox by Fred Haas, is about washed up at this studio, as is 'Zoujou', an Arty Film production.

Other lots are less active. At the Eclair Studios at Epinay, Mistinguett made some screen tests last week with her troupe of chorus boys, in the presence of Robert Levy, production manager. Pierre Ducis is about to start shooting one with Jules Berry, popular boulevard legit star, titled 'Petit Trou Pas Cher' ('Cheap Little Bum'). J. C. Bernard is putting the show into big educational titled 'Kabylie' and half a dozen films are in the cutting room, including a dubbed version of 'Constant Nymph'.

At Billancourt, the Paris film newsmen's picture, 'Thousand Jack Note' is being mopped up by Jack Forrester with final musical production number involving busy cast and three bands in a fun effect. Eden Production is readying 'Divine' which Jean Tardieu will make from an original scenario by Collette, her first effort for films. Shooting to start soon.

U. A. Dubbing  
Dubbing of 'Daily Bread' has just been finished here for United Artists.

Warwick Films 'Last Waltz', Anglo-French production, is in the cutting room. Julien Juviler is using this studio for his passion film, 'Golgotha', and the Ito's Western Electric sound truck has been shipped to Algeria for the exteriors.

No actual camera work is going on at the Gaumont-Franco-Film-Aubert studios at La Villette. Roger Capellani has just finished two shorts, continuing his series called 'Hour of Anguish'. These cheerful little pictures are titled 'Torture' and 'Crime of Love'. They are now in the cutting room. Cutting of 'Comte Obligado', big musker, is finished.

On the Tobis lot, a short is being made for Tobis itself, working with Cine-Soleil. Titled 'Must Get Married', and Raymond Cordy, well-known comic, and Christiane Dellyne are players. Jacques Feyder's 'Fension Mimosa' is in the cutting room here.

### KELLY BACK

San Francisco, Dec. 3.  
Completing an eight-month tour of the world, Arthur W. Kelly, foreign distribution head of United Artists, arrives tomorrow (4) from Tokyo.

Kelly will proceed immediately to Hollywood and thence after a week to New York.

### 'NIGHTS' ADVANCE SALE

Claimed Sold for \$133,000 Around World Prior to Debut

Paris, Nov. 22.  
Alexis Granowsky's film, 'Muscovite Nights', now showing at the Marignan here, reported sold in foreign countries for total of \$133,000 before it was even tradeshow here, which, if true, is a new high and speed record for a French talker. Charles Philip is handling the export rights for the outfit known as C. G. Films, the producer. Of the total, \$27,000 supposed to be from Germany.

Picture supposed to have been signed for America on a contract calling for \$50,000, of which \$12,000 is reportedly already paid. Much mystery is being spread about who the buyer is, and it's assumed that, if he exists, he's some mugg outside the trade.

No foreign language film has ever brought that much coin in the U. S. Top was \$8,000 and percentage paid for 'Maedchen in Uniform'.

### U. A. BOOKS D'ARRAST'S SPANISHER IN PARIS

Paris, Nov. 23.  
Harry d'Adable d'Arrast's Spanish film known in French version as 'Tricorne' and in English as 'It Happened in Spain', has at last got a chance for a screening in Paris. After everybody kept turning it down for months on the ground that it was too subtle for the French public, United Artists, which has world distribution, put its foot down and made Umanski take it for the Lord Byron. He has to obey, it's in his contract. Pic will open there Tuesday (27).

This follows disastrous flop at the Lord Byron of Doug Fairbank's English-made 'Don Juan'. Thought at first that the French would like it, although Anglo-Saxons in Paris had turned thumbs down at the preview, and first couple days' receipts seemed to justify this. This turned out to be flash in pan, attributable to good advertising. Word soon got around Paris that film wasn't so hot, and people stopped coming.

UA is now waiting for pictures to put into the four Umanski houses. Two of them, although UA controls them, are playing pic of other firms now, 'Mam'zelle Spahl', Fox-French-made at the Aubert Palace, and 'Penthouse' (MGM) at the Avenue. 'Our Daily Bread' is held over at Miracles, 'Resurrection', with Anna Sten, is about the only big new UA picture now on hand here, and that is scheduled to follow immediately after 'Tricorne' at the Byron.

### Actress Drops Breach Action Against Vajda

Los Angeles, Dec. 2.  
Vilma Kinsky, Hungarian actress, has dismissed her \$250,000 breach of promise suit against Ernest Vajda, stage and screen playwright, whom she had charged with breaking a pledge to marry her and with having twice induced her to come from Budapest to Hollywood. Her allegations also included the complaint that because Vajda's asserted representations she had been persuaded to give up a lucrative stage seniority in an Austrian state theatre.

It was stated that no settlement or compromise had prompted the dismissal. Vajda had strenuously fought the court action, and had carried complaint on certain phases of the legal procedure before the county grand jury.

### Ibero-Franco Pic Co.

Paris, Nov. 23.  
Charles Poulet has organized a company called Franco-Espagne for direct distribution of French films in Spain. Has 14 pix already. Now working only in Catalonia, Aragon and Balearic Islands, but expects soon to open up in Madrid.

Operating on block system, and has already started dubbing, which he thinks is essential to general distribution, even for films in parent Latin language, such as French.

### All Religion May Be Dropped from Mex. Pix

Mexico City, Dec. 1.  
National legislature is considering a measure demanding banning of all pix that have a religious theme or mention any religion or religious practices in any form.

Solons who favor this measure also want government to nix Fox's 'The World Moves On', retitled 'Peace on Earth' here.

## GENEVA BANS FOX WAR PIC

Geneva, Nov. 23.  
Fox's war film, 'First World War', made up of newswar clips and titled 'La Tourmente' in French, has been banned in Geneva at the request of the German consulate.

Film was successfully shown in Germany and won prizes for its educational value. Also shown in other cities of Switzerland.

Newspaper controversy has broken out here over the censorship, pro-French papers accusing the official said to be responsible for the ban of excessive Nazi affiliations. At the same time a French film, 'Arlotte et ses Papas', one of the big French b. o. successes of this season, was driven from a Geneva screen by a dozen people who came to the theatre with whistles and blew them until the show was stopped. Proprietor decided not to put it on again to avoid trouble.

Demonstrators contended that the film was immoral. As a matter of fact, it is pretty raw, and got a lot of bad comment that way.

Film, nevertheless, got by in a lot of Swiss theatres, and made big money. Authorities saw no reason to stop it, and even on the night of the whistling police refused to butt in, leaving ushers to throw out the disturbers. V. Allenbach, the exhib, said in a public statement that he considered the demonstration political, directed against the film because it is French.

### Tobis Releases Clair

Paris, Nov. 21.  
French Tobis company announced it has cancelled contract with Rene Clair, whose latest for Pathe 'Last Billionaire' is not doing so well. Had Clair for one pic.

Clair has signed with London Films to make a picture in England. John Barrymore or Charles Laughton are mentioned as possible leads.

### MIR NOW DISTRIBING

Mexico City, Dec. 1.  
Felipe Mir, former WB manager here, has turned distributor. Started new biz by handling productions of Jose Hohn and proposes to distribute Mexican made pix exclusively.

## Natan Finds Out

### Asks Distributors to Look at his Books and Gets Mad When They Do

### 4,879 Brit Houses

London, Nov. 23.  
Western Electric's latest compilation is to the effect that on Oct. 1 last, there were 4,879 picture theatres in the British Isles. Six of these are silent houses and 283 are closed.

### Wong's Italian Dates

Paris, Nov. 23.  
Anna May Wong went through here from N. Y. on her way to a two-month vaude engagement touring Italy. Her act, which she has used in London, consists of two Chinese songs, two in English and two in French, plus some dancing.

When she gets through with the Italians she has a month to do in Scandinavia, and then its back to films for her she says.

### A. A. Lowe Due

A. A. Lowe, United Artists' rep in India, is New York-bound on a vacation.

He is scheduled to arrive on Dec. 8.

## All Hot for Spanish Dialog Prod., But Loew Cables M-G to Forget It

### G-B'S TRADE SHOWS

Five Important Pix on Ice For London Release

London, Nov. 23.  
Gaumont-British has five important productions scheduled for trade showing at the end of the month.

First is 'The Iron Duke' with George Arliss as Wellington. Another one, of some spectacular pretensions, is 'Lady in Danger', starring Tom Walls, who also directed. He will have in support Hugh Wakefield, Yvonne Arnaud, Anne Grey and Alfred Drayton.

A film version of Walter Hackett's 'Roadhouse' will bring Violet Loraine and Gordon Barker to theatre again; Maurice Elvey directed. Then there is a mystery story titled 'The Man Who Knew Too Much', directed by Alfred Hitchcock. This has been one of the most important casts in some time. Includes Leslie Banks, Edna Best, Nova Pilbeam, Frank Vosper, Hugh Wakefield, Pierre Fresnay, Henry Oscar and Peter Lorre.

Fifth is a picture version of 'Dirty Work', one of the series of Aldwych farces, which has the principals which appeared in the stage show. Tom Walls, Ralph Lynn, Robertson Hare and Gordon Barker.

### M-G FOLLOWS PAR ON RELEASE OF DUB PIX

Paris, Nov. 25.  
Following Paramount's lead, Metro has returned to the practice of showing dubbed versions of American films on the boulevards before opening with the original. 'Men in White', current attraction at Metro's Madeleine Cinema, is in French.

Several years ago Metro used dubbed pix in this house—Hollywood dubbing jobs—but gave them up for English versions. Change follows the success of 'Scarlet Empress' in French at the Paramount theatre, followed by a showcase release in English.

Idea, which is due to John W. Hicks, Jr., is that since the big money is in the French version it is foolish to take off the edge by a previous first showing in English. Argues that the crowd which wants English version—and there are a lot such in Paris—will still be there, even if the dubbed pic is shown first for the masses.

Alan Byre, Metro Paris chief, expressed satisfaction at the experiment after the opening of 'Men in White'.

Arthur Loew, who has been perambulating around South America for the past couple of months, has sent word to the Metro home office to the effect that his company must not go into production of Spanish language films despite the plans of other filers. Loew made a personal survey of the territory, going to all possible theatres, and feels that what the people want is plain American films with superimposed titles.

Paramount, Fox and Warners have recently gone in heavily for Spanish language production and practically all other film companies with the exception of Metro figure this as the one language that straight tongue and version production is necessary. All figure the market worth the extra expenditure in preference to dubbing.

But Loew's observation is that the South Americans prefer seeing the American stars and don't at all mind reading titles to figure out the action. It's the one part of the world that this is true, but he says he is convinced the cinema addicts in S. A. have never forgotten their silent film lessons and feel lost without the reading matter.

### RADIO'S BRITISH B'D SET-UP FOR ENGLAND

London, Dec. 3.  
Work of Sol G. Newman, Radio's local chief who died recently, will be divided up between the local staff for the time being. In accordance with Phil Reisman's idea of building up within his staff, E. D. Leishman has been named chairman of the board of the British company and Ralph Hanbury will be managing director. Both titles were held by Newman and both men were Newman's assistants.

Leishman has been sitting in on the post of Continental manager for the past couple of months, since the resignation of Ambrose S. Dowling. He will keep that post in addition to his newly assigned British post. He is a British subject, although he has been with Radio for some time, traveling in the Far East until about a year ago when he was brought to the Continent to work with Dowling.

A special board has been created to consist of Leishman, Hanbury, Frank Tilley and C. Dawson. Tilley is the company's p. a. and Dawson is in charge of accounts here. They will be aided by a technical subcommittee, Leishman's chairman.

Reisman, head of Radio's foreign department, who is here supervising the changes, will return to New York in about two weeks.

Robert Hokinson, head of IKO-Radio activities in South and Latin America, returns to New York today (Tuesday) from a reorganization trip to Panama and Cuba. He visited all the company's offices in that sector.

### A. T. Loses Another

Capetown, Nov. 9.  
Elstree Theatres, a Capetown company that took over Markham's Big Cafe and will shortly reopen it as a talker house, signed with Independent Film Distributors for a supply of programs.

African Theatres was unsuccessful in securing the business, although rumors were around that the Schlesinger Trust had got the signature.

### Radio Into Rumania

Paris, Nov. 23.  
Marry Leasim, IKO Radio Paris chief, now on a swing around the Balkans, has contracted in Rumania with Arta Films for the distribution of all Radio 31-35 product, features and shorts.

'Cucuracha', technicolor short which is a surefire sellout in all Latin countries, was one of Leasim's big talking points in landing the contract. He has now left Bucharest for Istanboul, and probably will hit Athens next.

Jack Kennedy, other IKO exec now traveling over that part of the map, is in Warsaw and will make Budapest his next stop.

Most of the work falls to Jenn Arthur, as the mother. She does not look the part, but rather a younger woman in elderly make-up. She trowles the assignment nicely and often with a note of sincerity. Richard Cromwell does the college boy well. He is not hampered by the usual effort to inject what Hollywood regards as college atmosphere. Others satisfy. Production is well made and the editing, with the exception of an overlong fadeout, is





FOUR

**N. Y. Daily News' Four Stars leads greatest critical ovation of the year for "Flirtation Walk"! "Picture is a honey"... "New Warner hit star-spangled hour of first-rate film fun" ... "Had packed house howling with patriotic fervor"... "Warner Bros.' latest screen musical is assured of success"... "A perfect peach of a musical... say Broadway's ace reviewers . . .**

. . . so naturally "Flirtation Walk" holds over indefinitely at N.Y. Strand after ringing up biggest preview and opening day business of the entire year . . . Topping "Dames", "Here Comes the Navy", "Gold Diggers", "St. Louis Kid"! . . . While Pennsylvania's Coyle Theatre reports best business in 42 years, and Walter Reade wires news of Plainfield Strand's biggest single-day gross since Spanish-American War . . .



STARS





# "FLIRTATION"

. . . and Memphis doubles biggest previous Thanksgiving Day gross in blinding rain . . . Albany breaks all records for single-day gross . . . Milwaukee shatters 3-year attendance record...Philadelphia's Stanley tops "Footlight Parade", Wilmington and Reading deliver new all-time highs . . .



WALK

. . . . . and all Amer-  
ica joins the deafening salute to  
**DICK POWELL • RUBY KEELER**  
**PAT O'BRIEN • THE WEST**  
**POINT CADET CORPS**  
**FRANK BORZAGE • BOBBY**  
**CONNOLLY • DIXON & WRUBEL**  
for turning out this All-American  
hit for **WARNER BROS.**





# EXPERIMENTATION

By Epes W. Sargent

## Cows in Trios

Andy Ray, of Warner Strand, Albany, hooked 'Mrs. Wiggs, of the Cabbage Patch' the day of the N. Y. State campaign for milk, and turned a ballyhoo into an event. Being in the Capital he could contact the state officials and persuade them to close the campaign with the proper whooping with the result he was designated to conduct an Albany Milk Day with proper eclat. That meant tying milk and milk food dealers to the idea, with a parade of 78 wagons from the milk dealers, ice cream concerns and the state experimental farm trucks. Also included were three trucks each carrying three cows and a wagon similar to the kindling wagon used in the picture with the Wiggs kids out for a ride. This as well as the cow chariots were all banneted for the picture and the bovine barouches also were tagged for a milking contest to be held at the Strand that night.

In addition there were carriages containing state officials, chiefly from the Department of Agriculture, the chamber of commerce, boy scouts, ushers from the Warner theatres and boys from the 4-H clubs, the latter in the entrants in the milking contest.

In anticipation the theatre put out 50,000 milk bottle hangers, 25,000 package stickers, 10,000 advertisement stickers, 500 one-sheets, 300 window cards, 2,000 window stickers and 1,500 letters sent out by the farm bureau. All carried copy for 'Mrs. Wiggs' and the most was taken up by the dealers.

At the theatre the milking contest was pulled about 9 P. M., three sets each of Guernsey, Jersey and Holstein cows were worked in trios, with each boy given two minutes with the pail. Pails are weighed and the most milk by weight is the prize. Not very fair to the boys who get the Holsteins, but it's the regular rule. Contest drew a lot of attention from the city folk and the cows took nicely to the footlights.

As a purely theatre stunt the house worked on the schools and libraries with book markers and a study project, and also tied in with Kolyons. A window dressing contest on this landed the big downtown stores in for plenty of display.

## School Idea

Sending school children to write compositions on a certain picture is old stuff, but the idea of the picture has evolved a scheme to get a verbal advertisement in each classroom twice a week.

He has sold the principals of two schools in his vicinity the idea of developing the pupils' powers of observation. House changes Mondays and Thursdays, and one pupil from each classroom is selected to show the film and tell the next morning all he can remember of the play. Children are supposed to be picked in rotation to get the best chance to show their powers of memory. Each teacher is provided with a brief synopsis to permit her to check the accuracy of the report. If she prefers to see the picture herself instead of reading, she presents an identification card at the door. These cards are good only the change and are not to be repeated. So far the deadheading does not appear to have been abused.

Following the visit the child is supposed to write a composition on the plot of the story as he can recall from memory. It gives the class the lowdown on the idea and now the manager is trying to figure whether or not this extra bit of play will hurt attendance, particularly in the case of mystery stories. If it doesn't, it's a swell ad that does not cost too many pennies considering the return. So far it appears to be working out all right.

Chief objection to be overcome is fear that this may interfere with the child's homework, but school principals shortly after school closes and the kids are supposed to catch this.

## Trailing Along

Most managers are content to use a trade hook-up on the picture and let it go at that, but Herman Bamberger, of the Paramount, North Adams, Mass., figures that if it is advertised it's advertising that can be applied to other pictures.

Just for example he sends in a Lorillard ad for Old Gold built around W. C. Fields. It does not mention the picture, but the ad writes that he watches the Lorillard schedule and where possible ties his own ad to that of the commercial display.

In the sample sent in he has added 'and he's a riot in Mrs. Wiggs of the Cabbage Patch' at the Paramount, Sunday. He pays for 20 lines by three and the advantage of a 150 line drop without hurting the commercial punch.

That's one of those things which marks the difference between managing a picture and just opening and shutting the doors and filling in the home office reports.

## For 'Mrs. Wiggs'

Paramount suggests a stunt on the \$25 Mr. Wiggs brings home with the 'Cabbage Patch' and the ending. It's to be worked in the lobby. But there seems to be a better chance with an adaptation of the Raffles stuff if a man is persecuted as Wiggs. Better if there are two or more. All should be dressed in old clothes and have their pockets empty most of the time, which is where the new angle comes in.

Co-operating newspaper should tell the story of Wiggs' return and advise readers that they can frisk Wiggs and take whatever's in his pockets. Most searchers will find nothing, but now and then a supply man is contacted and the next searcher finds a pass in the coat or vest. If thought best, small bills also be used to throw paper that, but most of the diggers will end up with empty hands. Instead of requiring the accoster to use a routine line, the newspaper can be the requirement that he hold a copy of the latest edition of the paper.

This can be worked even where the Raffles has been overdone, since under the most sophisticated high gag than the usual 'You are Mr. Wiggs' idea, and while most of the searchers will be men, it's probable the few girls will try for a laugh. If the local girls seem bashful, get a couple to start the ball rolling. Won't hurt any if they palm a five spot and appear to dig it out of the clothes.

Best for smaller places, but a strong newspaper hookup can size it to the large towns. Good for a two or three-day run and won't cost too many pennies.

## School Supplement

Most managers utilize school hook-ups and have been fortunate in thinking up ideas, but one of the best of the recent bets was worked out by a small-town house located in the high school district. Under the most sophisticated high school serves many surrounding towns.

School has been short of funds for a couple of years and last spring the bi-weekly paper had to be dropped because of the expense. Through the summer the manager fixed it up with the principal to print special school edition of his own paper. The program, giving one page to the school.

Paper carries two pages of reading items, mostly about coming stars and pictures, a page of program and merchandise ads. After the theatre run is off, the second page, carrying news chat, is lifted and a new page put in dealing with school matters. Story is compiled by the school editorial board, which also reads that page in proof to get the names correctly. Slight additional cost of composition for the school matters, but who take the back page. It costs them only an additional four bits for a special circulation, and they very much appreciate it.

School welcomes a chance to get a weekly page, instead of every other week, and the theatre gets its ads directly into the hands of the pupils. Figures a distinct increase in business from nearby towns.

## Whoops for 'Minister'

None of the recent pictures made from standard books or plays seems to give greater publicity opportunities than 'The Little Minister' and exhibitors who have this book can very well start shooting well in advance of the play date.

Maude Adams made Lady Babbalanza clearly identified with this role than any other in her long repertoire with the exception of Peter Pan. As yet no one has named three plays in which Miss Adams appeared and they'll have those two, but may be stumped for a third. Might be a good starter to sell on this gag with tickets for the best letters on her three best plays. It will go over as a special without reference to the picture, to be hooked up later to the comparisons with Miss Hepburn.

But 'Minister' also had a long and honorable career in stock, and it might be interesting to go over the old files for records of local stage performances. A lot of the old-timers, particularly those who never saw Miss Adams, will rally to the support and imitation of the local star who was just too sweet to fail anything in the play. All of this can be sold for reader interest, not chargeable against the publicity for the picture.

'Minister' is one of the best known and most kindly remembered pictures of a double decade. If you offer it merely as something Katharine Hepburn did, you're just offering half of what is within your reach.

## Helping Hands

Herb Berg, of United Artists, sends in a booklet on the Cantor campaign in N. Y. with the question 'With this kind of assistance, how can showmen go wrong in putting over campaigns on Kid Millions?' We dunno, either.

The booklet is letterhead size with a running story on the campaign and examples of the newspaper and other trade hook-ins to the picture as used in New York. Nothing extravagant about 'The copy. It's all helpful even though the front cover does move the theatre down to the corner, instead of keeping it in the middle of the block, where it belongs.

More meat in these few sheets than in a couple of pounds of press book, and a good example of the way the U. A. department functions.

## Plenty—and Free

Warner office contacted the N. Y. Central for special cards for 'The Station Walk,' which was officially posted in the several hundred suburban stations on the Central within a 25-mile radius.

File-in was the line 'Screened at West manager the New Edris, Central Lines.' Helped plenty and cost nothing.

Butte, Monogram is adding another change point to its national distributing franchise setup, through a deal with the Sheffield System for branch services out of here. This brings the Monogram exchanges up to 35.

## Tacoma

Rex Stevenson, formerly with the Seeling chain of theatres in Seattle, new manager of Hamrick's Blue Mouse. Will Connor, in direct charge of Blue Mouse and assistant city manager, Ned Edris, in charge of all Hamrick's houses, given post of manager of Hamrick's Music Box. Connor also wrote and spelt all of the KVI broadcasts for Hamrick's local houses.

## London, Can.

Jack Purvis, manager of Tivoli, St. Thomas, gone to Sudbury, Ont. to manage Capitol.

## New Haven

Shift in booking policy of Low New England chain is A. J. Vanni back as house mgr. of Poli's, Vanni, formerly booked for the circuit, but this week is now handed out of New York. Poli's has been without a house mgr. since resignation of Gene Rodary about two months ago. Louis Sagal steps as general mgr. of chain.

## Portland, Ore.

Mayfair is the new name on the Parker-Evergreen theatre in Portland, opened Nov. 9. The house was formerly the Music and operated by John Hamrick. Doug Kimberly, until recently engaged in the theatre operation in Seattle, will be the manager. The name of the Alder theatre has been changed to the Music Box by John Hamrick. The house will change from a subsequent to a first run policy.

J. J. Parker and Frank Newman are the new owners of the Mayfair company known as the Willamette Amusement company. The organization will operate the Mayfair theatre, with Ted Gamble, manager of the Broadway and United Artists, in charge of operations.

J. Forsythe, operator of the Rex theatre, was arrested on a charge of allowing a door to a projection room to remain open while films were being shown. The arrest is but one of a series which is being made by the fire marshal's office in a campaign to reduce fire hazards in local theatres. Heavy fine is the penalty.

## Canton, O.

Hippodrome, dark since last spring, has reopened with a combination policy of vaudeville and films, under the management of Arnold Minkley of Chicago.

John Perkas has reopened his local house in Elvira with a continuous film policy.

Grafton theatre, at Grafton, recently acquired by J. O. Guthrie has been reopened after being dark for four years. He is also negotiating for the Karolyin theatre in New London, O.

Johnny Manuel, for some time manager of the Warner Bros. Alhambra here, has been named manager of the WB Lake theatre in Cleveland.

Milton Bryer is now in charge of the State theatre in Bucyrus, O. John J. Guthrie is giving up the management of the City Play, New Years day, with T. L. Haughton and

## Toy Mountain

Warner Bros. theatres were getting all set for annual Toy Mountain for the city's poor kids.

Mountains will be built in the lobbies of the Grand and Capitol theatres with patrons at trailers, newspaper publicity and theatre displays to bring a toy along every time they come to the show.

Mountains idea has been worked for several years with very satisfactory results both for the needy youngsters and the theatres. Gags always nets plenty of free newspaper space, crashing about every section of the paper, social not excluded. Junior Leaguers rung in on the gag, insures this end of it.

## Aired the Aairs

Dubuque, Ia.

Grand is one of the few de luxe houses that is using on radio as a means of exploitation of coming pics. In a recent ad, as an illustration of the tieup that is being effected, the Grand invited readers of the paper to watch a program broadcast by Frank J. Murphy, composer of the 'Merry Widow,' directing a musical program of selections from 'The Merry Widow,' and closing with the information that the show would start a run at the theatre on a certain date.

Paul V. McKay, Franklin exhibitors, assuming this interest.

Phyl G. Messina has transferred part of his interest in the Nu Luna theatre at Sharon, Pa., to William Leggiero, formerly a Warner manager there.

## Lincoln

Westland Theatres moved Temple De Witt, who was manager here while the Varity was being remodelled, to Denver, Colo. He will work out of the Colorado capital on some remodeling of the newly acquired Marcus circuit by Louis Dent. George Monroe, former manager of the State here, was absorbed by the organization as manager of the Chief, Toledo. Milton Overman is the boss here.

Move is being made to boost admissions higher. Elimination of time-all-day gates is seen in the action of Bob Livingston's Capitol moving to 15c, top and the Liberty (LTC) figuring on a jump to 15c and 20c. J. H. Cooper, in from New York, has announced consideration of the action.

## Stroudsburg, Pa.

Stroud Theatre bldg., consisting of the vacant Stroud theatre, three street-front store rooms and two upper floors, the property of Harry A. and Fred Schuerman, sold at public auction, under sheriff's sale, for a bid of \$10,000, about the liens which amount to nearly \$55,000 including taxes and a mortgage of \$45,729.34. It was bid in by an attorney for the Monroe County National Bank & Trust Co.

## Detroit

Grand River neighborhood house being reconstructed here by Frank Wetman and Lou Whipple, who recently took over the Easttown from the United Theatres group. It is the only sizeable theatre being constructed in Detroit.

## Des Moines

Leo F. Wolcott, Eldora, Ia., elected president of the Allied Theatre Owners of Iowa and Nebraska, embracing 400 houses in the two states. Lawrence Kuhl, Corn ing, Ia. vacancy on the board and Lester F. Martin, Nevada, Ia., former secretary-treasurer, employed as business manager.

## Youngstown, O.

A. J. Cooper has made connection with the Hippodrome House now under management of Arnold Minkley.

## St. John, N. B.

After being manager of the Keith-Albee picture house in St. John for 27 years, W. H. Golding has been replaced by Kenneth Finlay, who has been once a competing exhibitor. Golding became manager late in 1907, of the Nickel, later burned down. When A. Paul Keith and E. F. Albee jointly built the Imperial in 1929, Golding was appointed manager. In 1929 the Imperial was linked with the Famous Players chain, and renamed the Capitol. For the past three years, business has been bad, and Clarence Robson, Canadian general manager of R.K.O.-F.P., announces more modern methods of merchandising will be used, hence the appointment of Finlay. The house has been at Guelph, Ont., for the chain.

(Continued on page 29)

## Plugs for 'Kid Millions'

Herb Morgan, Loew's Century publicist, effected a sweeping tie-up with burg's biggest ice creamery 'What the shining path of 'Kid Millions' (UA) at his house. What drew the interest of creamery was the scene contained in flick showing imaginary ice cream plant. The firm put up a fancy, metal stand in lobby and gave away an ice cream cone to every child who attended that show.

Morgan made this angle an inducement in newspaper ads, creamery being satisfied with mere mention of his name. Also, Morgan blew up a telegram received from Cantor from N. Y., and put it in lobby; wire stated Cantor was pleased at how firm was doing for kids and thought the week pic played Century should be officially designated as Ice Cream Week in Balto. The mayor of burg was contacted and officially declared it. Tie-in in creamery erected signs north fleet of delivery trucks advising natives of mayor's decree; Morgan aimed in some copy onto these signs, setting 'Millions' some more publicity.

A party was thrown for orphans, pic showing, ice cream free, and a newspaper furthered the tie-in by supplying the transportation from orphanages to theatre for the parentless broods. Paper naturally didn't want its highest rated push, but came out on pages daily for week in advance with plentiful copy that netted yards of notice to the picture, with several large stills carried on front and inside pages daily. Another stunt used by Morgan was printing of paper that approximated dollar bills which were piled around the theatre, where curious perused 'em and found 'em plugs for 'Millions'.

## Used Naturals

As part of a wallowing campaign, on 'College Rhythm,' Ted Emerson at the Paramount dug up a couple of naturals and put 'em to plenty good use. Best one was a guy with a trained goose. Emerson located a fellow named Sharpe in Fremont (30 mi. from the city) who had a trained goose and brought him into town for four days of stunting on the main drag week preceding opening. In the picture the goose repository is working with a trick and called Sharpe carries from block to block. Stand has a lever device with a spring attached to a trigger; goose pull string attached to a lever and lever swings into horizontal position revealing a small sign, half one side, with the details of the attraction.

If the first doesn't stop the passerby, this one does. Then if one of the crowd will buy, friend goose will bring a selection of a box of beer unassisted. Bird can lift and empty a half-pint bottle or a pint, but contents limited by the nature of the bird. Sharpe, who stoops over, goose awakes, rises from his vest pocket and waddles down the street, Sharpe in pursuit to a block or so.

At radio station WAAW Emerson found three kids impersonating principals of the picture. Brought them to the stage of the Paramount in same form. Emerson was making announcement at every show. Kids, Bill Reynolds, Patty Stearnes, Bill Usher, Imitate respectively Larry Ross, Lyda Robert and Joe Penner. The performance regularly on the WAAW Sunshine hour, gave the show plenty of plugs before they knew the Par was interested.

## Food by Truckload

Cedar Rapids, Ia. Canned goods, eggs, spaghetti, pickles, potatoes and other food-stuffs were Cedar Rapids school kids' answer to Paramount theatre's Thanksgiving benefit show held Nov. 24. Admission was by food-stuff rather than tickets.

Thirty-five food-cans and barrels piled up in theatre lobby by time last of 1,800 children had jammed into theatre to see a Popeye comedy and the antics of Laurel and Hardy in 'Rock Island, I'll, another truck was filled.

## Black's Thermometer

Thermometer used by Harry Black at the Rialto, Glens Falls, looked so convincing he was asked for particulars. In fact, the thermometer has been in use for many years, involving a temporary dial to be put over an automobile scales with the coin slot in the dial to make the scale available without the deposit of a coin. Black's idea is wholly home-made, wherein lies its advantage. The scale is a wooden frame a few inches high, two feet

(Continued on page 33)



You've got  
another "Little Women"  
on your hands

Last year at this time it was "Little Women" that set record breaking crowds storming the doors of America's theatres... now, those scenes are being duplicated by "Anne of Green Gables"! From Boston to Seattle... from Minneapolis to New Orleans the box-office says "You've Got Another Little Women On Your Hands".

**SEATTLE** . . . terrific! Press raves equal to "Little Women" and expected to hold over till Christmas.

**CLEVELAND** . . . Broke all records for straight picture policy at Palace in five years.

**SALT LAKE** . . . Opened to double "Little Women" business breaking an all time record including Thanksgiving Day at higher admission prices. In for indefinite run.

**RICHMOND** . . . Opening to the biggest day in house history.

**SALEM, VA.** . . . Bernard Depkin, Jr., wires "I think it will outgross 'Little Women' and expect to get three weeks out of it."

**ALBANY** . . . C. H. Buckley wires; "Biggest Gross in 3 years . . . look for record week".

Washington, Syracuse, Rochester, Columbus, Kansas City, Providence, Chicago, St. Paul, San Francisco, Baltimore in more than ONE HUNDRED key cities the crowds are proving that the millions who loved "Little Women" are hungry for another great heart throb!

# Anne of Green Gables

with

ANNE SHIRLEY as "ANNE"  
TOM BROWN O. P. HEGGIE HELEN WESTLEY

L. M. MONTGOMERY'S BEST  
SELLING NOVEL FOR OVER  
A QUARTER OF A CENTURY

Produced by  
KENNETH MACGOWAN  
Presented with pride by  
RKO - RADIO

Directed by George Nicholls, Jr.  
Book published by  
L. C. Page & Co., Inc.



POOL OF FLAME!  
FOUNTAIN OF FIRE!  
TORRENT OF EMOTION!

.... flinging the flood of her  
genius into the seething soul  
of Babbie ... dear, wild, un-  
conquerable Babbie ... the  
most magnetic heroine of all  
romantic lore!

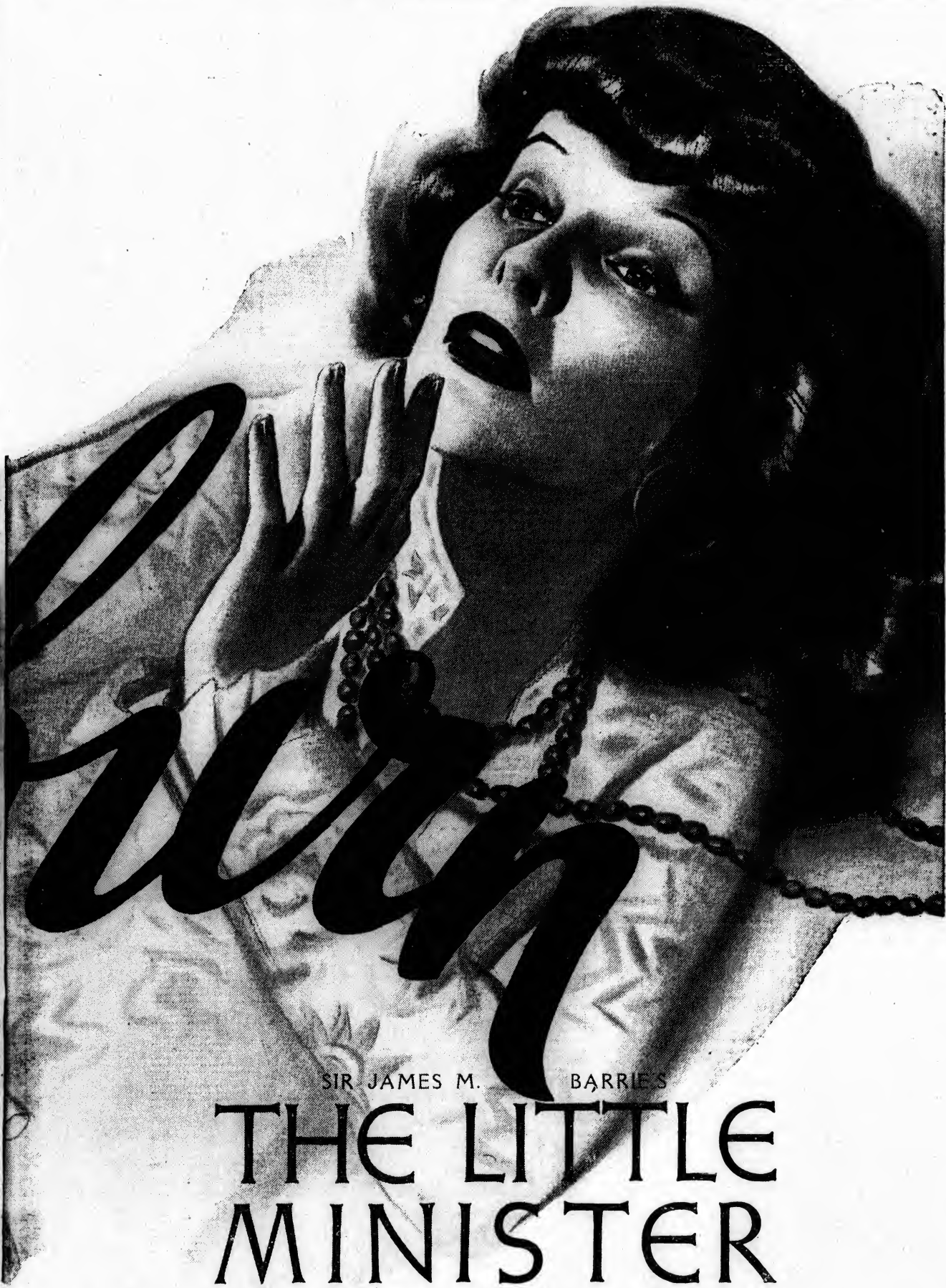
RKO-RADIO'S  
PRODUCTION OF  
TIMELESS GLORY

.... the treasured  
Christmas Gift to  
millions of patrons of  
hundreds of Key City  
theatres.

PANDRO S. BERMAN  
PRODUCTION

DIRECTED BY  
RICHARD WALLACE





SIR JAMES M. BARRIE'S

# THE LITTLE MINISTER

JOHN BEAL <sup>WITH</sup> ★ ALAN HALE

\* Paid this year. † New 1934 high.



# *This year again* FOX STARS WIN THE "FIRSTS"

in Motion Picture Herald's nation-wide box office star vote!



**WILL  
ROGERS**

*first*

among  
MEN STARS

Every exhibitor in America was asked by Motion Picture Herald to name his biggest money-making stars...and they voted FOX stars top ranking in all divisions...with Will Rogers named grand champion . . . the country's greatest box office attraction!



**JANET  
GAYNOR**

*first*

among  
FEMININE  
STARS

THEY SHINE IN  
*10 more*  
THIS SEASON:

4

more from  
**WILL ROGERS**  
"The County Chairman" and  
three other extended-run hits.

2

more from  
**JANET GAYNOR**  
Including "One More Spring"  
(co-starring with Warner Baxter)

4

more from  
**SHIRLEY TEMPLE**  
"Bright Eyes" (released Dec.  
28th) and 3 other all-family  
sell-outs.



**SHIRLEY  
TEMPLE**

*first*  
CHILD STAR  
EVER IN THE  
FIRST TEN

WATCH THAT **FOX** STAR LIST!



*You've been waiting to play*

SHIRLEY  
TEMPLE

BRIGHT

**JAMES DUNN**

Produced by Sol M. Wurtzel

*Directed by David Butler. Screen play by William  
Connelman. Story by David Butler and Edwin Burke*



**RELEASED DECEMBER 28th — YOUR YEAR'S**

*her in a picture like this!*

- By far Shirley Temple's most appealing picture... brimming with happiness, excitement, romance, tenderness.
- Showing America's darling as the tiny mascot of a big airport... the pal of every flier... and the particular buddy of one pilot who becomes her Daddy when her parents go to Heaven.
- An exploitation title with an exploitation star... and perfect entertainment for every family in the land!

EYES



**BIGGEST SHOW WEEK**

Get the  
**ADVANCE  
EXPLOITATION  
SPECIAL**  
at your FOX  
Exchange!

## Inside Stuff—Pictures

(Continued from page 6)

his throat tightened due to excitement. Following day, the test was shown to the studio executives. They didn't like the singer.

Identity of the people behind the new lease on the Rialto, N. Y., property and plans to erect a new building on the site to include a theatre and restaurant, except Anthony Campagne, realtor, remains a secret. Efforts of tenant sources to learn who is represented by Times Square Corp., lessees of the Rialto, have elicited no greater satisfaction than that they will be revealed in due time.

Not everyone concerned is so sure a new building will be put up, one thought being that the new holders of the lease from Gerry Estates, on expiration of present lease a year from now, will attempt to jack up all rents. Taxes on the Rialto, N. Y., property are said to be \$78,000 yearly.

English and French versions of 'Folies Bergere' are budgeted for \$800,000 at 20th Century. Piece is an adaptation of the Hungarian stage, 'The Red Cat', which was produced last September in N. Y. by A. H. Woods. Roy Del Ruth, who is slated for the direction, is insisting that the script be cleaned up of its risqué passages before he tackles the job.

Maurice Chevalier will do a dual role in the film, that of a French vaudevillian and a rich playboy. Double version will be made simultaneously, the French cast stepping into a scene as soon as the American players decamp.

For the opening of the day-and-date policy in Los Angeles at Loew's State and the Chinese, \$6,000 was spent to ballyhoo 'White Parade' (Fox). Fox-West Coast contributed \$4,000, the studio giving the other \$2,000. Campaign affected the showing of 'We Live Again' (UA) with Sam Goldwyn throwing in two grand to bolster the circuit's \$4,000.

Circuit is not going overboard on advertising for the two houses. Normal weekly expenditure for Loew's State, before it linked up with the Chinese, was \$3,000. Before the Chinese switched to grind, weekly bally budget ran from \$4,000 to \$6,000, depending on the picture and how the studio cooperated. Highest campaign for the house went to 'Hell's Angels', which received \$18,000 for its opening alone.

Final washup of Fox West Coast bankruptcy and transfer of the property to National Theatres Corp. threatens to encounter further difficulties following closely on heels of an appeal taken to Federal District court by Atty. Jules Goldstone, on behalf of the Marshall Square Theatre Co. against the transfer. T. L. Talley, veteran Los Angeles theatre operator and owner of the Criterion, downtown deluxer, is consulting with his attorneys with a view to attacking in court the legality of the proposed washup, basing his claim on an abrogated lease by circuit's bankruptcy trustees of a lease of the Criterion that has until 1943 to go.

Betting his writing ability against a job in a parlay with Ben F. Ziedman, Universal producer, Jim Tully won a contract to do the screen play and script on 'The Raven' by turning in a satisfactory treatment within a week's time.

Parlay was that if the treatment got under the wire in less than seven days, Tully would be employed to do the succeeding playwrighting. Deal went into second phase last Friday (30), and the picture gets started around Dec. 15.

Arthur Gordon, New York actors' manager formerly with the William Morris office and associated with Danny Winkler, has established offices in Hollywood to operate a nation-wide scout and film test system for picture talent.

Gordon will make screen tests through his own director-cameraman units sent out from New York, Chicago and Hollywood. Claims he can operate this service cheaper than studios because he and his associates hold certain sound and camera equipment patents.

Fred Hagemann, Waverly, Iowa, will be president of the newly formed Society for the Protection and Advancement of the Motion Picture Screen. Organization headquarters in Des Moines, and sponsored by the Allied Theatre Owners of Iowa and Nebraska. It recently was voted a \$50,000 fund by approximately 100 theatre owners to investigate operation of the motion picture industry in Iowa. Other officers are A. J. Diebold, Cedar Rapids, v.p.; Will Eddy, Indianola, secretary, and Harry F. Steiner, Des Moines, chairman of the board.

Paramount is going after heavy foreign grosses in the making of 'Big Broadcast' this year. Previous picture of that title did not bring expected results abroad. So studio is going to take shots of the Welch Choir, of 500 coal miners, chanting in their home surroundings in Wales, also the Vatican Choir in Rome as inserts in the picture.

Cast, besides Bing Crosby and Jack Oakie, will include Claudette Colbert and all Paramount stars with the possible exception of Mae West.

Unwilling to take a minor production berth at Metro in lieu of his assignment on 'Loving in a Big Way', which was to have starred Marie

Dressler, resignation was handed in by Arthur Jacobs, who is now negotiating with another major for three pictures. Jacobs felt that his long producing experience at First National entitled him to consideration far beyond that accorded him by the MG execs.

Mascot, making a break to get major circuit attention on its 'Little Men', is spending around \$15,000 for advertising/publishing and exploiting the picture. A four-color, four-page announcement is being made, followed by a press book along similar class lines. This is the first time an independent producer has singled out one picture on its program to receive special attention of this scope.

Since Campbell MacCulloch took over the reins at Central Casting on the Coast more than 15 extras, who were regular job getters, have been dropped from registration. Result of an investigation showed that these particular players had other incomes.

During the same period around 300, who were registered but rarely worked, are now being spotted at least one day a week.

Two pictures, 'Passport to Fame' with Edward G. Robinson, and 'Carnival', with Jimmy Durante, are giving Columbia production headaches. Both are eight days behind schedule with the weather getting the blame on the latter pic, directors being switched after a week in production. Both films have outside stars borrowed from other studios.

Paramount's 'Benral Lanciers' closed last Tuesday (27) after 88 days in production, longest working schedule any picture has had at that studio during the past year. During production, picture was held up for several days through sickness of principals and bad weather. A total of 32 men were injured, two seriously, due to location accidents.

Radio is spending two weeks color testing the full cast and sets for 'Becky Sharp', which will be made in Technicolor. Robert Edmund Jones is directing the tests, which entail the photographing of all sets, cast personnel and costumes for all scenes before starting the active filming of the picture. Film is being produced at Pathe studios.

So insistent were Eddie Sutherland's friends to congratulate him on his first screen job since his illness of a year ago, that they almost mobbed the set as the director got 'Mississippi' under way at Paramount last week. Watchman finally had to amend the 'no visitors' sign on the stage door to include '—not even friends of Mr. Sutherland!'

Newest Hays office index of biographies of film celebs in its files shows more than 2,000 names. Data is filed by studio publicity departments in order that the biogs can be utilized by any publicity department of a Hays office studio member. List covers players, writers, directors and execs. Data has taken two years to compile.

Jules Levy, RKO general sales manager, has returned to New York after a business trip of several weeks through the west and midwest. Levy's impression is that the country may witness a general upward scaling of b. o. prices, while at the same time the RKO official feels that the sophisticated story theme is on the downturn.

Inner workings and political grapevines of the agency his will come to light when a member of one of the important Coast talent offices walks out around Dec. 1. Agency, recently organized, may lose another influential partner later on, with the blow-off expected to give the picture mob plenty of inside.

Paramount denies reports of any contemplated change in advertising service in the Greater New York area. Company's ads for the Paramount and Rialto, N.Y., as well as the Paramount, Brooklyn, are handled by Lord & Thomas, which came into the Par picture when Albert D. Lasker, head of L. & T., became a Par director.

Willie Kurtz, boxoffice man at the Criterion, N. Y., is the lad who rigged up the sound system for the Bijou theatre, the all-cartoon theatre on West 45th st. Kurtz is a licensed projectionist, among other things, and according to accounts he also negotiated the deal whereby the cartoon spot became a reality.

Fox has dropped its preparation of 'Tale of Two Cities' in favor of Metro.

Former studio, having made the picture as a silent, spent several months on a treatment but has now given way to Metro, which will make the Dickens story with David O. Selznick producing.

It was apparent at Metro during production of 'David Copperfield' that Charles Laughton had undergone a distinct change in attitude. He kept suggesting how to better his performance or part in the picture to George Cukor, director.

It was decided to replace Laughton with W. C. Fields.

The eight-week run of 'One Night of Love' (Col) at Fanchon & Marco's Orpheum, San Francisco, netted Columbia a rental of around \$20,000. Sum is probably among the top rentals ever achieved in Frisco from a single theatre.

Fanchon & Marco is the biggest independent buyer of Columbia films.

## Picture Possibilities

'Revenge With Music'—Favorable  
'REVENGE WITH MUSIC' (Selwyn & Franklin-Operetta-New Amsterdam). More likely for filmization than Broadway. Reported that Metro already has it or is very much interested because of librettist Dietz's concern in both the show and film company. Abel.

'Children's Hour'—Unfavorable  
'THE CHILDREN'S HOUR' (Tragedy. Maxine Elliott's. Shumlin). Too grim and adult in subject matter for the screen, although likely a legit smash. Kauf.

'The Night Remembers'—Possible  
'THE NIGHT REMEMBERS' (Melodrama, Peters and Spiller. Playhouse). Could be used for a film with fixins, but there are better whodunit plots around for the picking. Kauf.

'Page Miss Glory'—Favorable  
'PAGE MISS GLORY' (Schwab & Dunning. Farce. Mahfield). Cinch for flickers, in the same comedy construction as 'She Loves Me Not', with a pattern that can almost be transferred, as is, to the screen. Abel.

'Gold Eagle Guy'—Favorable  
'GOLD EAGLE GUY' (Melodrama—Group Theatre and D. A. Doran—Morosco). Colorful story of San Francisco marine magnate. Should be excellent film material. Ibec.

'But Not For Love'—Unfavorable  
'BUT NOT FOR LOVE' (Drama, Shepard Traub, Empire). Sad small town story not for stage or screen. Ibec.

'A Roman Servant'—Unfavorable  
'A ROMAN SERVANT' (Drama. Arnaud and Connors. Longacre). Post-war play. Too quiet and serious for stage and not for screen. Ibec.

## Detroit Obliges Marquee Shifts As Beauty Aid

Detroit, Dec. 3.

While the Fox and State theatres downtown continue to be harassed with the threatened injunction restraining them from erecting or maintaining marquees over Woodward avenue, Detroit's main stem, other houses on the same street are undergoing a face-lifting with the widening of Woodward.

Majestic, former legit house owned by the Jacob Schreiber Circuit, Forest and Mayfair are all being remodeled due to the city planning committee's orders.

Other theatres nearer the downtown district are threatened with the same fate shortly.

## SERIALS OFF, SHORTS' DEMAND UP IN BALTO

Baltimore, Dec. 2.

Serials have fallen off nearly 50% in the Balto nabe houses in past year. Formerly nearly all the small spots used 'em at Saturday and Sunday matinees to lure the kids, but, detecting waning interest, shorts have been substituted. One downtown first-runner, Keith's, has started serial showings, daytime showings only over week-ends.

Boom in shorts has exchanges dragging old ones off the shelves in effort to satisfy demand. Virtually all the nabs run between 15-20 one and two-reel subjects a week, and have had to fall back on oldies to fill out. Musical brevities are in top demand, with old-fashioned slapstick stuff on the bottom of the list.

## Eastman, Roch., Back To Films—Temporarily

Rochester, Dec. 2.

Motion pictures will return to the Eastman theatre Dec. 8, for first time in two years with 'Wings over Africa' and personal appearance of Mr. and Mrs. Martin Johnson. Film is sponsored by the University of Rochester as an educational feature, thereby not endangering the Eastman as a tax free institution.

Johnsons were personal friends of the late George Eastman and he accompanied them on one of their African trips.

Eastman theatre, originally built as a temple for films, has been used only for musical and community events since Public was released from its 10-year contract for operating the house.

## AGENCY COURTS SCRIB

Los Angeles, Dec. 3.

Commission suit for \$400 has been filed against Lowell Hughes in Superior Court by the Hoffman-Schlager agency.

Action specifies two counts, one demanding \$150 balance asserted due on a job secured for the writer at Fox, the second asking \$250 on sale of Hughes' original, 'East End, West End', to Fox for \$2,500.



Our 65c Dinner is the Sock  
Number of Our Sensational  
Next to Closing Act  
GUS and ANDY'S  
Somerset Restaurant

# ENTERTAINMENT

Experience • Service • Organization

## STAGE SHOWS

1560 Broadway New York City

A Subsidiary of  
**FANCHON & MARCO, Inc.**



# CHI DOUBLE-PIX SCARE

## B&K THREAT IN GIVEAWAY STRIFE

**Circuit Readies for Twin-Bill Policy in All Nabe Theatres as Indie Exhibs Vote to Keep Premiums—Means Return to Doubles After Three-Year Layoff**

### EXCHANGES PLEASED

Chicago, Dec. 3. General scare throughout town at present that a return to the wild days of double features is imminent, following a meeting by Balaban & Katz which threatens a double feature policy in all its neighborhood houses by Jan. 1. This B. & K. threat follows the defeat of the circuit's attempt locally to kill off the general use of giveaways and premiums by the independent exhibs and the lesser circuits.

At the general vote held by the entire body of exhibs in Chicago last week the attempt to do away with giveaways was defeated by a large margin. As expected, the circuits easily garnered more than the necessary 75% majority vote to do away with premiums, but the indie exhibs failed to vote anywhere near their necessary 75% vote to ban the premiums. Indie exhibs voted to retain the giveaways, only about 35% of the indies registering against premiums. According to the code rule, giveaways may be banned only on a 75% vote of circuits and a 75% vote of indies.

No question that the active campaign waged by the premium companies helped to defeat the ban. Premium outfits personally called on every possible exhibitor in order to swing the ballots. To the premium companies it means something like \$750,000 worth of business annually.

#### Pic Bargain

With the defeat of the giveaway ban attempt B. & K. feels that the only way it can compete with these premium houses, which have admittedly eaten into the B. & K. gross, is to offer a double feature bargain. B. & K. cannot see how it can go into the premium thing at its big nabe houses. As it sees it, it would take more than 8,000 dishes to take care of the patronage at the northside Granada on its twice-weekly change policy. And even figuring the dishes at the mini- of 6c. each, B. & K. can't see that expense. B. & K. states it would be in better position did it put in a second feature at \$350 or \$400.

At present about 60% of the indie theatres are giving away dishes, the great majority have started in the past 30 days. It's another case of one theatre forcing the competition into the premiums and that theatre forcing a third theatre, thus making an endless chain which is rapidly gobbling up all the theatres in the midwest. Already the theatres in the suburbs are being affected and through them the premium fever will spread into the surrounding territory. At the present pace it's figured that the entire midwest will be wildly giving away dishes and kitchenware within the next 60 days unless some drastic action is taken immediately.

#### Long Contracts

Many theatres which have started the giveaways frankly state that they were forced into it and would like to quit if they could. But the premium gadget is hooked up in such a way that immediate cessation of giveaways is impossible. Most premium stunts are hooked up on a 12-week or even 26-week basis, the customers getting one dish a

week, all dishes hooking up on a general set. Theaters which are in the fourth or fifth week of this stunt cannot break away now because of possible resentment on the part of the public. At the present it looks that the giveaway thing cannot be done away with until February at the earliest.

On the whole, the exchanges heartily favor the B. & K. plan to double feature. Not counting the actual coin which each exchange would materially get, the exchange managers talking generally, resent this \$25,000 and \$30,000 which is being given to premium companies each week and thus going out of the business. Exchanges frankly state that they believe that the exhibs, if they want to give bargains, should prefer twin bills so that this 25 or 30 grand will stay in the industry and possibly reflect in better pictures.

## F.D.R. OK's Charity Bally for 'Babes' Cleve. Premiere

Cleveland, Dec. 3.

Milton Harris of Loew's made local film history by a publicity tie-up including President Roosevelt and one of his pet charities. For world's premiere of 'Babes in Toyland' at Loew's Stillman, Harris long-distanced the President, offering to turn over entire receipts to his Georgia Warm Springs Foundation. President congratulated him, later sent a complimentary telegram for midnight opening on Thanksgiving eve, but suggested it would be better to turn the proceeds over to Cleveland reps of the foundation. Chief executive was quoted as saying that he heartily endorsed such theatre benefits, as he thought they would draw larger attendance than the infantile paralysis charity balls to be held on his Jan. 30 birthday. And expressed a hope that other theatres in country would follow precedent set in Cleveland.

Backed by his endorsement, together with klieg lights, street bands and state officials making speeches through WGAR's radio mikes in front of theatre, Stillman staged biggest premiere in city's history.

## TACTICAL MOVE BY WB; TO PROTECT 'DU BARRY'

Pittsburgh, Dec. 3.

Objection of WB exchange to playing 'Du Barry' on a double bill puts the downtown Warner on a single feature basis for next week. House has been playing duals for almost a year and switch to old policy is merely a temporary move.

In order, however, to emphasize the 'two pictures for the price of one' which house has been driving home in all copy for several months, management has placed with 'Du Barry' recent Vitaphone shorts made by Dizzy and Daffy Dean and is giving two-reel almost equal importance in billing.

### BONNEVILLE DAM HOUSE

Portland, Ore., Dec. 3.

J. J. Parker, operator of the Broadway and United Artists here, has opened a new house at Bonneville dam. The new theatre, which will be on the Government's reservation and, like other business thereon, will be subject to direct supervision by the U. S. Government. Opening date was on Thanksgiving eve.

The Roosevelt theatre has 600 seats and is deemed adequate to care for the entertainment needs of the 2,400 men now employed on the Bonneville dam project. Screen entertainment will be the regular policy, but fights and wrestling matches and other such events will be provided from time to time, according to the present plans.

### THEATRE'S PICKETING

Halted by Injunction, Despite Operators' Union's Plea

Portland, Ore., Dec. 3.

The Rivoli won the first round in its legal battle to prevent the Motion Picture Machine Operators' Protective union from picketing its theatre when Circuit Judge Tucker overruled a demurrer filed by attorneys for the union. The union demurred to the theatre's request for an injunction, citing the 1933 state law which prohibits the courts from issuing injunctions in labor disputes.

Judge Tucker held that there was no dispute between employees of the theatre and the management and, for that reason the statute of 1933 did not give the right to bar injunction relief. The dispute, the judge pointed out, was between the union, which was attempting to enforce a closed shop, and the theatre management.

## Beaucoup Fireworks in Perelman's 'Double-Feature' Philly Trial

Philadelphia, Dec. 3.

Harry Perelman's 'double-feature' suit in Federal District Court before Judge George A. Welsh had plenty of fireworks involved in it before adjourning for the week. When it is resumed today (Monday) Morris Wolf, attorney for the defense, indicated that both local exchange men and distributors and home office executives would be called to the stand to refute the charges of conspiracy which were made last week, and which turned the case into a battle between major companies and independents and introduced definite charges of 'monopoly' and 'conspiracy.'

One highlight was the acceptance by Judge Welsh of E. E. Chadwick,

indie producer, as an 'expert' witness, over the vigorous objections of Wolf. On the stand two hours, Chadwick reviewed the history of indie production and the growth of the double-feature situation and spoke of the attempt to suppress them on the coast. Explaining his opinion of the right of double features, he said that independent production favored the family form of entertainment. Wolf's constant running fire of objections will probably form the basis for an appeal if the case goes against the defendants.

Chadwick was followed by Eddie Golden, of Monogram, who testified to the double-feature situation in (Continued on page 35)



142 out of 150

**Western Electric Sound Systems—installed seven years ago—operate today in the same theatres, with unmatched quality.**

**Unit design—highest possible standards of manufacture—ERPI Service—have made this possible.**

WesternElectric

SOUND

THE VOICE OF ACTION

SYSTEM

Northern Electric in Canada

*Electrical Research Products Inc.*

# CLOWNING THE CLASSICS

...TILL YOUR SIDES SPLIT  
WITH LAUGHTER!



WOW!.... AND WOW AFTER WOW!  
IT'S DIZZY!.... IT'S DAZZLY!...  
IT'S GALEFUL OF LAUGHTER  
AND GAL-FUL OF SPECTACLE!...  
IT'S A PANIC ON THE SCREEN  
AND A PICNIC AT THE BOX OFFICE!

CARL LAEMMLE

*presents*

LOWELL SHERMAN'S

*Uproarious Production of Thorne Smith's  
Amazing Novel*

## "NIGHT LIFE OF THE GODS"

*With*

ALAN MOWBRAY · PEGGY SHANNON  
RICHARD CARLE · FLORINE MCKINNEY  
WESLEY BARRY · HENRY ARMETTA  
WILLIAM (Stage) BOYD · ROBERT WARWICK

PRODUCED BY CARL LAEMMLE, JR.  
A UNIVERSAL PICTURE



## CALENDAR OF CURRENT RELEASES

**Harold Auten** Offices: 1640 B'way, N. Y. C.  
*Autumn Crocus* (British). Charming film from Anthony play, with femme appeal. Dir. Hal Denny. 70 mins. Rel. Oct. 15. Rev. Nov. 6.  
*Blaue von Himmel, Das* (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 Plammarion novel. Dir. Abel Gance. 85 mins. Rel. April 15.  
*Es war Einmal Ein Walzer* (German). Musical romance with Lohar music. Martha Eggert. Dir. Victor Janson. 80 mins. Rel. Oct. 1.  
*Loyalties* (British). Drama from the Galsworthy play. Dir. Basil Dean. 70 mins. Rel. Oct. 15. Rev. Oct. 30.  
*Melo* (German). Sensative study of psychological difficulties. Elisabeth Bergner. Dir. Paul Czinner. 83 mins. Rel. Feb. 1. Rev. Feb. 6.  
*Poli de Carotte* (Red Head) (French). A story of adolescence. Robert Lynen. Dir. Julien Duvivier. 86 mins. Rel. Sept. 1. Rev. Dec. 20.

**Chesterfield** Offices: 1440 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. 69 mins. Rel. July 1. Rev. Nov. 20.  
*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 Bells*. The underwater and the tuna fisheries. Wm. Boyd, Lola Lane. Dir. Frank Strayer. Rel. Oct. 15.  
*Twin Husbends*. "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.**  
*Among the Missing*. Wealthy old lady does a Haroun al Raschid and enjoys herself hugely in the underworld. She returns to her family. Richard Cromwell, Henrietta Crossman, Bill Seward. Dir. Al. Rogell. 71 mins. Rel. Aug. 15. Rev. Nov. 6.

**Columbia** Offices: 729 Seventh Ave., New York, N. Y.  
*Beyond the Law*. Tim McCoy as a railroad detective. Shirley Grey. Dir. D. Ross Lederman. 83 mins. Rel. July 8. Rev. Nov. 6.  
*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 Sothorn. Neil Hamilton. Dir. Roy W. Neill. 71 mins. Rel. July 2. Rev. Sept. 2.  
*Captain Hatter* the Sea. A humorous musical comedy of a mixed passenger list. Victor McLaglen, Wynne Gibson, Alison Skipworth, John Gilbert. Dir. Lewis Milestone. Rel. Oct. 22.

*Defense Rasta*. Story of a lawyer who defended gangsters. Jack Holt, Jean Arthur. Dir. Ross Lederman. 83 mins. Rel. July 8. Rev. Nov. 6.  
*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*. Inspector Trent's story of a jewel thief. Ralph Bellamy, Shirley Grey. Dir. D. Ross Lederman. 61 mins. Rel. Aug. 23. Rev. Nov. 6.

*Hell Cat*. The Newspaper man tames a socialite, with an underworld angle. Robert Armstrong, Ann Sothorn. 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. Rev. Nov. 20.

*Jealousy*. Jealous prize fighter has a vivid dream while taking the count. Nancy Carroll, George Murphy. Dir. Roy W. Neill. 66 mins. Rel. Nov. 16. Rev. Nov. 27.

*Lady by Choice*. Fan dancer adopts a mother, who brings her happiness. Carole Lombard, Robert Rogers. Dir. David Burton. 71 mins. Rel. Oct. 15. Rev. Nov. 20.

*Lady is Willing*. Investment victim kidnaps banker's wife. She falls in love with her captor. Leslie Howard, Dinah Barnes. Dir. Gilbert Miller. 66 mins. Rel. July 15. Rev. Nov. 20.

*Man's Game*. A. Tim McCoy as a Bremen. Dir. D. Ross Lederman. Rel. June 16. Rev. Oct. 16.

*Name the Woman*. Politics and a girl reporter. Arlene Judge, Richard Cromwell. Dir. Al. Rogell. Rel. Aug. 1.

*One Night of Sin*. Romance of an opera star. Grace Moore, Tullin Carmant, Lyle Talbot. Dir. Victor Schnitzinger. 34 mins. Rel. Sept. 11.

*That's Gratitude*. Theatrical man gets no thanks in farcical romp. Frank Craven, Shirley Carlisle. Dir. Frank Craven. 87 mins. Rel. Oct. 13. Rev. Nov. 6.

*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 23. Rev. July 15.

**DuWorld** Offices: 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. Director and stars. Rel. July 15. Rev. Aug. 1.

*Bride of Semos*. 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 Cage*. Comedy in a Cornish manner. Jimmy Savo, Eddie Lambert, Dorothy Darling. Dir. Eugene Franko. 60 mins. Rel. Oct. 1.

*Hollywood, City of Dreams* (Sp.). Jose Bohr. Spaniard's impression of cinematoman. 68 mins. Rel. March 30.

*Keche, Lubl, Szeneu* (Polish). Young love in Poland, with music. Dir. Michael W. Powell. 70 mins. Rel. Nov. 1.

*Man Who Changed His Name* (British). An old Edgar Wallace yarn revived. Dir. Henry Edwards. 75 mins. Rel. Oct. 1. Rev. Oct. 23.

*Norah O'Neale* (British). Irish yarn. Dir. Desmond Hurst. 70 mins. Rel. Oct. 15. Rev. Oct. 30.

*Romance in Budapest* (Hung.). Franciska 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* (British). Edgar Allan Poe thriller. Dir. Desmond Hurst. 60 mins. Rel. June 15. Rev. Aug. 1.

**First Division** Offices: R. & O. Bldg., New York, N. Y.  
*Releasees Also Allied, Chesterfield and Monogram*

*Curtain Falls*. One-time famous actress uses her talents in an entirely novel role; and stages one final glorious comeback. Henrietta Crossman, Dorothy Lee, Wm. Boyd. 70 mins. Rel. Nov. 1.

*Fifteen Wives*. Three of a man's first 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. 69 mins. Rel. Aug. 15. Rev. Nov. 20.

*Girl of the Limbardo*. The famous Gene Stratton Porter classic. Marian Marsh, Ralph Morgan, Louise Dresser, Eddis Nugent. Dir. Christy Cabanne. 83 mins. Rel. Nov. 8.

*Green Eyes*. Murder at a maudlin dinner. Wm. Bakewell, Shirley Grey, Charles Starrett, Claude Gillingwater. Dir. Richard Thorpe. Rel. July 30.

These tabulations are compiled from information supplied by the various production companies and checked up as soon as possible after release. Listing is given when reliable dates are definitely set. Titles are retained for six months. Managers who receive series subsequent to that date should preserve a copy of the calendar for reference.

The running time as given here is presumably that of the projection room showings and can only approximate the actual release length in those states or communities where local or state censorship may result in deletions. Running time in the reviews as given in 'Variety' carry the actual time clocked in the theatre after passage by the New York state censorship, since pictures are reviewed only in actual theatre showings.

While every effort is made to hold this list accurate, the information supplied may not always be correct, even though official. To obtain the fullest degree of accuracy, 'Variety' will appreciate the co-operation of all managers who may note discrepancies.

## Behind the Keys

(Continued from page 18)

Golding will be managing director, a position created for him. The Capitol has been hard hit by introduction of three new picture houses, with the top, while the Capitol is 35c and one feature picture, whereas the competing houses offer two features.

**Duquesne, Pa.**  
 Plans for remodeling the old Liberty have been approved. Floyd & Huzzar are partners. Huzzar re-named Grand.

**Wellsville, O.**  
 Clarence J. Vogel, who operates a half dozen theatres in the tri-state area, now a newspaper publisher.

**Canton, O.**  
 Opening: Lyria, M. T. Vernon; New Grade, Newark, Grand, Salem; Ohio, Van Wert; Hippodrome, Youngstown; Pastime, Coshocton; Rialto, Ellyria; Opera House, Granville; Ohio, Cambridge.

**San Diego, Cal.**  
 George Bowser, Fox West Coast division manager, has shifted a number of house managers here. C. H. Meeker transferred from the Fairmont to the Mission, with Jack Redmond from the Astor replacing. Hopson Skilton resigned as manager of the Elysian and replaced by Lynn Grey.

**Portland, Ore.**  
 Jack Gault manager of J. J. Parker's new Roosevelt theatre at the Bonneville dam project on the Columbia.

**Hamilton, O.**  
 Tracy Barham in charge of the Palace and Marion at Marion, O., recently acquired by Midloth Theatre, Inc. a Paramount subsidiary, will also have jurisdiction over the Paramount, Palace and Rialto here and the Paramount and Strand at Middletown. District headquarters will be maintained here.

**Des Moines.**  
 Bob Fulton will manage the new Roosevelt, Des Moines. Joe Stewart goes to the Strand, Waterloo. Garden, Des Moines, will be handled by Art Farrell. Eddie Forester, who has been manager of the Nevada, Hastings, Neb., for Tri-State, will handle both Grand Island, Neb., houses, while Bob D. Ducknuck goes from Grand Island to Hastings.

**Pittsburgh.**  
 After being manager-less for last two weeks, Warner gets Louis Gilbert, who has been manager of the Harris Memorial theatre in McKeesport. He succeeds Roy Rowe, who has taken over two WB houses in nearby Washington, Pa. William Rayner, formerly with Brooklyn Paramount, is coming on as Gilbert's successor at the McKeesport spot.

**Robert Jess and Joe Schnitzler**, former house managers for the Harry Weinberg string, now out of the organization entirely. Carl Rags' Rose is the whole cheese in York, Neb., now. The Rialto is closed.

**Los Angeles.**  
 Abe and Mike Gore preparing to erect house on LaBrea, residential crossstown boulevard, after first of the year. Site for 1,800 seat theatre acquired in the Wilshire district by Gus Metzger and F.W.C.

**David Menner, Phyllis Barry.** Dir. Reginald Barker. 60 mins. Rel. Sept. 15.  
*One in a Million*. Romance of a department store employee and the boss' son. Dorothy Wilson, Charles Starrett. Dir. Frank Strayer. Rel. Nov. 15.

*Port of Lost Drama*. A gun moll's past catches up with her after she has reformed and is happily married to a sea-faring man. Lola Lane, Bill (actor) Boyd, George Marston, Edward Gargan.

*Redhead*. Romance of a disowned playboy son and an artist's model with a past. Bruce Cabot, Grace Bradley, Burton Churchill, Regis Toomey. Dir. Melville Brown. Rel. Nov. 30.

*Shock*. Shell shock world war victim unknowingly falls in love all over again with the wife he married before going to the front. Ralph Forbes, Gwellaan Gill, Munroe Owsley. Dir. Roy Poweroy. 66 mins. Rel. Aug. 1.  
*Star Packer* (Long Star). Western. John Wayne, Verna Hillie. Dir. Paul Malvern. 62 mins. Rev. Oct. 23.

*Women's Men*. 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.

**Studios: Burbank, Cal.**  
**First National** Offices: 221 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 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 Humberstone. 65 mins. Rel. Aug. 25. Rev. Aug. 26.

*Flirtation Walk*. West Point story. Ruby Keeler, Dick Powell, Pat O'Brien. Dir. Frank Borzage. Rel. Dec. 1.

*Fog Over Frisco*. Musical melodrama set in San Francisco. Donald Woods, Betty Davis, Lyle Talbot, Margaret Lindsay. Dir. William Dieterle. Rel. June 2.

*Gentlemen Are Born*. Four college boys battle the world. Franchot Tone, Joan Muir, Ann Dvorak, Margaret Lindsay. Dir. Alfred E. Green. 75 mins. Rel. Nov. 17. Rev. Nov. 27.

*Happenings Ahead*. Window washer wins success. Dick Powell, Josephine Hutchinson. Dir. Mervyn LeRoy. 70 mins. Rel. Oct. 23. Rev. Oct. 26.

*I Sell Anything*. Comedy in a fake auction room. Pat O'Brien, Ann Dvorak, Claire Dodd, Roscoe Karns. Dir. Robt. Florey. 70 mins. Rel. Oct. 20.

*Lost Lady*. A. Wills Cather's story. Barbara Stanwyck, Frank Morgan, Ricca Cortez. Dir. E. A. Tilton. 83 mins. Rel. June 30. Rev. Aug. 21.

*Men 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 15.

*Merry Frinks*. The Comedy-drama of the typical family stepping all over Ma until she turns and leaves them on their own. Aline MacMahon, Guy Kibbee, Allen Jenkins, Hugh Herbert. Dir. Al Green. Rel. May 26.

*Midnight Alibi*. Heart interest melodrama from Damon Runyon's "Old Doll's House." Richard Barthelmess, Ann Dvorak, 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 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 30. Rev. Aug. 21.

*Six Day Bike Rider*. Thrills and spills in a bike race. Joe E. Brown. Dir. Lloyd Bacon. 69 mins. Rel. Oct. 20. Rev. Nov. 6.

**Studio: Fox Mills, 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, Beulah Giese. Dir. Frank Capra. 60 mins. Rel. Nov. 20. Rev. Nov. 27.

*Call it Luck*. Daughter of a London cabby wins the Sweepstakes. Pat Patterson, Herbert Mundin. Dir. Jas. Tinling. 65 mins. Rel. June 1. Rev. July 17.

*Caravan*. Romantic story based on "Gypsy Melody." Chas. Boyer, Loretta Young, Jean Parker, Louise Fazenda. Dir. Erik Charell. 101 mins. Rel. Sept. 15. 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. 21.

*Cherish Chen in London*. Another detective yarn. Warner Oland, Lyle Leighton, Claire Barrie. Dir. Eugene Forde. 79 mins. Rel. Sept. 14. Rev. Sept. 18.

*Charlie Chan's Courage*. Another episode in the life of the Chinese sleuth. Warner Oland, Lyle Leighton. Dir. Geo. Hadden. Rel. June 23.

*Dude Ranger*. 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.

*Elmer*. Novel. Claire 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. 77 mins. Rel. Nov. 23. Rev. Nov. 23.

*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. 73 mins. Rel. July 13. Rev. July 21.

*Handy Andy*. Story of a adopted son and an understanding man. Jackie Cooper, Thomas Meighan, Jackie Searle. Dir. Eddie Cline. 69 mins. Rel. Oct. 13. Rev. Oct. 20.

*Hell in the Heavens*. Air story. Warner Baxter, Conchita Montenegro. Dir. John Hyndstone. Rel. Nov. 9.

*Judge Priest*. Based on the Irvin Cobb stories of down south. H. B. Walthall, Tom Lester. Dir. John Ford. Rel. Oct. 5. Rev. Oct. 16.

*Lottery Lover*. Pat Patterson, Lew Ayres. Dir. Wm. Thiele. Rel. Nov. 30.

*Lovetime*. Musical romantic story. Pat Patterson, Nils Asher, Herbert Mundin, Harry Green. Dir. Jas. Tinling. 72 mins. Rel. Sept. 21. Rev. Nov. 2.

*Marie Galante*. Done from the novel of the same name. Spencer Tracy, Ketti Gallian, Helen Morgan. Dir. Henry King. 90 mins. Rel. Oct. 26. Rev. Nov. 27.

*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. Oct. 13. Rev. Oct. 20.

*Pursued*. Romantic drama. Original. Rosemary Ames, Victor Jory. Pert Kelton. Dir. John Ford. 70 mins. Rel. Aug. 24. Rev. Sept. 25.

*Servants' Entrance*. Janet Gaynor and Lew Ayres decide to spend their honeymoon earning their own living. Both engaged in domestic service. All works to a happy ending. Dir. Frank Lloyd. 90 mins. Rel. Sept. 7. Rev. Oct. 1.

*She Learned About Sellers*. 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 Lady Helen Twisselthwaite*. Robert Young. Dir. John Blystone. 68 mins. Rel. July 20. Rev. Aug. 28.

*365 Nights in Hollywood*. James E. Dunn, Alice Faye, Mitchell & Durant. Dir. Geo. Marshall. 77 mins. Rel. Oct. 12. Rev. Nov. 13.

*Twenty-four Hours a Day*. Claire Trevor, Gilbert Roland. Dir. Hamilton MacFadden. 73 mins. Rel. Nov. 23.

*White Parade*. The Loretta Young, John Boles. Dir. Irving Cummings. 80 mins. Rel. Nov. 16. Rev. Nov. 13.

*Wild Gold*. John Boles, Claire Trevor, Harry Green. Dir. Geo. Marshall. 77 mins. Rel. June 8. Rev. July 1.

*World Moves On*. The love story which covers a century. Madeleine Carroll, Franchot Tone. Dir. John Ford. 104 mins. Rel. Aug. 31. Rev. July 2.

**Gaumont-British** Office: 1600 Broadway, New York, N. Y.  
*Chia Chow*. Arabian tales in musical form. Anna May Wong, Fritz Kortner. Dir. Walter Forde. 95 mins. Rel. Sept. 15. Rev. Sept. 25.

*Evansong*. Musical dramatization from the Beverly Nichols novel. Evelyn Laye, Fritz Kortner, Carl Edmund, Alice Delia, Conchita Superville. Dir. Victor Sjöström. Rel. Nov. 16. Rev. Nov. 16.

*Jack and the Beanstalk*. Comedy. Jack Hulbert, Nancy O'Neill, Alfred Drayton. Dir. Walter Forde. Rel. Dec. 3.

(Continued on page 31)

**PARAMOUNT** *Wishes you  
a Merry Christmas and  
a Prosperous New Year  
with "Here is My Heart"*



**"HERE IS MY HEART"** with BING CROSBY, KITTY CARLISLE,  
Alison Skipworth, Roland Young, Reginald Owen. Music and Lyrics by Ralph  
Rainger, Leo Robin and Lewis Gensler. A Paramount Picture directed by Frank Tuttle

# F&M WOULD ADD MORE ON W. C.; WB ON OWN

While denying that any negotiations have begun to take over the west coast theatres of Warner Bros., Fanchon & Marco admits to an interest in acquiring houses either on the Pacific slope or elsewhere. F&M operates the Paramount, Los Angeles, at present, and has been very successful with this former Public white elephant.

While F&M and WB say no merger or operating deal is imminent, WB for some time has recognized that an operating problem exists for it in the far west.

## Bully for Buckeye

Phoenix, Ariz., Dec. 3. Buckeye, 1,500-inhabitant community about 35 miles from here, has its first screen entertainment in several years. A loudspeaker milk has taken over the Community theatre, installed portable sound equipment and is showing a change of program twice weekly.

House accommodates 200 patrons.

## Vocafilm Corp. Vs. Erpi Argued, Decision Later

Erpi's motion to interpose infringement claims as a defense in the anti-monopoly suit brought by Vocafilm Corp. was argued on Monday (3) before Federal Judge Knox who took the matter under advisement. Vocafilm is suing Western Electric and American Tel. & Tel. as joint defendants with Erpi. The suit has been pending since August, 1933. There has been some talk of settlement outside of court but nothing official on that point is forthcoming.

Vocafilm introduced a couple of affidavits in an attempt to offset the electric's claims of infringement. These affidavits were from David R. Hochstadt, president of Vocafilm, and Clarence C. Colby, former president of the Samson Electric Co.

The Erpi allegations of infringement are supposed to be limited to an amplifier which was manufactured by Samson but used in connection with the Vocafilm equipment.

Vocafilm's arguments were advanced in court by Attorney Louis Karasik, counsel for the company. He is also counsel for Fox Theatres and several of the latter's subsidia in other ultra anti-monopoly suits under the Clayton Act.

## CCC Camps Plea

Tacoma, Dec. 3. CCC camp boys in the Pacific northwest are show hungry and up to the present time no arrangements to appease have been worked out. Of the 30 or 40 camps located in Oregon, Washington, Idaho and Montana, no theatrical relaxation has been extended to any.

Some of these camps are located sufficiently close to small towns and cities to permit the men to get a peek at a silent, or maybe an indie taker, once in a while, but that's tough on small town.

One camp tried to make arrangements with film supply people to furnish small projectors and miniature film one night each week over the winter for 15 camps, alternating the films. Film people told him they did not have a sufficient library of the small film to carry out such a program. Camp said it was willing to buy the projectors outright if it could get guarantee of film rentals.

Idea of a portable sound equipment for standard film was also thought of, but the investment was out of the question, because recreational finances allowed by the Government would not permit. The thousands of men in this neck of the woods who cannot reach towns and cities to witness shows are twiddling their thumbs and wondering if Uncle Sam will work out some sort of entertainment program for these camps this winter.

It should be understood that while in the east CCC camps get a vaudeville show once in a while, out here it is puppets and an orchestra of tin pans, glass jars and mouth organs.

# Neighborhood Exhibs Grumble as First Runs Add Vaude, Keep Scale

Minneapolis, Dec. 3. Their business shot as a result of the big inroads made on it by loop theatres since the latter started to throw in stage shows along with pictures at the same prices as were being charged for the latter alone, neighborhood and suburban exhibitors are on a rampage here.

Unless loop theatres boost their admission prices, the neighborhoods and suburban spots threaten to cut a dime and to use double features in defiance of their film contracts. They claim that such drastic steps would be necessary to prevent them from being forced to the wall.

At a meeting of Twin City independent neighborhood and suburban exhibitors arranged by Northwest Allied States, plans were inaugurated to use pressure on circuit heads and exchanges in an effort to get the scales at loop theatres upped. While business in the loop has been improving, there has been a drop in trade at the outlying houses in recent weeks, and many theatres, which formerly were getting by on low claim they are grossing as little as \$7 and \$10 a night.

Orpheum and State, Singer and Public circuit houses, two of the loop's largest theatres, formerly had a straight picture policy with a 40c top scale, which in itself represented

a reduction from the former 55c. Whenever they played stage shows in the past they boosted their 40c ante to 55c. Recently, however, they started a policy of pictures plus stage shows at 40c top.

Then the Palace, loop 1,900-seater, a week ago inaugurated a policy of five vaudeville acts plus first-run pictures at 15c and 20c admission during the morning and afternoon and 25c after 6 p.m. To add to the woes of the neighborhood and suburban houses which have been trying to maintain 20c and 25c tops for subsequent runs sans any stage entertainment, several of the loop first-run theatres have a 15c admission to 8:30 p.m.

## Syracuse Shifts Show Map All Over Again

Syracuse, Dec. 2. Syracuse's Rialto line-up will shift again next week when both Loew's State and RKO Keith's go double feature and the Strand (RKO) reverts to second runs, although retaining double features.

Switch at the Strand is calculated to help both Keith's and the Paramount, which recently shortened its vaudeville play week to three days. If the Paramount business builds, house is expected to resume full-time operation.

# CALENDAR OF CURRENT RELEASES

(Continued from page 33)

- Oded the Wanderer (Palestine) (Hebrew). Life in Palestine. Dir. C. Halahmi. 65 mins. Rel. May 15.
- Oro y Plata (Sp) (Inter-Continental). Romantic tragedy. Dir. Ramon Peon. 90 mins. Rel. July 15.
- Parada Rzewastlow (Polish) (Capital). Military musical. Dir. Michael Waszynski. 75 mins. Rel. Sept. 1.
- Petersburg Nights (Russ) (Amkino). Based on two Dostoevsky stories. Dir. F. M. Dostoevsky. 70 mins. Rel. Sept. 15.
- Petterson & Bendel (Swedish) (Scandinavian). Comedy-drama with music. Dir. Axel Hennner. 80 mins. Rel. Feb. 15.
- Problem of Fatigue (Russ) (Amkino). Scientific study. Dir. I. F. Pavlov. 60 mins. Rel. Aug. 15.
- Prokurator (Polish) (Capital). Tense court drama. Dir. M. Waszynski. 80 mins. Rel. May 15.
- Quick, Koenig der Clowns (Ufa) (Ger). Comedy. Lillian Harvey, Hans Albers. Dir. Robert Siodmak. 80 mins. Rel. Dec. 1.
- Rakoczi Indule (Hung) (Danubia). Musical romance, with Paul Abraham, music. Dir. Steven Szekely. 80 mins. Rel. Nov. 15.
- Roman Elner Nacht (Ger) (Havaria). Romantic mystery. Liane Haid. Dir. Carl Boese. 70 mins. Rel. June 15.
- Romance Tropical (Spanish). First picture made in Porto Rico. Romantic drama. 70 mins. Rel. Oct. 15.
- S. A. Mann Brand (Ger) (Havaria). Nazi propaganda. Dir. Frantz Seitz. 85 mins. Rel. May 15. Rev. May 25.
- Saison in Kap (German) (Ufa). Musical comedy. Renate Mueller, Willy Fritsch. Dir. Reinhold Schunzel. 80 mins. Rel. Dec. 15. Rev. Dec. 25.
- Schlemihl, Der (German) (Kinematrade). Comedy. Curt Bois. Dir. Erich Engels. 60 mins. Rel. Nov. 1.
- Simple Tailor (Russ) (Amkino). Drama of Jewish life. Silent with sound track. Dir. V. Viner. 70 mins. Rel. Feb. 15.
- Sobre Las Olas (Mex.) (Latino). Historical romance. Dir. Ramon Peon. 70 mins. Rel. March 15.
- Serment, Le (Fr) (Protex). Heavy drama of love. Dir. Abel Gance. 80 mins. Rel. March 15. Rev. March 20.
- Sombra de Pancho Villa (Sp) (Col). Life of the Mexican bandit chief. Dir. M. C. Torres. 70 mins. Rel. March 1.
- Soviet Closeups (Russ) (Amkino). Newsreel compilation. 60 mins. Rel. July 15.
- Soviets Great New Turkey. (Russ) (Amkino). Newsreel compilation. 60 mins. Rel. Sept. 1.
- Spil Mit Dem Feuer (Ger) (Ufa). Domestic relations comedy. Dir. Ralph Arthur Roberts. 70 mins. Rel. Nov. 15.
- Spy, The (Polish) (Capital). Drama. 80 mins. Rel. March 1.
- Stern von Venedig, Der (Ufa). White slave traffic in Europe. Liane Haid. Dir. Alfred Zeiler. Rel. April 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 Heins. 80 mins. Rel. Jan. 15.
- Tausend fur Eine Nacht (Ger) (Capital). Farce. Trude Berliner. Dir. Max Mack. 70 mins. Rel. Feb. 1.
- Three Songs about Lenin (Russian) (Amkino). Newsreel compilation. Dir. B. Vortov. 55 mins. Rel. Nov. 1.
- Thunderstorm (Russ) (Amkino). Russian melodrama. Dir. V. Petrov. 80 mins. Rel. Oct. 1. Rev. Oct. 2.
- Tochter Der Regimenter, Die (Ger) (General). Military musical. Anny Ondra. Dir. Karl Lamm. 70 mins. Rel. April 1.
- Trenck (Ger) (General). Military drama. Dorothea Wieck. Dir. Hans Paul and Ernst Lubitsch. 80 mins. Rel. April 1.
- Tres Amores (Spanish) (U). Heavy drama. Anita Campillo, Mona Marie. Dir. Moe Sachin. 80 mins. Rel. Nov. 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 Georg. Dir. Hans Steinhoff. 80 mins. Rel. July 1. Rev. July 17.
- Verkaufte Braut (Ger) (Kinematrade). Smetana's operetta diluted. Jamila Novotna. Dir. Max Ophuls. 80 mins. Rel. April 15. Rev. May 1.
- Vi Bern Gar Kokevagen (Swedish) (Scandinavian). Musical. Rel. April 15.
- Volga Volga (Fr.) (dubbed English) (Kinematrade). Adventure of a Cossack Robin Hood. 70 mins. Rel. Dec. 15. Rev. Dec. 25.
- Waltz Time in Vienna (Ger) (Ufa). Musical based on Johan Strauss' life. Renate Mueller, Willy Fritsch. Dir. Ludwig Berger. 80 mins. Rel. Nov. 1. Rev. Nov. 20.
- Wenn Herzen Sich Finden (Ger). Romantic comedy. Charlotte Ander. Dir. Erich Engels. 80 mins. Rel. Nov. 1.
- Wie Mann Maenner Fesselt (Ger). Franziska Gaal. Musical comedy. Dir. Carl Boese. 75 mins. Rel. May 15.
- Wie Sag Ich's Keinen Mann? (Ger) (Ufa). Farce. Renate Mueller. Dir. Reinhold Schunzel. 70 mins. Rel. Jan. 15.
- Youth of Russia (Yiddish) (Sov-Am). Religious conflict. Dir. Henry Lynn. 70 mins. Rel. Nov. 1.

## Key to Address

Acme, 56 East 14 St.  
Amkino, 723 Seventh Ave.  
Bavaria Film, 459 Fifth Ave.  
Blue Ribbon Picts., 154 W. 55th.  
Capital Film, 630 Ninth Ave.  
Danubia, 729 Seventh Ave.  
European Film, 154 West 55th.

Filmchoice, 509 Madison Ave.  
Garrison Films, 727 Seventh Ave.  
General Foreign Sales, 729 7th Ave.  
Inter-Continental, 50 E. 42nd St.  
Jewish American, 630 Ninth Ave.  
Kinematrade, 723 Seventh Ave.  
Protex Trading, 42 E. 55th.  
Scandinavian Films, 229 W. 42d.  
John Tapenour, 125 West 54th St.  
Ufa, 129 Seventh Ave.

## Weeks Back, but Out Again Soon for G-B

After being gone a month setting up sales staffs and making deals for Gaumont-British product, George W. Weeks returned to New York yesterday (Monday) and will remain outside the holidays, going out on another tour of key points in January.

## Philly Fireworks

(Continued from page 27)

Boston and Chicago. He reminded the court that two of his company's pictures, 'Jane Eyre' and 'Girl of the Limberlost' had had recent first-run showings in chain houses here.

When Harry Perelman, original plaintiff, was recalled to the stand to show check-books which indicated his partnership in his uptown theatre, attorney Wolf moved for an immediate dismissal on the grounds that no conspiracy had been shown and that, because of a recent ruling on partnership arrangements, no citizen's property rights were in jeopardy. Judge Welsh refused the dismissal.

The defense did not call its first witness until late in the week. He was Walter Vincent, an exhibitor with extensive holdings in this territory and he declared that the double-feature and 10c theatre were menaces to the industry, declaring also that too many films and too many bad films were being produced. He said that "every one would be better off if fewer but better films were made" and if the practice of double-features which stimulated excess production would be eliminated, Vincent stated while he had selective contracts with major distributors, he would buy a good feature from any independent company.

Former Congressman Ben Golder, attorney for the plaintiffs, referred to Vincent's executive capacity in Motion Picture Theatre Owners of America affairs, and, reviving an echo of the recent M.P.T.O.-I.E.P.A. split asked Vincent if the M.P.T.O. wasn't subsidized by the alleged trust. Vincent indignantly denied the charge.

Edward Jeffries, Roxborough exhibitor, testified that he had proven by a poll of his customers that they did not want double features. Fred Leopold testified that double-features would hurtfully affect the showing of worthwhile short subjects.

# 29th ANNUAL VARIETY ANNIVERSARY NUMBER

## Will Be Issued Late This Month

As usual, this "Variety" special issue will be a complete review of the year in the show business. It will contain special features and articles, besides being a show business directory for the ensuing year.

Advertising Copy May Be Sent

Now to Any "Variety" Office

CHICAGO NEW YORK HOLLYWOOD  
Woods Theatre Bldg. 154 West 46th St. 1708 No. Vine Street

## Rates Remain Unchanged



## Sympathy Strike Follows Dismissals; WEBC, Buffalo, Off Air Three Hours; Engineers Claim Code Violation

Buffalo, Dec. 3. Howell Broadcasting Company's WEBC station was off the air Sunday afternoon for three hours following a strike as a result of the dismissal of two operators.

According to the local inspectors for the Federal Communications Commission who investigated when the station went off the air, the licensed operators walked out on strike at 2:15 Sunday afternoon. This was after the alleged summary dismissal of two operators by the station.

Delegates for the American Radio Telegraphists Association, Inc., charged that the station was violating the broadcasting code and lodged complaints with the local NRA director. It was charged that operators were being worked overtime without compensation. The alleged refusal of the station's management to negotiate collectively and the discharge of the operators for union activities were previously brought before the Regional Labor Relations Board by union representatives.

Sympathizing operators picketed the station for several days the fore part of the week.

The labor charges will be aired before NRA director this week.

Birmingham, Dec. 3. A threatened strike of radio engineers here today (Monday) was averted when WAPI and WEBC signed working contracts with the technicians.

Station WSGN, indie, did not sign but is expected to arrive at a settlement Tuesday (4).

New scale of pay proposed by the union calls for \$60 a week for chief engineers; \$49.50 for assistants and \$45 for regular operators.

Atlanta, Dec. 3. Unions here are not recognized by any of local broadcasting stations, although organizational work among technical employees of stations is in progress and some have joined the IBEW.

Local stations are complying with code provisions. None of the Atlanta stations—WISB, WGST, WJTL—has had any difficulty as yet with union organizers.

## ACUTE ALCOHOLISM KILLS RADIO ACTOR

Syracuse, Dec. 3. John O'Hearn, Syracuse radio entertainer, formerly on the 'Man About Town' program, was found dead today (Monday) under mysterious circumstances in a local flop house.

He died of acute alcoholism, coroner's investigation established.

## 'O'Neills,' Winner of Dust's Public Audition, Starts

The O'Neills start next Monday (10) on three evenings a week arranged over CBS for Silver Dust. Script serial came in an overwhelming favorite on the ballots cast during an auditions contest staged by the soap powder packer before 2,000 housewives at the Astor three weeks ago. Seven other programs participated in the hearing. Script act will have the 7:30 to 7:45 spot Monday, Tuesday and Friday. It replaces Silver Dust's present stanza, the Rollo Hudson band and Paul Keast.

## Waring Renewal Up

Fred Waring's contract with Ford comes up for renewal this week. Also up for consideration by the motor car company is the question of extending the Waring Thursday night program to an hour. It's now on a 30-minute schedule.

Original contract held by Waring is for a year and expires Dec. 27. In event the program goes to an hour more warblers will be assigned to the cast.

## Enjoyed Herself

Bridgeport, Dec. 3. Mezzo-soprano began said sustainer on WICC in spiffed condition. Got through two tunes, including 'I Close My Eyes to Everyone But You,' until listeners' telephone barrage compelled announcer to beg pardon and finish 15-minute with disks. Studio didn't advise alcoholized songstress of cut-off, however, and she roared on to finish. One of her last numbers was 'It's Dark on Observatory Hill.'

## NBC Guides Too Flip; Agency Squawk Brings Censorship on Gags

Staff of guides at NBC who take the tourist parties over the network's Radio City plant at 40c. per look-see were themselves taken over the coin last week for trying to ape some of the mike comers they overheard. The professional pointers-with-pride were told to restrict their routines to the dishing out of information and to lay off the gags.

Dressing-down followed a squawk put in with the web by an agency exec who had the following incident relayed to him by a relative who had paid her 40c. and made the rounds. Guide in question when showing his party the interior of one of the little parlor-like studios remarked: 'Here's where speakers who are inclined to suffer stage fright broadcast from. The studio's intimate, homelike atmosphere sort of sobers 'em. For here are the women who deal out cooking recipes broadcast!'

'But I'll bet,' added the guide, 'that these same women couldn't cook a simple stew if they had to.' Agency that complained carries one of the recipe girls on its payroll.

## Performing Rights Case in Holland

The Hague, Nov. 29. Court at Amsterdam is at present dealing with a case of international moment. BUMA, the musical copyright bureau, is demanding from the broadcasting companies in Holland fees for the right of broadcasting in their program, music of which copyright is controlled by BUMA. If broadcasting companies don't want to pay fees, demanded by BUMA on behalf of various foreign composers, who gave BUMA power of attorney to protect their interests in Holland, BUMA asks court to prohibit broadcasters from use of such music.

Companies contend that former fees were only about \$10,000 (at par) per year, but now double that fee is demanded, which they aver is far too high, and which is against the public interest. Lawyers heard by court, but no decision yet.

Broadcasting companies co-operating in this matter and together have one lawyer representing their interests.

## BOWERS IN CHICAGO

Chicago, Dec. 3. Ed Bowers now in charge of the N. W. Ayer agency's radio department here, replacing Nelson Minsquire who rejoined the Philadelphia office. Ayer agency is readying to move away from its offices in the south end of the loop and come into the center of the agency activity up around Michigan bridge. Dickerling for quarters in either the Tribune Tower or the Wrigley building.

## Renewals for Camelites

Entire cast in the Camel Tuesday and Thursday night programs over CBS has been renewed for another 13 weeks, effective with the Jan. 1 broadcast. Show includes the Casa Loma band, Annette Hanshaw and Walter O'Keefe.

## Agencies-Sponsors

Marschalk & Pratt agency, New York has a new radio director in Dave Elman. He comes from CBS.

George Allan leaves the J. Walter Thompson agency's radio department in Chicago for a radio post with the Benton & Bowles agency in New York. Dick Marvin remains in charge of the Chicago air department of JWT.

Atwater-Kent brings its concert series on CBS to a close with the Dec. 17 broadcast. Folding date will make it a run of 13 weeks.

Cream of Wheat Corp., effective Jan. 6, moves to 7:30 p.m. Sunday spot on CBS, with Alexander Woolcott and Robert Ambrose band. Involves 43 stations. J. Walter Thompson Agency.

RCA Radiator, effective Dec. 15, renews for 13 weeks. John R. Kennedy and NBC studio band on Saturday night half hour over 21 stations on NBC's blue (WJZ) network. Lord & Thomas Agency.

Hoover Co. renews for 52 weeks, effective Jan. 6, its Sunday evening half hour, over 39 stations on NBC's red (WEAP) loop with Josef Koestner, Edward Davies, Charles Sears and Mary Steele. Erwin, Wasey Agency.

## Wax Works

Pittsburgh Paint company will hit the ether around March 1 with a 48-program series of 15-minute radio platters on about 26 stations. Will feature Alvin Karp and the Freddy Graham aggregation. Show being handled through the Chicago N. W. Ayer agency, platterized by World Broadcasting.

Bucket Syrup Co. has had turned out through the Midwest Co. 25 five-minute announcements for placement on KNX, Los Angeles, and KGB, San Diego.

Spool Cotton is doing a test campaign on KNX, Los Angeles. It's using brief recorded dramatizations at the rate of two a day.

Cooler Sales Co., using waxed announcements, including 15 second interview with a Cooler Owner.

American Bosch Explorers Club terminates Dec. 16. Program handled by E. T. Howard agency, New York.

## Full Time for WACO

Ft. Worth, Dec. 3. WACO, the CBS outlet at Waco, has been granted full unlimited time, extending this 100-watt's operation from 10:30 to 12 hours daily. It is a CBS affiliate and carries approximately eight hours of chain staff daily.

James Pate is station manager, John Braun, chief engineer, and Earl Cullum, technical supervisor.

## Shepard's Manoeuvre

## Petitions for Wavelength of WHDH with Which CBS Wants to Anticipate Him

Washington, Dec. 2. John Shepard, 3rd, has put in a bid with the Federal Communications Commission for the facilities of WHDH, the Boston station which CBS placed under contract several months ago as a protective move against Shepard. Head of the Yankee Network wants to move his key station, WNAC, Boston, from 1230 k.c. to the wavelength, 830 k.c., currently occupied by WHIH. Shepard also seeks a boost in power for WNAC. It's now operating at 1,000 watts and he is asking that it be increased to 5,000 watts.

Columbia resorted to the deal with WHDH as one way of solving its Boston situation in the event it fails to get together with Shepard when the current contract between the latter and the national web expires two years hence. Shepard's counter came in the form of an amendment to a previous application in which he asked the commission merely for an increase of power for WNAC.

## Chain Income from Time Sales

### NBC

	1934	1933	1932	1931
January	\$2,373,939	\$1,869,885	\$2,636,447	\$2,026,526
February	2,197,297	1,427,784	2,671,609	1,924,778
March	2,473,400	1,997,463	2,864,783	2,164,434
April	2,368,118	1,690,177	2,649,892	2,195,380
May	2,472,594	1,662,887	2,306,448	2,101,525
June	2,182,742	1,512,139	2,081,466	1,931,156
July	1,864,420	1,370,998	1,825,433	2,027,975
August	1,735,555	1,407,843	1,745,338	1,982,427
September	1,860,166	1,555,606	1,807,795	1,951,826
October	2,776,947	2,130,046	2,062,273	2,318,091
November	2,580,000	2,188,342	1,959,953	2,475,905
Total	\$24,885,162	\$19,127,165	\$24,504,437	\$23,010,856

### CBS

	1934	1933	1932	1931
January	\$1,405,948	\$941,465	\$1,348,842	\$692,114
February	1,387,823	884,977	1,319,414	760,621
March	1,524,904	1,016,102	1,436,050	1,110,526
April	1,731,601	775,493	1,354,592	1,076,193
May	1,755,887	824,256	1,326,944	1,065,352
June	925,939	553,056	915,830	1,057,230
July	630,290	415,414	591,183	877,366
August	513,315	499,638	540,342	774,518
September	700,491	547,203	685,153	947,138
October	1,752,601	1,125,793	972,358	1,099,717
November	1,679,689	1,277,459	1,105,895	1,247,248
Total	\$13,148,588	\$8,690,852	\$11,596,603	\$10,697,933

## NBC, \$2,580,000; CBS, \$1,679,689; Unusual November-October Drop

### 4-DAY CAREER

Bill Bacher Winds Up Fast at Blackman Agency

William A. Bacher, who left the production staff of the Benton & Bowles agency two weeks ago, is now out of the Blackman Agency. Latter office brought him in to help straighten out the 'Gibson Family' (Ivory Soap) and when the Blackman execs declined to act on his suggestions Bacher decided there was no alternative but to walk. His stay with the Blackman agency totaled four days.

While with Benton & Bowles Bacher handled Maxwell House Show Boat, the Palmolive operetta and the Log Cabin Syrup program.

### Amateurs Get Some Coin

International Diamond Appraisal company airing over WHN, New York, is using winners from the station's amateur hour. Each Tuesday night the company has a 15-minute session preceding the opening of the regular amateur hour, and presents a single winner of past auditions.

Anna Anderson has filed two weeks on the commercial, and is followed by Henry Ginsberg, clothing salesman.

Columbia last month bettered its November '33 gross by 31.5%, while the margin between the two periods for NBC came to 18%. The November '34 takes for both networks also established records. CBS with its \$1,679,689 for last month, was 32% over its previous top November level, which was 1932. NBC exceeded its 1931 high by 4%. NBC's tally from time sales last month came to \$2,580,000.

For the first time in the history of the networks NBC and Columbia dropped during November under procedure October figures. In either case the ease-off reflected in large part the big chunk of coin that had been garnered in October from Ford Motors for the World Series broadcasts. NBC had collected \$88,000 from this source, while for Columbia the time payoff from Ford had been around \$54,000.

With November's gross NBC was for the first time this year able to show a higher accumulative figure than prevailed for the same stretch in 1932. NBC's gross for the first 11 months of 1932 totalled \$24,504,437. Same web for the first 11 months of 1934 shows a grand figure of \$24,885,162.

Indications are that both NBC and Columbia will hit this month top their December '31 grosses by around 10% and 30%, respectively. NBC last December did \$2,321,567 and CBS, \$1,372,716.

### RCA Demonstrates

Des Moines, Dec. 3. Broadcasting engineers and service men from four states met here last week as guests of the RCA-Victor company for the purpose of viewing and watching demonstrations of 1935 equipment. Charles Herbst, Camden, N. J., technical engineer being in charge.

Demonstration covered both broadcasting and receiving equipment and was the first time that the new equipment was shown in the middle west.

Lewis Lacey has been made manager of KSL's San Antonio unit, KTSB, succeeding Ralph Nobles, who joined an advertising agency. Lacey has been with KSL, Salt Lake; KHQ, Spokane, and KYA, San Francisco.

Jimmie Dupree, transmitter engineer, has been transferred from KTSB to KTAT, Fort Worth.

WJAX, the City of Jacksonville (Fla.) station, celebrated its ninth birthday, and WPTF, Raleigh, N. C., transmitter, marked its seventh anniversary on the same day, last week. Both were saluted on the Charles program over NBC.

George Gussman, formerly with KMOX, St. Louis, and KSO, Des Moines, is now program director of the sole diet on this string, however.

# ALL-CATHOLIC WAVELENGTH

## NBC Again Delays on 'Uniform' Contract for Affiliates; WLW Issue

Distribution of NBC's new uniform contract for affiliated stations is reported to have been put off again. Believed the finishing touches were applied to the document last week, but it was decided to hold it for another going over. Several of the network's execs are said to have taken exception to some of the provisions. The contract concerns rate of compensation for outlets on time sold by the network.

In submitting the contract for signature to its associated outlets NBC will refer to it as a 'uniform' agreement, meaning that the same terms will apply to all allied stations. Big question is whether WLW, Cincinnati, will become a party to this document or whether it will insist on the arrangement now prevailing which brings the Cincy outlet the full local rate on network programs.

Incorporated in the new contract is the new rate structure for each station, based on the field strength survey NBC took last year, mail count, popularity and competition. It is proposed to submit to stations, along with the new contract, the above info as affecting the particular affiliated outlet.

Doubtful, however, whether NBC will publish these field survey maps. Web probably will take no chance on embarrassing any of its allies by making this coverage info available to competitive stations in the same community.

## KATE SMITH SHOW SIGNS AT \$5,000

Hudson Terraplane signs Kate Smith at \$5,000 per week for CBS series, starting on Christmas Eve. Programs to come on Monday nights at 8:30 for half-hour sessions. Seventy-five stations in the hook-up.

Jack Miller and 30-piece orch supplements the robust songstress, also the Three Ambassadors. Latter threesome has been on the Smith matinee hour now for some time.

Besides the Monday broadcast, a group of Friday night auditions are to be conducted in CBS key spots close to the New York area. Two winners to be picked who will then appear on the Smith hour within the next two weeks. Salary and expenses to be put up by the Hudson people for these newcomers. The out-of-town programs are to be worked in as a part of some current civic activity in the various spots. Singer to look for comedy talent as well as crooners.

First town to get this personal visit will be Washington, D. C., two weeks after the series starts. "Time to Dream" to be theme.

## LINIT'S SPITALNY OPPOSITE VALLEE

Linit has elected to go competition to the Fleischmann Yeast affair with Rudy Vallee, Thursday nights. Washing powder will unveil the Phil Spitalny band and chorale ensemble in the Thursday, 8 to 8:30 p.m. EST stretch on CBS. Jan. 2, entry of Spitalny will necessitate the shifting of the Easy Aces (Jed Salls) to a Monday night spot.

Linit's will make the first commercially backed musical program to vie with the Fleischmann show for listener attention on either Columbia or NBC.

**Joe Hoffman Goes West**  
Joe Hoffman left New York Saturday (1) to join his brother, Jerry Hoffman, Hollywood chatter writer, on the coast.  
Hoffman has severed all his radio connections in the east to take a whirl on the film end.

## 104 Sponsored Periods Wkly. In Baltimore

Baltimore, Dec. 3.  
There are at present 104 commercial periods weekly on the four Balto stations, and that figure represents a rise of 20% over corresponding date a year ago.

WCBM leads the pack, having 41 periods, all of which are quarter-hour shots. This station, local outlet for the ABS, also has the largest string of programs that are aired three or more times weekly. Station, with lowest card rates in town, has always had more accounts than the other stations, spot announcements included. WCBM does not total up shopping-service programs which contain all sorts of participatory plugs woven into periods; station hasn't such a program, but reads off spots along with musical recordings.

WFBR has currently 40 commercial periods a week, two of which are half-hour programs and rest 15-min. shots. Night are recordings for local clients. Station has leapt far ahead of figures for last year as far as programs are concerned, and slightly shades standing for spots.

WBAL, which about this time last year stepped out and tried to make some dough after having been more or less a 'quality' station that sought class listeners, jumps about 100%, having at present 17 commercial periods weekly, pair of which are 30-min. shows. Number of spots are about commensurate with last year. Station shares the NBC affiliation with WFBR, latter is local red ribbon rep, and WBAL broadcasts the blue band wire.

WCAO, CBS outlet, has considerably fewer commercial periods per week than had last season this time. Currently airs but six, all quarter-hour affairs. Station has more and more become strictly a local outlet for chain stuff. Station still well up front in running with a string of spots second only to WCBM.

## CONQUEST ALLIANCE DOESN'T SEE WHY IT MUST GO THRU NBC; MAY GO TO COMM.

It looks as though the set owners in Porto Rico may not have a chance to tune in on Listerine's broadcasts of the Metropolitan operas this winter. Conquest Alliance Co., which books time in the United States for WKAQ, San Juan, sees no reason why it should deal through NBC as pointed out by A.T.&T.

Jan developed last week after the National Export Advertising Service, Inc., agency for Listerine in foreign countries, asked Conquest to find out how much it would cost to shortwave the Saturday matinee operas to WKAQ. Conquest took the matter up with the International Telephone & Telegraph Co. and from that source learned that the

## PAULIST ORDER, WWL SHARE 810

Rearrangement to Strengthen New Orleans and New York Stations Owned by Catholic Organizations

SHIFT WCCO, WNYC

With the Washington gears practically set for WWL New Orleans, to go to 50,000 watts and full time, both NBC and Columbia are engaged in snaring the Loyola University's station as an affiliate. By a single stroke the Federal Communications Commission is figured to have solved the problems created by Catholic parishioners in two sections of the country. Way is not only smoothed to make a full-time 50,000-watt of WWL, but to assign the wavelength 810 k.c. to the exclusive use of Loyola U and WWL, New York, another Catholic mouthpiece, owned and operated by the Paulist Fathers. The band involved will be known as the Catholic wavelength.

Grouping of WWL and WWL on 810 will require several station shifts. WCCO, CBS's Minneapolis outlet, will have to be moved to 850 k.c., now occupied by WWL, and a new channel have to be found for WNYC, which the City of New York operates on the eastern end of the 810 channel.

WWL is currently spotted on 1,100 k.c., sharing time with the CBS-operated WPG, Atlantic City. Refusal of Columbia to allow the Paulist Fathers a better portion of the day's time played an important part in the agitation that led to the recent hearing by the FCC of educational demand for 25% of all broadcasting facilities. WWL present operating schedules calls for two hours daily, an extra hour Friday and two and a half hours extra Sunday.

**WNYC Objects**  
New York City administration is expected to put in a strenuous protest against the loss of its present wavelength position. The municipality is figured to insist that if it must be shifted the substitute band should be as good as the one it now occupies. Columbia is understood to be amenable to the exchange of wavelengths with WWL. The 850 band, ever engineers, would provide an improvement in frequency for WCCO.

Postmaster General James M. Farley is understood to have lent his support to the proposed maneuver.

Elbert Haling steps from the Southwest group, with headquarters at Fort Worth, into the press-agentship at WFAA, Dallas.

## Two Networks at Odds on Discounts; NBC Favors \$ Volume, Not Number Of Performances, as Basis for Rates

### CBS' Melon

Directors of the Columbia Broadcasting System are meeting today (Tuesday) to consider the matter of a cash dividend for the final quarter of 1934. Today's get-together is a continuance of the previous Tuesday's (27) session at which the board declared a 50% stock dividend.

Indications are that the web's directors will make the quarterly payoff a liberal one in order to keep the surplus down. Stock so far this year has earned \$2.97 a share. It was \$1.44 for the first quarter, \$1.33 for the second and 20c. for the third.

The stock dividend becomes payable on Dec. 27, and to the stockholders of record as of Dec. 13.

Chances of Columbia and NBC getting together on a common revision of their time discount policies look slim. Both networks are working on new rate cards, which they expect to have ready for release to advertisers soon after the first of the year, and the idea in either case is to incorporate a revamped discount scale in the new rate card.

NBC favors doing away entirely with the present system of discount allowances, which is predicated on the number of repeat broadcasts. With NBC the discount for from 25 to 49 broadcasts is 5%, 50 to 99 times, 15%, 100 to 299 times, 20%, and for 300 broadcasts and over 25%. Columbia's discount setup is practically the same. Under the new method that NBC is considering the number of broadcasts would play no part in determining the discounts. NBC wants to make it a discount on dollar volume instead, with the discount percentage applied to each successive \$100,000 turned into the network by the advertiser.

### Daylight Angle

Columbia is opposed to the dollar volume twist. With day time selling at half the night time rate, CBS feels that the big day time customer will be at a disadvantage when it comes to passing out the discounts. CBS is set on doing all it can to encourage day time buyers and believes that any new discount system must give the day time user the same breaks as the night time customer.

To stimulate all-the-year-around trade from advertisers CBS is of the opinion that the network should so revise the scale of discounts as to make the maximum rebate 15%, regardless of the number of broadcasts, for the regular broadcast season, and to allow an added 10% for those continuing on the air through the summer.

## MPPA VETOES DON D. DAVIS REQUEST

Request by Don Davis, head of WHB, Kansas City, for a special dispensation in license fee so that his station can enter the transcription making business has been turned down by the Music Publishers' Protective Association. Davis was told in a letter addressed to him last week that it was against the MPPA's policy to make available to one user a rate that couldn't be granted to others in the recording trade.

In his application for a special fee Davis detailed that he wanted to turn out programs for sponsorship on stations in the middle west and for sale to stations outside this area as sustaining features or for resale to local advertisers. Davis wrote that some of the recordings he proposed making would contain as many as 15 choruses or segues and that at the usual fee of 25c a number the music cost alone would make it impossible for him to compete in the transcription market.

Since the MPPA license contract allows for a maximum recording of 3 1/2 minutes per number, Davis wanted to know whether a special fee couldn't be charged when only a few bars are used.

## PROTEST DATE ON CODE FIX IS DEC. 17

Washington, Dec. 3.  
Deadline on protests against amendments to radio broadcasting code has been moved back to Dec. 17. Previous time limit was Dec. 8. Action taken to afford sufficient time to mail notices to West Coast and receive objections from outlying industry members.

Proposed changes would ban discounts for either run-of-schedule contracts or for deals involving radio in combination with other media and would require industry members to contribute to Code Authority budget in order to derive benefits of the compact.

## DRIPPS IN MULLEN'S FARM JOB AT NBC

Chicago, Dec. 3.  
William Driggs, midwest agricultural newspaperman, joins NBC here to replace Frank Mullen in charge of NBC agricultural activities and particularly to oversee the daily Farm and Home Hour. Driggs was formerly with the Wallace Farmer out in Iowa. Mullen goes east this week to me his RCA public relations post.







# NBC SEEKS TALENT SLASH

## Some Renewals Have Strings

Washington, Dec. 3. Federal Communications Commission last week granted one application for authority to construct quota-exempt 100-watt station and slated two of the mass of similar pleas for hearing.

Sole one-lung request granted was that of W. Wright Eech, Daytona Beach, Fla., who was authorized to build transmitter to operate on 1420 k.c. unlimited time. Hearings called on petitions of Community Broadcasting Co., Toledo, O., 1200 k.c., and Lake Region Broadcasting Co., Lakeland, Fla., 1310 k.c.

Two power-boost requests were set for hearings before examiners. They were filed by WTRR, Norfolk, Va., which wants to raise night strength from 500 to 1,000 watts, and WROL, Knoxville, Tenn., which asked to jump day strength from 100 to 250 watts.

Applications granted included request of WNAC, Boston, for license covering increase in day power from 1 k.w. to 2½ k.w. Shepard station has pending request for change in frequency as well as additional power increase.

Oral argument was granted for Jan. 16 on petition of KTAH, Phoenix, Ariz., for increase in night power from 500 watts to 1 k.w., but commission refused to alter plans for further hearing in scramble of Brooklyn, N. Y., stations. Denied petition of WBBR for 90-day continuance and turned down plea of WARD and WVFV for 'clarification or modification' of order remanding snarl for further hearing.

### Strings Attached

Suspicion that a general going-over is threatened for numerous stations was strengthened when license renewals were granted more than a dozen stations with strings of some sort attached. Conditional renewals were given WLAC, Nashville; WBAX, Wilkes-Barre, Pa.; WKOK, Sunbury, Pa.; WNBO, Silver Haven, Pa.; WJHG, Glenade, Pa.; KGVO, Missoula, Mont.; WABJ, Bangor, Me.; WBBR, Red Bank, N. J.; WIP, Philadelphia; WJBW, New Orleans; WBNO, New Orleans; KVOS, Bellingham, Wash.; WOCL, Jamestown, N. Y. The WIP license was extended until March 1, 1935, subject to such action as may be taken on a pending renewal application while special authorization to increase power to 1 k.w. for experimental use was extended on same terms.

Applications filed during the week included more requests for 100-watts and power increases. Pleas were: WSAR, Fall River, Mass., increase from 250 watts to 1 k.w.; KLUF, Galveston, Tex., extension experimental authorization to increase from 100 watts to 250 watts day; WWL, New Orleans, increase from 10 k.w. to 50 k.w. and from specified hours to unlimited time; Palestine Broadcasting Association, Palestine, Tex., new station on 1420 k.c. 100 watts; A. Garfield Tubbs, Pampa, Tex., new station on 940 k.c., 1 k.w.; WJZ, Tuscola, Ill., change frequency from 1070 to 1020 k.c. when KYW moves to Philly; KWTO, Springfield, Mo., increase day power from 1 k.w. to 5 k.w.; Black Hills Broadcast Co., Rapid City, S. D., new station on 1370 k.c. 100 watts; KFXD, Napa, Ida., increase day power from 100 to 250 watts; Peninsula Daily Herald, Monterey, Calif., new station on 820 k.c. 100 watts; WKRC, Cincinnati, increase power from 500 watts night, 2½ k.w. day to 1 k.w. night 5 k.w. day; WIS, Columbia, S. C., increase day power from 2½ k.w. to 5 k.w.; KGGY, Scottsbluff, Neb., increase day power from 100 to 250 watts; and KOOS, Marshfield, Ore., change from 1200 k.c. to 1260.

## Milwaukee Journal Seeks Another Station as NBC Twin to WTMJ

Milwaukee, Dec. 2.

Milwaukee Journal which has the NBC outlet there, WTMJ, has been contacting stations in Wisconsin, Missouri, Indiana, Michigan and Iowa for the possible take-over of a suitable wavelength and wattage for removal to Milwaukee as the second NBC outlet. WTMJ now takes both NBC networks though usually favors the red web. There is only one other station in the town, WISN, which is the Hearst transmitter and on the Columbia chain. Other reports on this particular Milwaukee deal is that the Journal is attempting to corral as many publicity channels as possible in Wisconsin due to the present political situation.

### Nash Holiday Splurge

Though it's paying for only two hours, Nash is free to take up two hours and 45 minutes in its Christmas and New Year's matinee broadcasts over CBS. In each hookup the motor car maker will have practically every station on the web, which now figures an even 100.

In those spots where CBS has special franchise contracts the network will have to make up the difference in the rate, but it figures on squaring things all around from the commission derived from the sale of talent to the two-time sponsor.

## Inside Stuff—Radio

Distributor for radio company in Los Angeles queried agencies and studio attaches for a new idea. The following week's mail was terrific and so was the waste paper basket snowstorm. Boss then decided to try out his own theory, a sunrise program at 6:30 a.m. for an hour swing. Agency boys checked the asylums to see if any of the inmates were loose.

Two weeks of cheer-up music, tips on short wave and other reception info brought startling results. Biz has upped more than 25%.

Most ubiquitous radio performer on the Coast is the Golden State Milkman, who pops in and out of KFWB's frequency 14 times a day to give civic announcements. Spotter recently rounded out a year's swing and resumes for a similar period.

Program is considered one of the most effective on the Coast and is successor to the old Blue Monday Jamboree revue.

Nick Kenny, N. Y. Daily Mirror's radio columnist, denies having been 'bawled' by his m.e. for going to town on Kate Smith and a Philly nitery.

## WAX AS SAVER ON SUSTAINERS

Network Wants Music Industry to Grant Cheap Flat Licensing Fee to Make Wholesale Economics on Program Production Possible

### PATT'S IDEA

If ways are found of bringing the all around costs of the records down to the level where they are cheap enough, NBC will embark on a revolutionary policy as far as sustaining programs are concerned. Network figures to save over \$1,000,000 a year in talent, production and line charges by supplying its own and affiliated stations with transcriptions for use when such stations are not part of a commercial hookup. These recordings will obviate the necessity for broadcasting a special program to the outlets passed up by the advertisers.

Tied up with the effort of NBC to reduce its overhead on sustaining programs are the negotiations that the web has recently been engaged in with the Music Publishers Protective Association. Purpose of these parleys is to get the music men to work out an arrangement with NBC whereby the web could pay a flat license fee on each master in lieu of the customary rate of 25c. and 50c. per tune on each pressing.

NBC expects to get between 65 and 70 of its stations to subscribe to its wax sustaining service. With the music cost shaved down to the minimum, the web figures that the discs can be turned out at a rate so nominal as to make the substitution idea irresistible to its allied outlets. NBC will not restrict the stations to using these transcriptions on a sustaining basis. If a local sponsor presents himself for the period in which the station's services are not required by the network the recording may be sold to him.

From the transcription manufacturing angle the network expects to operate at a loss, but this red margin will be insignificant when compared to what the web figures will be saved monthly in talent, staff and toll line costs for servicing the fill-in spots, particularly those that make up the supplementary links. NBC's present sustaining service to stations are based on three different propositions, the highest calling for \$1,500 a month. In his report to the commercial section of the National Association of Broadcasters at a meeting in New York last June, John F. Patt, of WGAR, Cleveland, declared that the networks wanted an equitable return on the millions they were spending annually on sustaining programs. Patt said he favored a method that would have the stations proportionately assuming the full cost of the sustaining service along with the line charges so that the networks could drop much of this sustaining load and enable them, in turn, to pay to the affiliated stations a much greater share of the money the webs collected on commercial programs.

Washington, Dec. 3.

Row between two networks and local coffee company over question of live talent versus transcriptions flared again last week when John H. Rogers Co. announced withdrawal of canned programs broadcast over NBC's local outlet, WRC.

As largest sponsored transcription program, a local outlet, the Wilkins Coffee Variety Hour was abandoned because, according to the Ryan agency, it was found that not

## 16 News Bulletins Daily in Buffalo

Lounsberry Alternates Between WGR and WKBW—5 Min. of Flashes Every Hour

## COLLEGE GETS PEEVISH AT CRITICISM

St. Paul, Dec. 3.

Bob de Haven, former champ University of Wisconsin wrestler who's now tossing adjectives around as WTCN (Minneapolis-St. Paul) sports announcer, made the mistake of telling the world days ahead what a terrific shellacking his alma mater would get from Minnesota. Bob upon his arrival in Madison to make arrangements for a broadcasting booth, found everyone colder than Alaska.

After much discussion, Prexy Glenn Frank said a booth for de Haven was oke with him, but it was really up to Doc Spears. Bob called on the coach and further parleys ensued. Finally Spears relented and gave Bob a booth—the worst in the stadium. When the sports announcer finally found the thing, he discovered it had no door. A few minutes before WTCN was due on the air, Bob spotted a narrow trap door and found a ladder. Since de Haven is six feet three and weighs 229, there was much heave-ho and some loss of hide.

After the game Bob found the cold shoulder from university officials, probably enhanced somewhat by the 34 to 0 trouncing Minnesota had handed out, had extended to his frat house, where a 'no rooms available' sign greeted him.

Edwin Morris landed with his father, Sam E. Morris, Warner Bros. gen. mgr., in England Friday (30) for a six weeks' stay. Arthur Schwartz heading up the Witmark and Remick offices during the younger Morris' absence.

Lawrence Tibbett buys 72-acre farm in Wilton, Conn. Will be near his vocal coach, Frank La Forge of Darien.

enough people were listening to justify continuation. Several weeks ago when Wilkins shifted from Columbia to NBC and dropped live talent for wax, agency said it was felt that local public preferred high-quality recorded variety programs for morning consumption rather than type of entertainment previously presented.

Buffalo, Dec. 3. News flashes every hour sixteen hours of the day is the radical step recently taken by the Lounsberry stations WGR and WKBW, Buffalo. Flashes are received by high speed printer direct from the New York offices of Transradio Press Service, edited and rushed to studio for broadcasting immediately on receipt.

Bob Bingham, former CBS announcer, and Howard Gallup, Syracuse University Journalism graduate, are responsible for editing the flashes and presenting them on the air.

Operating two stations, Lounsberry shifts flashes from one station to the other to avoid conflict with established commercial programs on CBS or locally. At the conclusion of each five minute news period, call letters are given of the station on which the succeeding flash will be broadcast. Result is a sixteen-hour continuity of spot news, with frequent summaries for listeners who have missed the earlier periods.

## 11 P.M. SPOT FOR LOCAL CHI SPONSOR

Chicago, Dec. 3.

Inevitable trend towards the late evening hours for commercials is noticeable as sponsors creep closer and closer to that midnight point. Going on at the latest local hour in the history of Chicago radio is the Monroe Fox company which is taking a weekly 11-11.15 p.m. period on WBBM, the local CBS transmitter.

Figures as a test for both the sponsor and the station, neither one claiming to know how it will turn out. Program will carry the same talent as used on the early morning shot for same sponsor: Witmer and Blue two piano team and Arthur Heddes for the toningline.

### New WLW Talent

Cincinnati, Dec. 3.

New talent on Crowley's WLW staff includes James Goss and Charles Godwin, announcers, and M. J. Kingston, dramatist. Goss is from Chicago, where he worked the nets. Godwin, up from New Orleans, did duty there for WDSU and in Oklahoma City for WKV. Kingston formerly was with WGN and NBC in the Windy City.

## VARIETY'S 29th ANNIVERSARY

VARIETY'S 29th Anniversary Number will be published around the Christmas holidays

It will constitute a Year Book of broadcasting.

Permanent usefulness of this special edition makes it particularly attractive for announcements.

Regular advertising rates prevail.

Copy may be mailed direct to

**VARIETY**  
154 West 46th Street  
New York City

# No Station Purchase for Hearst in Chi; Both Dailies on WENR in NBC Tie-Up

Chicago, Dec. 3.  
Deal was closed last week tying up the Hearst Herald-and-Examiner and the NBC blue outlet, WENR, in an exploitation affiliation. Attempt of Hearst to purchase this station outright went by the board with NBC declining to hold tight to all of its local properties. Understandably, Darnoff vetoed sale.  
WENR is now carrying daily items for both the morning Herald-H&E and the Evening American. Three Examiner shows will be carried over from KYW with the removal of that Hearst outlet to Philly.

**No Hearst Ownership**  
Both Emil Gough and Tom White of the Hearst interests were in town settling the final deal with NBC. It is known that the final disposition of the Chicago territory is not satisfactory to the Hearst bunch.



**WRVA**  
Virginia's  
No. 1 Market

NO LESS an authority than the good of U. S. Department of Commerce says it's so. For, as per the figures in their final retail census for 1933, we find that in terms of net sales, Richmond's \$65,982,000.00 is more than the combined net sales of Virginia's next two best metropolitan areas! So there.



**Exclusive, but not High-Hat!**

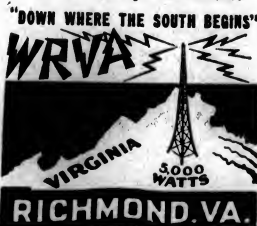
WRVA carries these big national commercials exclusively in Virginia: Kansas City Philharmonic; Eddie Cantor; The Album of Familiar Music; Joe Penner; Clara, Lu and Em; Today's Children; Gene and Glenn; Joe Cook's House Party; Betty and Bob; Lowell Thomas; Amos 'n' Andy; Beauty Box Theatre; Mary Pickford and Company; Fred Allen's Town Hall; Harry Richman; Rudy Vallee; Show Boat; Paul Whiteman's Music Hall; Jessica Dragonette; Warden Lawes; Phil Baker; First Nighter; Pick and Pat; Little Orphan Annie; Floyd Gibbons; and the Pontiac Parade.



**When in doubt make a survey... we did!**

WE wanted to know "what's what" about listeners—we wanted to know the naked truth, good or bad. With pads and pencils we sent 'em out in Virginia, and found that WRVA was a favorite even a hundred miles from Richmond. Right in the primary listening area of another Virginia station, Frontinane, 10% of those canvassed said they listened to WRVA most; 18% said next-to-most; and 23% said next to next-to-most!

Represented by Paul H. Raymer Co. New York Chicago San Francisco



**WRVA**  
DOWN WHERE THE SOUTH BEGINS  
VIRGINIA  
3000 WATTS  
RICHMOND, VA.

## BANKER'S RADIO JOB Will Be Financial Pilot of KSO, KWCR and WMT

Waterloo, Ia., Dec. 3.  
With management of the three Register and Tribune radio stations unchanged, Rodney P. Lien, Waterloo banker, becomes treasurer and controller of KSO, Des Moines, KWCR, Cedar Rapids, and WMT, Waterloo. Substantial growth in the three stations during the last few months necessitated centralizing the financial angle of the business.  
James C. Hanrahan continues to manage KSO; Sumner D. Quanton, KWCR, and Craig Lawrence, WMT. The change will allow station managers to devote their exclusive attention to promotion and business of the station, separate and divorced from the financial angle.

## WBBM-WGN Agin; What One Has The Other Wants

Chicago, Dec. 3.  
Columbus WBBM outlet and WGN, the Chicago Tribune station, are at it again. WGN started a tri-weekly amateur show several weeks ago under the sponsorship of Phillips gasoline company and with Quinn Ryan at the microphone. So now WBBM comes forward with its own amateur contest, offering 13 weeks at \$100 a week to the winning femme warbler.

**Good Morning**  
With WBBM going into an amateur show in competition to WGN, the Tribune station is going into own angling by suddenly deciding to build up its morning phonograph show. This follows the competition around town for the Marshall Field 'Musical Clock' morning show which is leaving KJW today for WBBM. This station got the account after a three-way battle between WBBM, WMAQ and WGN.  
This being the case WGN is now devoting several announcements throughout the day calling attention to the phonograph show each morning, and particularly mentioning that the show gives the time each five minutes, which is also the basis of the Marshall Field program.

## Webs' Survey Tactics Burn Smaller Stations; Counter-Move Starts

Peoria, Ill., Dec. 3.  
A meeting which may bring forth a brand new combine of small town broadcasters was held Sunday (1) at Rockford, Ill., at the call of Lloyd Thomas, owner and manager of station WROK, who hosted the small station owners and operators at the Faust hotel.  
Edgar L. Bill, president of WMBD, Peoria, gave one of the principal talks, stressing need of co-operation between small station owners, because of peculiar problems and in order to avoid being overshadowed by the chains.  
Inside is that some of the small town broadcasters are burned at networks play for listeners in their field and at some of the tactics of survey experts. They intend to woo the listeners back to the home fold by community service and bigger and better local air shows.

## Pat Kennedy Marries

Pittsburgh, Dec. 3.  
Pat Kennedy, the one-time unmasked tenor with Ben Bernie, flew in from Chicago Thanksgiving Day and flew back with a bride. She is the former Constance Callahan, Pittsburgh girl to whom Kennedy has been engaged for several years. New Mrs. Kennedy was at one time connected with a local radio publication.

## WXYZ Scouts Talent

Detroit, Dec. 3.  
Brace Beemer, manager of WXYZ, Detroit, left for Chicago today (3) on a scouting tour for new talent. Later in the month he will visit New York for the same purpose.  
Search for new voices is prompted by the increased demands of the station, which supplies shows for three networks, Michigan, Mutual and Canadian Radio Commission.

## APE NEW YORK ANNOUNCING STYLE

Baltimore, Dec. 3.  
Though the stations here won't officially admit it, when they audition lads aspiring to become announcers they are seeking primarily fellows possessed of pipes closely approximating in texture, accent and delivery the voices of the big-time, well-known chain announcers. All the announcers added to staffs of stations during last half-year or so have vocal deliveries reminiscent of the national name ether plug-palavers. Things has reached such a stage, and is so obvious, public is talking of it.  
Also, noticeable is the growing practice among the vet announcers of gradually altering their deliveries and vocal tones till they become pale copies of accepted big-timers.  
One angle is that there are two local announcers duplicating the same NBC chain speller.

## Stunt Broadcast Flops; Six Pickup Points but F.D.R. Moves Too Fast

Birmingham, Dec. 3.  
Steve Ciesler, manager of WGN, went president chasing last week and handled Roosevelt's tour of the Muscle Shoals district by remote control, although 150 miles away. This may be close to a record for a small 250 watt station.  
Roosevelt left the presidential train at Town Creek. A pickup was located there. By auto he went to the Joe Wheeler dam project, where two more pickups were established. Other pickups were placed along the route back to the train at Sheffield. All in all there were six pickups.  
Stunt did not run off very smoothly. First the president trekked too fast and the announcers who were bicycling between points couldn't make connections.  
Two other stations were in the hookup, WMAA, Muscle Shoals, and WJBY, Gadsden.

## 7 ASK CODE EXEMPT STATUS IN FUTURE

Washington, Dec. 3.  
Seven additional non-profit broadcasters have applied to the NRA for exemption from the radio code. Stations are WBBR, Brooklyn, N. Y.; WVEW, St. Louis, Mo.; WBSV, Buffalo, N. Y.; WFKU, Lawrence, Kan.; KFUV, St. Louis, Mo.; LPCC, Pasadena, Calif.; and KTW, Seattle, Wash.  
All are church or educational outlets. Objections must reach Blue Eagle before Dec. 17.

## Larry Allen Promoted

Portland, Ore., Dec. 3.  
Larry Allen, succeeds Paul Heitmeier as manager of KGW and KEX of Portland. For the last year Allen has been assistant manager of the two Oregonian stations.  
Paul Heitmeier was nine years with KGW. Efficiency experts from Los Angeles recently were brought in.  
Roger Baker and "Doc" Gallup, WGR and WKBW, Buffalo, sports commentators, have been awarded sweaters and numerals, usually reserved for team members, by St. Bonaventure College.

## Dept. Store Surrenders After Year and a Half Of Sales Resistance

Charlotte, N. C., Dec. 3.  
After working on Charlotte department stores for a year and a half, the WBT commercial department has finally sold Ivey's, leading store in the state, a three week's contract for 15 minutes a day six days a week.

But most significant about the transaction is the fact that David Owens, general manager of Ivey's, is president of the American Retail Dry Goods Merchants Association and a member of the retail dry goods code authority. Such a position of authority of the man who heads the store is expected to influence department stores generally to make greater use of radio—a thing they have not done extensively in the past.  
Ivey's spot on WBT will be written and presented by Martha Duin. Store's newspaper advertising will be used to call attention to the radio program and the radio program will close each day by calling attention to the store's ads in the newspapers.

## WMBC Troupe in Meller On K C. Hotel Floor

Kansas City, Dec. 3.  
'A Wife's Peril, or Saved' is set for a run in the Crystal room of the Hotel Robidoux, St. Joseph, Mo. Old time 'meller' is under the direction of Bob Hardaway, veteran trouper, whose 'Opera House Players' has been a feature on KMBC, this city.  
The players commute to Kansas City each Friday evening for their regular presentation of KMBC's 'Magazine of the Air.'

## McMurtrie's Epaulets

Burt McMurtrie is confirmed officially as a vice president of the American Broadcasting System. He's the fourth ABS exec with that title.

## CONGOIN WAX PROPOSAL IS OUT—C.A.

Washington, Dec. 3.  
Broadcast code authority last week warned radio industry that terms of proposals involving wax program submitted by Congoin, Inc., Los Angeles, do not conform with code requirements.

Congoin proposition, according to info sent codists by station execs who had been asked to enter the deal, involved sale of transcriptions to stations for exactly same price charged by transmitters for time. Charges would cancel out and company would get its blurbus aired gratis. James W. Baldwin warned that arrangement of this sort is a subterfuge in violation of code provisions requiring observance of posted rates.

Meanwhile, Baldwin notified all industry members that while recorded programs of Cosmopolitan and American magazines cannot be used as sustaining features without violating the code, these wax numbers can be aired under local sponsorship. Without backing down on his previous decision that pubs are trying to chisel 'free time, Baldwin ruled that 'presentation of these programs under any local sponsorship is entirely consistent with the code of fair competition for the radio broadcasting industry and also is agreeable with the publisher.'

## Mystery Chef Off

Mystery Chef, presented twice weekly on a 15-minute slot over the NBC red loop by the Davis Baking Powder Company, goes off the air on Dec. 21. Program has been on the ether for five seasons.  
Longman's has recently published a book by The Mystery Chef. Understood he may return under new sponsorship after January.

### "WE'RE FROM MISSOURI"

...where are you from?"

Yes, sir, when it comes to surveys, "We're from Missouri... we want to be Shown!"

Well, this is how ERNST & ERNST (the internationally recognized firm of Accountants and Auditors) answered our challenge:

"For seven consecutive days, October 16 to October 22, 1934, between 7 a.m. and 11 p.m., our staff of investigators asked 2,000 Minneapolis and St. Paul families this simple question: 'WHAT STATION ARE YOU LISTENING TO?...obtaining the following results:

50.1% said KSTP
36.5% said Station B
6.0% said Station C
4.5% said Station D
2.9% other Stations

From 12 Noon to 5 p.m., STATION B shows an average of 32.3%  
From 12 Noon to 5 p.m., KSTP shows an average of 50.1%, or about

60% GREATER

From 9 to 10 a.m., ratings show KSTP averages 58.1%—or about

2 Times Greater Than Station B  
10 Times Greater Than Station C  
15 Times Greater Than Station D"

YOU ARE ENTITLED TO BE "SHOWN"

...therefore, CERTIFIED COPIES OF THIS SURVEY are available for your inspection at each of our branch offices

And for CERTIFIED FACTS on which to base your expenditures in the Minneapolis-St. Paul Trade Area, just ask: FORD BILLINGS, General Sales Manager, KSTP, Minneapolis, Minn...or our NATIONAL REPRESENTATIVES: Paul H. Raymer Co., in NEW YORK...and Greig, Blair & Spight, in CHICAGO, DETROIT, SAN FRANCISCO

# KSTP

MINNEAPOLIS—ST. PAUL

DOMINATES THE 9TH U. S. RETAIL MARKET

# STILL THE KING

CONSENSUS OF OPINION



**Harold W. Cohen**  
PITTSBURGH POST GAZETTE

"Not only is the no-longer-rotund Paul Whiteman 'The King of Jazz,' he is also the kingpin of band leaders, an observation his current presentation brings home with force and conviction. It is not hard to understand why he has remained at the top for so many years; as a matter of fact, it is quite simple. Musician and showman, he has assembled a collection of useful talents and put them down on the stage with a shrewd eye to entertainment values. One after another his individual performers shoot their particular darts with unerring aim—but it is the whole pattern rather than its component parts that stands out. The show is fast and brisk; if there is a dull moment, neither the naked eye or the naked ear can detect it, and Mr. Whiteman himself towers above it all, as he has always done. Novelties are among the chief Whiteman stocks in trade, but one of the most attractive novelties he has ever come across is that finale. It is a curtain to the king's taste."

VARIETY

"Five days, six days, or one day, Whiteman's still a bargain. 'King of Jazz' remains the kingpin of them all when it comes to assembling a show. With a shrewd eye to entertainment values, he packs click after click in his hour's presentation, and the whole thing is over before the audience is aware of it."

It starts in high gear, picks up momentum as it goes along and winds up 100%. Throughout it all, Whiteman injects his own personality only where it will do the most good, and result is 60 minutes of solid sure-fire entertainment."

This season Whiteman has four baby grands stretched across front of stage for swell effect, musically as well as otherwise. Band itself has seldom sounded better. For a finale Whiteman has a natural."

## WARNER BROS. CIRCUIT MANAGEMENT CORPORATION

215 CLARK BLDG.  
PITTSBURGH, PA.

Nov. 28, 1934

Mr. Paul Whiteman,  
Park Central Hotel,  
New York, N. Y.

Dear Paul:-

It's several days since you left Pittsburgh and the town is still talking about the show you gave us. The general comment remains - "There's still only one Paul Whiteman"

I'm sending this dope along to you not with the intention of swelling your head but as a payment in kind for your fine spirit of cooperation during your engagement here.

And if it means anything, I'd like to add my vote to that of the thundering herd - you've got a big, rich, racy and varied show which our patrons ate up.

Kindest regards.

Sincerely,

BILL SCOTT, Mgr.  
Stanley Theatre-Pittsburgh

BS:DP

**Sanford L. Cooper**  
THE PITTSBURGH PRESS

"There's no use quibbling about it. Paul Whiteman has what it takes, and plenty of it. Orchestra leaders come and orchestra leaders go, but smiling, mustachioed Mr. Whiteman seems to go on and on, perennial champion of the do-re-mi as grand, mad America likes it."

"He brought his mammoth band and his assemblage of dancers and singers to exhibit their wares at the Stanley yesterday, and if there were any . . . present they were quickly lulled to silence, if not to awe by the smooth musical tricks dished up."

**Karl Krug**  
PITTSBURGH SUN  
TELEGRAPH

"Class, of course, is written all through the Whiteman offering, with 'The King of Jazz' heading the greatest galaxy of individual entertainers he has yet put on in display in the provinces. The music is naturally in the Whiteman tradition, popular syncopation de luxe, and that flash closing is a fitting finale for a knock-out show."

VICTOR RECORDS

## THE KRAFT MUSIC HALL

NBC NETWORK

Each Thursday 10 P. M. to 11 P. M. Eastern Time—WEAF and the Red Net Work

Sponsored by KRAFT-PHENIX CHEESE CORPORATION

WRITE—WIRE—PHONE FOR AVAILABLE DATES IN 1935

PERSONAL DIRECTION, JACK LAVIN, PARK CENTRAL HOTEL, NEW YORK CITY



**HARRY HANSEN**  
Book Reviews  
30 Mins.  
**COMMERCIAL**  
WEAF, New York

American Book Bindery gets indirect plug for its editions through this reviewer's air blurbs. All books discussed here have been turned out by this house. No actual mention is made one way or the other, but the fiction and non-fiction selections all bear the company's stamp.

This comes as the main spread of Woman's Radio Review on Mondays with Claudine McDonald, NBC femme executive at the helm. Hansen, whose column appears in the World-Telegram, reviews two books each week, this time being "City Editor" by Stanley Walker and "The Pursuit of Cuba" by Hudson Strode. First book gave ample room for backward glances into the newspaper lore as experienced by Hansen himself. His method of discussion is quite informal which is a good point. Only a brief mention of the Cuban revolt propaganda in the second book.

Rest of the program also stacks up as meritorious material. Miss McDonald uses a full orchestra for popular classics, and also snags guest singers down for an appearance. Martha Atwood, who has done Met, duty handled this part of the program this past week.

Outside of Woolcott's spasmodic flares on a new book, Hansen's comments can be taken as a good authoritative yardstick in gauging the book-stalls. The fact that the bindery house is behind his part of the program does not limit the scope of books picked altogether, as the company is among the outstanding in the binding field today. Men listeners can follow this one too. If a radio is closed by during the mid-afternoon hour.

**LEON ELIAS**  
ARMOUR HOUR  
FRIDAY-WED-9:30-10 P.M.  
NIGHTLY, CASINO DE PAREE  
Broadcasting—Coast-to-Coast—CBS  
Direction, HERMAN BERNIE  
1619 Broadway, New York

**Tommy "Ceel" MACK**  
COLUMBIA'S CREATIVE COMIC  
WITH GEORGE GIVON  
EVERY TUESDAY  
WABC, 10:30-11 P.M.  
COAST-TO-COAST  
Management  
HERMAN BERNIE  
1619 Broadway, New York

**GRACIE BARRIE**  
HELD OVER  
CASINO DE PAREE  
Sole Direction  
HERMAN BERNIE  
1619 Broadway, New York

**Jack and Loretta Clemens**  
WEAF  
9:30-10:30 P.M.  
Saturdays  
IVORY SOAP  
Direction  
NBC Artists Bureau  
and  
Ben Roche Productions

**GIERSDORF SISTERS**  
"CENTENNIAL"  
Mondays, Wednesdays, Saturdays,  
WABC-9:30 P.M.  
Columbia Broadcasting System

**JACOB TARSHISH**  
"The Spotlight"  
15 Mins.  
**COMMERCIAL**  
WOR, Newark

Sentimentality is Tarshish's stock in trade. He unfolds a saw-fall of blarney several times a week over the Quality Group of stations (WOK, WLW, WGN, WXYZ) on behalf of Wiskey Products. His shovel work is evident.

Understand the sponsor heard and liked Tarshish over WLW, Cincinnati, and the present sponsorship followed later after Tarshish had been on WOK sustaining for a spell. Tarshish has also broadcast in Columbus. He's from Lithuania.

In America he's saturated himself with the hoke sentimentality associated with Edgar Guest, Polyantha, Tony Wons, Seth Parker, et al. For that, there is probably a large market. And perhaps Tarshish's style and cascade of words, words, words may be no valid objection. Presumably, a merchandising house like Wiskey Products must know what it's doing. It's impossible not to think that there's more to the story than is visible to the theatrical viewpoint.

Yet for the record there can be no two opinions. Tarshish is monotonous and dull and the program, representing 15 minutes of unrelieved gab, violates every canon of radio showmanship. *Land.*

**DR. TINKLE (M. E. Nicol)**  
Kid Stories  
15 Mins.  
Sustaining  
WCCO, St. Paul-Minneapolis

Without asking for it, this program pulls a bulging man bag something unique in radio nowadays when it takes free samples—and usually something plenty worth while, at that—to pull the postmark.

Dr. Tinkle, whose real name is M. E. Nicol, spins yarns of his own contriving, telling them in chatty, confidential style. They're all supposed to be originals, tales he's invented for his own kids' amusement. Lots of animals populate the yarns—and the story teller imitates their natural snorts, grunts and snails.

When airing over KFAB, Omaha, a while back, this program was a heavy fav with the juvenes in that sector. Now, with a few improvements gained through valuable experience, Dr. Tinkle has a first-rate stanza. No blood and thunder stuff, it's more like a yarn grandpa used to spin when he'd take you up his knee.

Airs every Saturday from 10:15-10:30 a.m. *Raschick.*

**MELODY MATINEE**  
With Ramona Gerhard, Wandering Minstrel, Bob O'Links, Hoot Owls, and Uncle Bob Belton  
Musical melange  
40 Mins.  
Sustaining  
WCCO, St. Paul-Minneapolis

For refreshing and varied entertainment this stand-out Melody Matinee with Ramona Gerhard at the organ, occasionally switching to the piano, and does her stuff expertly on either medium. Wandering Minstrel, in strumming in and song stuff, is adequate, while the Bob O'Links, vocal male trio with piano accompaniment, are outstanding for smoothness and arrangements. Uncle Bob Belton, negro singer, does high-class warbling snit between folk songs and spirituals. When singing the latter, he tells the story of their origin and chanting many which have never been uttered before, it seems his fund of info is endless.

High class throughout, and varied in style of presentation, each unit in this melange can stand on its own as a solo radio stanza. Altogether, it's an unbeatable 40 minutes of local air stuff. Goes on from 2:50-3 n.m. daily, except Saturday and Sunday. *Raschick.*

**UNIVERSITY DOINGS**  
With John Young  
Chatter and Music  
15 Mins.  
Sustaining  
WCCO, St. Paul-Minneapolis

University of Minnesota's monthly publication, Sky-U-Mah, co-operates with Minnesota Alumni Weekly, puts this weekly quarter-hour over with plenty of zip and gusto.

John Young of Sky-U-Mah handles the gab, which consists mainly of campus goings-on and such incidents daily occurring in the U's various halls of learning as hold front listening in. Outsiders enjoy it, too, since with the Gopher's red hot team this fall, considerable football has colored recent airings.

Admission free at WLTB, the U's own station, and is fed to WCCO, where the music's interpolated. Goes on from 2:30-2:45 p.m. every Thursday. *Raschick.*

**ADIA KUZNETZOFF**  
WMAA-10 P.M. EVERY TUES.  
"NOT FOR THE FORTNIGHT"  
Brenda Kretschmer Nightly  
Sole Direction  
Herman Bernie, 1619 Broadway, N. Y. C.

**COLGATE HOUSE PARTY**  
Francis Langford, Conrad Thibault, Al Goodman, Peggy Allenby  
Songs, Band, Talk  
30 Mins.  
**COMMERCIAL**  
WEAF, New York

It is obvious that Benton & Bowles, the agency which recently took the Colgate account over from Young & Rubicam, is trying hard to get this Monday evening session into a showmanly stride. From the entertainment angle the second program (25) showed a decided improvement over the first. Runoff was smoother, the effort to put over the house party idea less agonizing.

Second sample came through acceptably, principally because it had the clatter of the second program. Conrad Thibault, Francis Langford and Al Goodman, on its last of entertainers and Aloia Havrilla to do duty with the song.

As a piece of radio production, the inaugural program was anything but expert.

The warbling items were tossed in better scatter, the chorus functioned as though suddenly prodded into action and the intrusions of Peggy Allenby as the "hostess" couldn't have been more expertly framed. Like the initial Benton & Bowles version of the Colgate jam-boree, the second runoff was punctuated with frequent and strident handclapping. Whole thing cried for restraint and a little regard for the average listener's (particularly male) reaction to shrill voices. With all the clatter of the second program it was a whisper as compared to the first. Latter brought together Fritz Scheff and her niece, Jane, and the sisterly routine with which they were saddled didn't give them a chance.

Original Colgate House Party, which starred Joe Cook, was conducted along civilized lines. Apparently either the sponsor or the succeeding agency or both concluded that the failure of the Cook show mustn't have been move, especially quietness, with the result that it was decided to swing to the other extreme.

Plug copy stresses the "lovely smile" theme and the product's "double your money back guarantee." Latest reports had the program retaining Al Goodman as the regular master and going in for a guest artists' policy. *Odee.*

**FARM FORUM AND FARM PAPER OF THE AIR**  
Agricultural  
Sustaining  
30 Mins.  
WGTV, Schenectady

Forum, held on Friday evenings, and Paper of the Air, issued daily at noon, are WGTV's oldest programs. Upon them the General Electric Company management lavishes the most time, as well as perhaps the most money, of any regularly-presented studio broadcasts. Odd as it may seem for a station in a city epitomizing modern industrialism, to put forth so much effort on a type of etheric endeavor which holds interest, interest chiefly for the rural segment of listeners, such is the case here. Reason for this anomaly is the G.E.'s financial stake in the drive for the electrification of farms and farm homes, a subject frequently discussed on these stanzas. Another is the adherence to the policy, laid down by the company in radio's pioneer days, of using WGTV to promote the educational and "service" interests of listeners within the territory of the 50,000 watt blankets.

Certain it is that the idea of choosing for and keeping on the directorial job, a man skilled in the art of getting a word across to the farmers, has contributed to the longevity and popularity of these twin swings. He is Emerson Markham, a member of the G.E. publicity forces. He is program builder, continuity writer, and microphonic personality.

He adds a light, breezy touch to the heavy load of factuality which guest speakers haul before the mike. Markham possesses a clear, masculine voice, an earthy, folksy manner, a sense of humor and a sense of humor. Working on these broadcasts for nine years, he knows his audience to the proverbial T.

Aside from Markham, Bob Cragin and Ed W. Mitchell are the only regulars for the farm shots, all the other talkers being of the guest variety. Cragin, who subs for Markham in the absence of the same technique, Mitchell, the answer man on the Forum, is bursting with information which he explodes in the Floyd Gibson temper. The guests, male and female, drawn from many fields of activity in the states of New York, Vermont and Massachusetts, plus Washington, D. C., are experts in their respective lines, but a goodly number of them run to the dry side in mike-talking. For the non-agriculturist, the Forum holds more interest than the Paper of the Air, for its name speakers plough the fields of economics, politics, psychology, etc. The alert-minded farmer can learn plenty from these broadcasts. *Jaco.*

**RADIO ROSE**  
With Ellen Mantler, George Bowe, Harold Connelly  
Original Musical Comedy  
30 Mins.  
Sustaining  
WICC, Bridgeport

A hand-picked cast, representing the best of amateur dramatic and vocal talent in the Bridgeport sector, did a slick job of WICC's first venture into the lately-introduced field of musical comedy. Critical and fan response easily established Radio Rose as station's best studio product this year.

Alma Dettinger, a Stamford girl who turned to writing a couple of years ago and who has two successful series, "For Love or Money" and "Three Bachelors," both on WICC's most-performance list, is responsible for the libretto. Intended as a satire on behind-the-mike goings-on, it made its point and held audience interest throughout.

Story has a bucolic songwriter trying for contact at a radio station just at the time "Radio Rose" goes on air, is warning up for a new commercial audition. Most of the action takes place in the reception room, romance developing between the songwriter and hostess. Surprise tag line identification of ignored lady waiting to see program director as sponsor of projected show.

Ellen Mantler's characterization of reception girl stood out. Judson La Haye, cast as the song writer; George Bowe, an announcer; and Dr. Harold Connelly, as the program chief, gave tidy performances, too. Singing doubles included Dolores Hartford, soprano; Edith Josephson, blues and Ethel and Neary, tenor. Times fitted in neatly. Best of them is "Every Star," written by Florence Ballou of WICC studio staff, and sung by Lou Weiss. La Haye and Bowe, were Radio Rose "Radio Rhapsody" and "I'm the Announcer." *Miller.*

**JEANNETTE CRAMER**  
20 Minutes,  
**COMMERCIAL**  
KGW, Portland, Ore.

Women hate to plan meals more than they dislike cooking, says Jeannette Cramer, Home Econ Editor of the Morning Oregonian and daily broadcaster over KGW for the past five and a half years. So she plans them for the listening house wives and to her opinion, this has accounted for a large measure of the success of the program. She works a close tie in with her daily column, weekly demonstrations from a local department store, ad libbing the whole period, and her phone service is up any time and they tell you how many cups of sugar to make a Daffodil Surprise, Cream Delight, or whether you put the flour after or before you put in the eggs.

A closer contact with audience than is possible on chain broadcasts of similar nature helps to keep an ever growing and continuing faithful following. As an added attraction to her cooking school demonstration she had two comics put on a burlesque which brought roars from the audience, as they proceeded to mess up the platform, dumping unopened cans of food into some concoction and stood on their heads to mix an up-laden cake.

**SUGAR CANE**  
Songs  
15 Mins.  
**COMMERCIAL**  
WOR, Newark

Another in the parade of youngsters that Grossman Shoes has for the past several seasons to New York milk. Sugar Cane stacks up as a new Mary Small. Both voices come under the heading of freakishness, with each representing a laryngeal development far in advance of the rest of the body. In the case of Sugar Cane hers is a voice that at times can get decidedly rusty on the more serious ear, particularly when it attempts to carry the torch.

Grossman Shoes would put both the girl and the program at an advantage by continuing her routine to novelty numbers and the hotch genre of tunes. She does both effectively. For the closing item on set Sugar Cane's program she was backed up with a male foursome in an improvisation on a Harlem lament. The whole thing did not fare so well technically, but for the home level, the program directed itself to it was okay. *Odee.*

H. Stokes Lott, Jr., formerly with WOL, is now in Miami, doing his Bible Camera program over WQAM weekly.

Nell Scott, Walt Sevhle and Roy Parks selected by Freitag's agency for the O-Hoy Bread program over WQAM, Miami.

WMGB, Richmond, Va., is doling up its studios now that FCG has okayed the step-up to 250 watts.

LOOK AT HIM! COLUMBIA NETWORK—MON. NIGHTS AT 9:30  
JESSE and SULLY  
DIRECTION WILLIAM MORRIS AGENCY

**4-H CLUB**  
Half Hour  
Sustaining  
KGW, Pullman, Wash.

Thousands of 4-H Club members of the Pacific northwest turn their dials each Tuesday evening to KWSO for the weekly broadcast. Members of the various clubs attending the Washington State College organize and assemble the program. Dan Carter, prominent 4-H'er of the State of Washington acts as master of ceremonies, while the writing of the dramatic skits and directing of such productions go to Dick Green, Bob Conrad and Hugh Link furnish the music with their Hawaiian Troubadours. Dan Eagle, editor of the 4-H Record, appears during the broadcast with his flashes from the Evergreen State.

A great deal of interest in the program is created by giving mention to prominent members who have excelled in their work.

**ANN GORIN**  
Pipe Organ  
15 Minutes  
Sustaining  
WAZL, Hazleton, Pa.

This program, aired each morning at 11:30, very popular in this area. Ann Gorin is a fine organist, may seem strange to hear Blue Prelude or some similar number belted out of a mighty organ, but, handled by an artist, even rumbas and carols are within the range of successful and very effective accomplishment.

A classic or two is generally included, as well as an occasional odd number.

**EDDIE PEABODY**  
The Instrumental Soloist  
NOW HEADLINING  
EARLY THEATRE  
WASHINGTON, D. C.  
Week Dec. 17  
EARLY THEATRE  
PHILADELPHIA, PA.  
Watch for Opening Out of a  
New Session for  
Cafes, Theatres, Radio, Ballrooms,  
Screens  
**EDDIE PEABODY**  
And His Band  
Dir., Orchestra Corp. of America,  
1619 Broadway, New York

**fred allen's**  
"TOWN HALL...TONIGHT!"  
HOUR OF SMILES  
with  
PORTLAND HOFFA  
JACK SMART  
LILLY ST. CLERK  
JOHN BROWN  
JERRY HIGGS  
EILEEN DOLAN  
Material by Fred Allen and  
Management, Walter Batchelor  
Wednesdays  
9-10 P.M., E.S.T.—WEAF

**ABE LYMAN**  
AND HIS  
CALIFORNIA ORCHESTRA  
COAST-TO-COAST  
WABC—Tuesday, 8:30 to 9 P.M., DZT  
(Phillips Dental)  
WEAF—Friday, 9 to 9:30 P.M., DZT  
(Phillips Milk)

**KEN AND HIS BANJO HARVEY**  
Dorchester House, London  
Indefinitely  
DOUBLING TROCADERO CAFE  
(Box 5)  
RECORDING FOR HIS  
MASTER'S VOICE  
(BRITISH VICTOR)  
Radio Direction Cafe  
Phil Ponce Henry Herman

**RAY HEATHERTON**  
Broadcasting  
Mondays and Wednesdays, 11 A.M.  
Radio-Nat. WJZ-NBC  
Direction NBC Artists Bureau

# AN ACKNOWLEDGEMENT

With gratifying reports of my appearance in "COLLEGE RHYTHM" coming in from various parts of the country, it makes me happy to express my appreciation to the executives and staff of Paramount Pictures Corporation and my fellow players for the many courtesies shown me and the helpful co-operation extended without which, I am certain, such an enthusiastic response would have been impossible.

*Joe Penner*

## BERLIN GETS EVEN, TAKES ROBBINS' 2

In partial retaliation for Robbins Music Corp. having taken away the Jack Meskill-Jack Stern and the Harold Adamson-Burton Lane writing teams, Irving Berlin, Inc., has signed Dorothy Fields and Jimmy McHugh, and is sending this former Robbins songwriting team to the Coast.

McHugh and Fields right now have the No. 1 song, "Lost in a Fog," with the Robbins catalog.

Saul H. Bornstein, general manager for Berlin, Inc., consummated the deal by long-distance phone after scrapping with Robbins (also on the Coast right now) over the publication rights to several films.

McHugh-Fields left yesterday (Monday) for its Radio studio assignment, Felix Young's first musical production on the lot.

## NEW VOTE CALLED FOR ASCAP APPEALS BOARD

Publisher members of the American Society of Composers, Authors and Publishers will have to vote for their appeals board all over again. Election held several months ago has been declared void on the ground that the returns showed enough ties to make it impossible to select an equal number of standard and popular men for the six places on the appeals board.

Writers are all set with their appeals coterie of nine members, and, unless some technicality is found to stay it, the appellate group will immediately start listening to classification complaints from those in the writer ranks. Function of the appeals board is to listen to demurrers from the ratings handed down by the regular writers' classifications committee, who are also members of the ASCAP board of directors.

## PMNI to Elect

Professional Music Men, Inc. meets a week from this Saturday (15) at a luncheon to elect permanent officers. Organization of publishers' contacters now has a membership of 142 men and women and it is proposed to make the PMNI national by establishing branches in Chicago and Los Angeles. Rocco Vocce, gen. mgr. of the Crawford Music Co., will explain to the local contact men the purposes and benefits of the association while visiting Chicago this week.

Those nominated at a meeting last Friday (30) were Mose Gumble, pres.; Johnny White, Irving Tans and Leo Lewin, 1st v.p.; Rocco Vocce, 2d v.p.; Joe Santly George Joy and Leo Lewin, 2d v.p.; Benny Bloom, treas.; Mickey Addy, recording sec.; Harry Liebman, sec., and Johnny Green and Bernie Pollack, sergeants-at-arms.

## Charlie—She's a Her

Cleveland, Dec. 3.

Old adage that all the world loves any sort of animal gave impetus to Harry Hosford's stunt of doing personal appearances with the mythical pony he uses in series of juve "Uncle Harry" sketches over WJAR.

Hosford, former CBS master of ceremonies, launched air ballyhoo for pony offering prizes for best name for it. Jackie Hughes from West Coast, who supposedly rides horse in act, also worked in a guess-its-weight contest.

Pony, bought at last minute, was introduced at a newspaper's charity football game sponsored by Plain-Dealer. Hosford dressed as Santa Claus, while horse carried sign on saddle bag, reading, "I'm Charlie From WJAR." Radio critics razed him upon discovering Charlie was a she, not a he, but pony's whinnies over football mikes scored such a click with kids that Hosford's taking it with him on tour of theatres and PTA clubs.

## Music Notes

Val Burton and Will Jason dishing up the tunes for the next Wheeler and Woolsey pic, "Murder Song."

Helen Morgan cut four sides for Brunswick last week at studios of Recordings, Inc., in Hollywood.

Henry Busse leaves the Chez Paree, Chicago, the first of the year, for the Coconut Grove, Los Angeles.

Dave Kent, formerly with the Portland, Ore., office of the American Society of Composers, Authors and Publishers, is on Shapiro Bernstein's New York professional staff.

Joe Morris Music Co. has taken over the American publishing rights to "Dancing with My Shadow" from Campbell-Connelly. It's in the London musical, "Thank You So Much," and Harry Woods did the two-way job.

Shapiro-Bernstein has "Sweethearts in Paradise" from the picture, "Hei, Thili!" Same firm has also taken over the American rights to "Ole Faithful," an English cowboy ditty, from Irwin Dash, London publisher.

Henry Santrey in the Silver Slipper, Memphis, for an indefinite period.

Clark Kritner retained by Witmark to exploit the firm's standard catalog on the Coast. Arthur Plandosi moves over to the pop division.

## Reviving Couvert

Attempt to bring back the covert charge in a popular niter will be made by Sherman Billingsley when he premieres his new Storik club on East 53d street, N. Y., in about three weeks.

Whyfore of the planned \$1 covert is Lita Grey Chaplin as the stellar attraction. George Owen and Norman Vallerie and Buddy Wagner's orchestra will be substitutes.

## EDWARDS' SHOW CASE

Gus Edwards' Show Case is a new night spot being planned for the basement cafe of the Hotel Edison's new West 46th street wing.

The hotel has taken over a 46th street back store to permit a thorough alleyway from the regular 47th street (New York) entrance to the Edison and is utilizing the added space for two new cafes and restaurants, one of them the proposed Edwards room.

## UNCLE JOE'S B. R.

Cedar Rapids, Ia., Dec. 3. L. M. "Uncle Joe" Garman and J. V. Weaver, veteran showmen, plan to spend \$17,000 remodeling old city auditorium into a ballroom to be known as Pla-Mor. Spot will be equipped to accommodate large revues.

Opening Dec. 20. Accommodations for 1,000.

## MANCIELLO'S SHOWBOAT

Albany, Dec. 3. The Paradise, night club aboard a converted schooner moored in the Hudson river at Troy, N. Y., has been acquired by John B. Mancello. It formerly was owned by Paradise Restaurant, Inc., with Mancello and Edward S. Berry as principal stockholders.

## WWNC's New Members

Asheville, N. C., Dec. 3. Several changes in the personnel at station WWNC, Ezra McIntosh, formerly of WEVD, New York, is now program director. John Frazee and Lynn Gearhart of WSOC and WFLA, respectively, have been added to the announcers' staff at the station. Mark Gregory of New York has also been added to the announcer staff.

John Reagan, with the station for three years now, has charge of publicity. Don S. Elias is now executive.

## RUSSELL WITH HARMS

Benec Russell has signed a long-term contract with Harms, Inc. Terms of the deal stipulate that he put the words to his own music. Russell, who is editor of the Songwriters' Protective Association's Bulletin, formerly had a similar exclusive writer's contract with Leo Felst, Inc.

## \$1-a-Wk. 'Union' Tap for Night Club Choristers

Collecting a weekly bounty from chorous girls working in night club shows by holding out promise of some vague protective benefits, is the latest effort to spring from dubious sources along Broadway. At the same time an attempt by another organization is being made to organize hat check girls into a union.

During the past week chorous workers in niteries were approached by strange emissaries of the 'protective' organization which, it was presented, has been evolved for the benefit of the chorines. The delegates started visiting night clubs to contact the girls, telling them briefly of the 'protection' they need and indicating this will be provided amply for \$1 a week.

One club was sought out which employs mostly Chorus Equity girls. They were told that their \$1 a week would not only bring them the 'protection' they should have, but that also the new organization would guarantee two weeks' salary if any girl member has rehearsed three days for a floor show and then been let out. Girls approached were also told that a clubhouse would be built for them.

It was claimed that the organization is getting a charter of some kind as a protective association, but other than that and the promises made, together with informing that the dues would be \$1 a week, the girls talked to are in the dark.

Walking delegates of what was represented as a hat-check girl union have been sounding out the girls who take care of the coats, chapeaux, mufflers and canes. They were told it would cost \$5 initiation and \$1 a week to join up.

## GENDARMES CLOSE 2

Detroit Strict-After Hours and Gambling Penalties

Detroit, Dec. 3.

Par Four and the Penthouse were closed last week. First for after-hour operation, the second for gambling on the premises. The Par Four has a little cocktail lounge with a private door which didn't appeal to the authorities, so they kayoed.

Penthouse reopening is expected shortly, although this spot has had its share of bad luck, both during the management Bert Moss and under the present regime of Ted Lindchitz.

Chocolate Bar, a new black and tan, has opened in the location formerly occupied by the Michigan Democratic League. Present Chocolate Bar is run by Bill Walker, former owner of the Club Harlem. Marie Silk, whose Club Maxine closed two weeks ago, is opening another swankier spot on the spot of the Cafe Clements. Meanwhile, the Club Maxine under the new name of Ballyhoo will reopen as a beer garden.

Oriole Terrace is going to have another try at catching the late money. Will open under the management of Sam Fraser.

## Jack Robbins Needs Rest

Hollywood, Dec. 3.

Jack Robbins and wife will spend Christmas on the Coast apart from their children, who are east in school. Necessitated by Robbins' continued indisposition following a complicated tonsil operation. They went west via the Canal for recuperative purposes, but Robbins probably will have to linger in Palm Springs for another two months or so.

Mrs. Robbins was all set to return to New York, but at the last minute cancelled in order to be with her husband.

## Blossom Blossoms

Hollywood, Dec. 3.

With liquor-selling in hotels becoming legal on ratification of the vote of the state election next week, Blossom Room of the Roosevelt Hotel's affresh Dec. 20.

House will carry a bar. George Hamilton's orchestra, reported to be the Hamilton's orchestra, is reported to be a boulevard spot, which has been dard several months.

## New Business

(Continued from page 38)

ment daily except Sunday. Renewal one month on WAAM. On KOIL new contract, one announcement per week from Nov. 20 till Dec. 31, 1934. Announcements daily except Sunday, one month. WAAW.

Bennett-Allison Oil Burner Co. Announcements daily except Sunday, one month. WAAW. Through Earl Allen & Co. WOW.

Fred Fear & Co., Brooklyn, Chic-Chic Dealer Egg Dyes. Announcements on the Playhouse with June program. April 15 through 20, 1935. Placed through Menken Advertising, Inc. WOW.

Schultz Baking Co. Announcements 26 times between Nov. 12 and Dec. 11. Through R. J. Potts & Co. WOW.

Omaha Winnett System. Announcements three times per week. Began Nov. 9 till Dec. 1. WOW.

Ell Sheets Candies Co. Martha Washington Candy. Three announcements per week from Nov. 20 through Dec. 22. KOIL.

Krug Brewing Co. One-hour hour-broadcast of wrestling match, Nov. 16 and 23. Trial account. KOIL.

Frank J. Overholt Jewelry Co. Announcements daily except Sunday. Began Nov. 21 for one year. KOIL.

## CEDAR RAPIDS, IA.

Remsen Corp. 52 five-minute transmissions, running Monday, Tuesday, Wednesday and Thursday. KWCR.

Star Jewelry Co., four 30-word spot announcements, on succeeding Fridays. KWCR.

Hall Manufacturing Co., 120-word spots, twice daily, for six days. KWCR.

Radio Service, thirteen 100-word announcements, on Fridays. KWCR.

Kilian Co., 13 one-minute spots for three days. KWCR.

Armstrong Clothing Co., 19 one-minute spots for five days. KWCR.

Sears Roebuck Co., 12 one-minute spots for two days. KWCR.

## WINSTON-SALEM, N. C.

Camel Pawn Shop. Daily announcement for one month. Placed locally. WSJS.

Truclow Cleaners. Daily announcement for one month. Placed locally. WSJS.

Jewel Hat Shop. Daily announcement for one month. Placed locally. WSJS.

Mayfair Dress Shop. Daily announcement for one month. Placed locally. WSJS.

Aspirin Plus. Four five-minute programs each week for thirteen weeks. World Broadcasting System. WSJS.

## PORTLAND, OREGON

Universal Sales Company, 10 100-word announcements. Frederick

Drama Booms at WFBL

Syracuse, Dec. 3. Dramatic shows dominate new additions to the programs of WFBL (NBC).

"Chapel on the Hill," new Sunday night 15-minute sustaining program, features George V. Ballard and Harry Taylor, boy soprano. Story scripts, dramatized by the station's dramatic staff, develop from the last section's reminiscences during the weekly visits of his young grandson.

"Saturday Nighters," new Saturday night 30-minute sustaining program, has G. Wesley Smith, Katharine Phillips, Curt Merrell, Gertrude Alderman, Milton H. II and Dorothy James in series of separate dramatic skits.

Dorothy Holmes Kelley, former Syracuse cast actress, and John Wright are also handling a dramatic interlude in the new Radiohol commercial program, otherwise composed of transcriptions by Bert Hirsch's orchestra.

## Frisk Job to Lomax

Stanley Lomax, sports writer on the New York Journal, takes Ford Frick's daily air chores on WOR, New York, when latter becomes president of baseball's National League. Lomax will appear with Frick up to Dec. 15 when the shift takes place.

Mennen's and Dodge company divide the sponsorship of this daily sports dope. Lomax has subbed for Frick on various occasions in the past.

## Straub Band on Web

Buffalo, Dec. 3. Herb Straub's Ensigns, broadcast from WGR in Buffalo, is the newest dance band addition to CBS. Half-hour program is scheduled for Saturday afternoons beginning Dec. 8. Straub was m.c. at Shea's Buffalo for 42 weeks.

Schmalts agency. KGW. Weisfeld & Goldberg, jewelers, announcement service, 13 times. KGW.

Kraft Grocery, three weekly announcements, one month. KGW.

New York City, one-minute program, 13 times. KGW.

O. Korber, jeweler, announcement service, 48 times. KGW.

Jimmy Dunn, clothing, announcement service, 13 times. KGW.

Welsh's Grape Juice, one-minute transcription, 32 times. H. W. Caster agency. KGW.

Oregon Product Days, 15-minute program, 13 times. Mae Wilkins & Cole agency. KEX.

The Pit, restaurant, announcement service daily, two weeks. KXL.

Cockle Roast, restaurant, announcement service. KXL.

Potter's Drug Company, announcement service. KALE.

Master Cleaners and Dyers, announcement service. KALE.

Pioneer Milling Company, announcement service. KALE.

Hillsboro Produce Company, announcement service. KALE.

Rose City Ballroom, announcement service. KALE.

Grandma Cooke Company, announcement service. KALE.

P. o. Furniture Company, announcement service. KALE.

City Optical Company, announcement service. KALE.

Highland Tavern, announcement service. KALE.

## LOS ANGELES

Road Electric Co., 15-minute program, three times a week. Placed by General Broadcasting Corp. KFWB.

La Vida Water, two spots daily for three months. Placed by Tom Schultz Adv. Co. KFWB.

Kays Laundry, three spots daily for three months. Placed by Garfinkle Adv. Agency. KFWB.

Seaboard Finance Co., six spots daily for six months. Placed by Henry Rhea Adv. Co. KFWB.

Ralph's Grocery, three spots daily, indefinite. Placed direct. KFWB.

Kress Five & Ten, three spots daily for one month. Placed direct. KFWB.

Golden State Dairies, 14 spots daily for one year. Placed direct. KFWB.

## WINSTON-SALEM, N. C.

Brown-Rogers-Dixon Co., 15-minute daily through Dec. 3, reading letters from children to Santa Claus for fourth year. Placed locally. WSJS.

Dunn's Laundry, 15-minute program daily except Sunday for one month. Placed locally. WSJS.

Louis Sandwich Shop, daily spot announcements for one month. Placed locally. WSJS.

Mayfair Dress Shop, renews daily spot announcements for one month. Placed locally. WSJS.

Silvers, increased tri-weekly time from 30 minutes to one hour during December. Placed locally. WSJS.

Co-operative Program, merchants of Thomasville, 15-minute Sunday program during December. Placed locally. WSJS.

Barber Photo Supply Co., daily spot announcements for one month. Placed locally. WSJS.

## PORTLAND, ORE.

N. Solomon, jeweler, 13 five-minute programs, three times a week. KEX.

Wilson's Auction House, one 100-word announcement, daily. KEX.

Triangle Garage Service, 13 five-minute programs, three times a week. KEX.

Jimmy Dunn, clothing, 25-word announcement, nightly. KGW.

Bluma Watch Company, one 30-word announcement, and one 50-word announcement, seven times a week, one year. KGW.

George Louvenson and Sons, broadcast of hockey games, weekly. KXL.

Portland Cleaning Works, 15-minute program, dramatic skit, daily. KXL.

## CHARLOTTE, N. C.

Alka Seltzer, Dr. Miles Laboratories, New York; series of 35 15-minute evening programs on Mondays, Wednesdays and Fridays at 8:15 p.m., beginning Nov. 19, 1934, ending Feb. 15, 1935. Placed by Radio Sales, Inc., N. Y. C. WBT.

Charlotte Hudson Fash Co., Charlotte, N. C., six one-hundred-word evening announcements, beginning Nov. 29, 1934. Placed direct. WBT.

Uppert Studios, Des Moines, Ia.; six five-minute transcriptions, evening daily, beginning Nov. 26, 1934. Placed by Northwest Radio Advertising Co., Seattle, Wash. WBT.

Monroe Hardware Co., Monroe, La.; 15-minute stirring programs, beginning Dec. 3, 1934, ending March 8, 1935. Placed direct. WBT.

Skinner Mfg. Co., Omaha, Neb.; product, Iran; 150 15-minute morning programs, beginning Jan. 7, 1935, ending July 6, 1935. Placed by Buchanan-Thomson Adv. Co., Omaha, Neb. WBT.

Twins Department Store, Charlotte, N. C.; six 15-minute programs, Monday through Saturday, 8:45-9 a.m., beginning Dec. 3, 1934, until end of year. Placed direct. WBT.



# Vaude in Accord With Proposed Code Changes; Dorothy Bryant Tells Why She's Switched Attitude

Although a few exceptions were taken, general satisfaction was expressed in vaudeville circles last week over the nine amendments to the Vaudeville Code recommended by the Motion Picture Code Authority.

Unless unforeseen squawks arise between now and then, the vaudeville question may be handled in comparative peace when the code is reopened for public hearing in Washington next month. In that event, the vaudeville changes, alterations and additions will go through as written.

It was expected that Chorus Equity would voice opposition to the two proposed changes affecting chorus people's working conditions, but, to the contrary, Dorothy Bryant, speaking for that organization, said the proposals appeared satisfactory. But Chorus Equity will object to the article creating a special Vaudeville Committee of five members in its present form, and also does not care for the amendment making the earliest rehearsal call time 8 a. m. instead of 9.

The Vaudeville Committee amendment must be clarified before it will be acceptable to Chorus Equity, said Miss Bryant. She is not in favor of the setup, which does not include a chorus representative and apparently classes chorus people under a general performer heading, with one rep. She also thinks the powers to be granted the Vaudeville Committee are not clearly given.

**Miss Bryant Explains**  
Regarding her change of heart in not opposing working condition changes for choruses this time, such as more leniency for producers during layoffs, Miss Bryant explained that Chorus Equity originally insisted on the allegedly "unfair" provisions in the present code in order to possibly force the theatres into adopting a uniform opening day. This would have encouraged consecutive playing time, she said, and automatically solved the layoff salary problem.

But since the theatres have refrained from acting on the opening day matter, and no relief is in sight from that quarter, Chorus Equity won't oppose a better deal for producers as recommended by the Code Authority.

American Federation of Actors, through Ralph Whitehead, wants more time to study the amendments before committing itself.

John Hickey (Hickey & Anger), unit producer, has called a meeting of all active producers for tonight (Tuesday) in the Palace building to go over the proposed code changes. Primary reason for the conch is to put in a united front in the reopening of the code for the placement of an active unit producer on the C.A.

## ACTORS PUT UP FIGHT, FOIL MIDNITE HOLDUP

St. John, N. B., Dec. 3.  
Edward Bourgeois and Victor Harrison, members of the law-abiding touring the maritime provinces, were returning to their lodging house after a night performance in the Capitol, Springhill, N. S., when attacked by three thugs. The marauders demanded money which was refused by the actors. A battle resulted, and while Harrison escaped with a few bruises on the face and body, Bourgeois had three front teeth knocked out and a leg injured painfully.

The actors put up such stiff opposition the thieves ran away without getting any money. Apparently, the holduppers had been lying in wait for the two actors, jumping out of an alley in an unfrequented spot in the town at 12:30 a. m., when every body in Springhill is asleep.

## Parnell, Foster in Chi

Chicago, Dec. 3.  
Val Parnell and Harry Foster were in town last week taking a squint at likely vaude material for English dates.

Were accompanied by Lou Wolfson, of the N. Y. William Morris office.

## VAUDE LOOKING UP

Chi Agents Party for Bergen First Spread in 3 Years

Chicago, Dec. 3.  
Business must be getting back to the good days of 1929, because the vaude agents are beginning to hold the occasional get-together the way they used to.

Vaude agents spread an informal feast last week on the occasion of Dick Bergen's leaving the RKO book for the Balaban & Katz-Wm. Morris offices with the Great States time.

It was the first banquet of any kind in more than three years in this town.

## Al Dow On Stand in N.Y. Benefit Case

Al Dow of the A. & B. Dow indie booking offices, was on the stand at the N. Y. License Department last week to answer charges of misrepresenting an original banquet at the Waldorf-Astoria as a charity affair to name acts and not paying them off for entertaining. Matter came to Commissioner Moss' attention via an anonymous letter on the burnup of the Merchants and Salesmen's Club of Brooklyn.

Banquet was held Oct. 28. Less than half of the name acts programmed showed up, and those who did claimed they were glad to 'aid such a worthy cause.' They were Hal LeRoy, Mary McCormack, Estelle Taylor, Baby Rose Marie and Arthur Tracy.

Under questioning by Moss, Dow admitted that he was to receive \$1,600 for providing talent for the show, and that he disbursed \$800 for the acts and the rest on liquor and champagne for the talent. He denied telling the acts that it was a charity affair, or that any of them were unpaid.

Only one of the acts in the show, Dave Vine, put in an appearance at the hearing. He stated he received \$75 for the evening, but was not certain that the other acts received any payment.

Before he left the stand Commissioner Moss stated he would try to get affidavits from Letty, Estelle Taylor, Mary McCormack and the others, and if he finds that the Dows misrepresented, he would revoke their employment agency license. Up until yesterday (Monday) none of the names had answered Moss' letters.

When Dow mentioned that he spent \$800 for wines and liquor, Moss got hot under the collar. 'It is a racket,' he said, 'and we're going to run it down. If you are not guilty, then nothing will happen to you. Let no agent interfere and collect money for charity and then deprive the artists of their money. You expended money for liquor? Spend the money on the show.'

## SYNDICATE AGENCY TRY FADES AWAY

Romm, Bestry, Meyers & Scheuing agency dissolved last week when Ed Scheuing left to open his own office. With his departure, Harry Bestry's leave-taking a few months ago and Walter Meyers' opening of an office on the Coast, it put an end to one of the most ambitious attempts at an agency syndication. Original setup was a pooling plan with all partners sharing in the profits.

Previous attempt at an agency syndicate, tried by Arthur Lyons and Walter Batchelor about eight months ago, also blew quickly.

## Bradley Here and Back

Buddy Bradley, who has a dance studio in London, returns to the British capital Dec. 15 taking his brother, Arthur, along to assist him.

Bradley was long with the late Billy Pierce's studio in New York, going over to London to train the London musical comedy people as he did around Broadway, and remained abroad for a number of years. He came back to New York Nov. 29.

## JESSEL AT HELM OF \$5,000 UNIT FOR LOEW

George Jessel may head a \$5,000 unit for Loew's, the idea now being under discussion between the circuit's booking office and the comedian. If it goes through, he will be the only name in the show.

Meanwhile, Jessel opens Friday (7) at the Capitol, N. Y., for an indefinite run along with Garbo's 'Painted Veil,' which is expected to last at least two weeks on Broadway and may go four.

Along with Jessel in the Capitol show will be Gomez and Winona, the Honey Family, and Shirley Ross, singer under contract to Metro.

## F.&M.-Musicians' Jam In St. Louis Settled; Vaude Goes in Dec. 7

St. Louis, Dec. 3.  
Difficulties between Fanchon & Marco and the musicians' union have been straightened out. Stage shows, first in St. Louis in a year, come into the Ambassador Friday (7).

For the first few weeks, the shows will be made up of five or six acts sans chorus, or m. e., but both may be installed later.

F.&M. has engaged Al Artega, who was with Benny Meroff for a couple of seasons and also with other orchestras, to lead the Ambassador pit band.

## Saranac Lake By Happy Benway

Jack Nicoll, a five-year alder, who took the rip operation six months ago, left for Broadway to resume work.

Danny Murphy oozed himself to a 'go-home' act. Two years of the NYA san treatment did the trick. Louis Rheingold has penciled two odes.

Answer to many inquiries: Good Samaritan Club membership is the outcome of good deeds done for the sick. No one can join. The membership is a bestowed honor.

Oscar Lorraine voted into our Good Samaritan Club.

Mrs. William (Mother) Morris reached another milestone. Committee consisting of Happy Benway, Tommy Vicks, Chris Hagedorn, Danny Murphy, and Hazel Gladstone, representing the patrons, sneaked up on her with an appropriate gift from the pen of Louis Rheingold.

This town is going to split its 'all-health' attitude, and will go for an extensive ad campaign on sports. J. L. Connors, of Albany, N. Y., admitted into our Good Samaritan Club. He's continuous donor of periodicals for our lounge room reading table.

Ruth Morris will Camp Intermision it for a spell. Gal has accumulated poundage and may go in for wrestling.

Gang here at the lodge went 100% for the Red Cross drive. Dr. Karl Fischel in N. Y. on biz, looking for items for the welfare of his oozing gang.

Since Jack Eskin got that new chief, here's some of the added poundage for a six-month period: Robert Henry, 20; Happy Benway, 16; Chris Hagedorn, 12; Joe Jacobowski, 10; Irving Horn, 15; Jackie Roberts, 30; Jack Casey, 11; Betty Huntington, eight; Sylvia Abbott, six; and about 20 more who have put on from one to five pounds.

Write to those you know at Saranac.

# Vaude Actors in Hunger 'March' To City Hall Meet with a Stall by Mayor LaGuardia, 'See the CWA'

## Alibi De Luxe

Lincoln, Dec. 3.  
A new booking office pain came to light here last week. A call for a juggling act netted one with excellent equipment, freshly painted. The act, though standard, was turned down.

'It looks too new,' said the booker, 'they'll think it's just breaking in.'

## Par Sets Up New Corp. for Vaude Booking in South

A new company has been set up by Paramount to book stage talent in the south and southeast. Incorporated in Delaware Friday (30) at a nominal capitalization of \$1,000, it will be known as Southern Attractions, Inc., and maintain headquarters in Charlotte, N. C.

Organization of the new company signifies a greater return to stage attractions in the south and along the Atlantic seaboard.

Southern Attractions will operate in the States of Alabama, Georgia, North and South Carolina, with H. F. Kinney and R. B. Wilby in direct charge of its activities. While officers have not yet been elected, either Kinney or Wilby will probably be president, the other vice president.

The booking office subsidiary is controlled 50% by Famous Theatres Corp., principal theatre subsidiary of Paramount, and 50% by subsidis of Famous in the south.

## VAUDE LOOKS GOOD IN MINNEAPOLIS

Minneapolis, Dec. 3.  
With three loop film houses now using flesh-and-blood, stage shows have made a comeback here. Vaudeville in particular is off to a great start at the Orpheum and Palace.

The 1,900-seat Palace, which shifted from a straight dime subsequent run grind film policy to five vaudeville acts and first-run pictures, played to approximately 14,000 people during the first Saturday and Sunday of the new policy. Billy Mick, veteran vaudeville theatre manager, is at the helm of this house.

Since inaugurating vaudeville four weeks ago, the Orpheum hasn't had a single losing week. The State also has been making money with its stage shows.

## Vet Vaude Agents in Picture Talent Field

Beverly Hills, Dec. 3.  
Two veteran vaude agents from New York have entered the agency field here. They are Al Freeman, for 20 years booking through Loews, and Phil Morris, who was around the Keith and RKO offices for almost 25 years as agent and producer of acts. They have tied in with Irving Frankel, who is the third member of the firm.

Their plan is to bring players from legit and vaude in the east to the coast for picture tries.

## PEGGY TAYLOR DOUBLING

Peggy Taylor and Kitchen Pirates go back into the Casino de Patee, N. Y., show Sunday (9).

Will double from 'Calling All Stars,' musical which opens at the Hollywood, Dec. 12.

About 100 members, mostly male, of the American Federation of Actors yesterday (Monday) formed a banner-bearing corps in front of the Palace theatre and staged a hunger March on Mayor LaGuardia of N. Y. They were protesting lack of sufficient free shows to care for the unemployed variety performer. The march is only punitive, for the actors rode to the City Hall in two chartered trolley cars at a nickel a head, their posters framed in the windows for passers-by to see such epitaphs as 'Circus Performers Also Eat,' 'Vaudeville Played Your Benefits,' 'We Want Food for Our Children,' 'Give Us a Chance to Earn a Living,' 'We Never Said 'No' to Others' and 'We Don't Want Dole—We Want Work.'

It was the first demonstration of its kind by performers and, because they were mistakenly allied with a Communist group by City Hall attaches, there was a full battalion of police to meet them at the entrance to City Hall park. The Mayor's office had called the AFA and, in the belief that it was speaking to Ralph Whitehead, executive secretary, decreed that there be no delegation, only a small committee, calling on Mayor LaGuardia. Whitehead never got the message, he claimed, so the sign-bearers were forced to stand a few hundred feet from the Mayor's office itself while Whitehead and a committee of five went in.

Along with Whitehead were William Mahoney, state organizer for the American Federation of Labor; Allen Correll, the resistance performer; Joseph E. Howard, songwriter-actor, and John McCarron. The Mayor was full of sympathy, promised he would personally do his best, but admitted that his hands were tied.

**The Ol' Buck Pass**  
For one thing, he said, it looked as though Washington was going to cut out almost all white-collar relief contributions. Another thing, N. Y. is currently spending close to \$20,000,000 monthly for the relief of the unemployed and was not in the financial position to allot more moneys to take care of the actor.

However, LaGuardia promised that he would personally approach Washington for a separate appropriation to take in show biz employment in free shows, adding that Washington should do this in view of the fact that while the majority of performers are centered in N. Y., few of them live here, coming to this city only in search of engagements.

When Whitehead protested the fact that there are close to 350 legit actors at work in the CWA's free shows against only 52 vaudevillians, Mayor LaGuardia stated that he was actually interested in percentages from the different branches of the business, only in the amount of people who were getting relief, be they from legit or variety. However, he called Grace Goslin, deputy administrator of the Emergency Relief Commission, and arranged an appointment for Whitehead and his committee for today (Tuesday) at 11 a. m., asking her to see what she could do in the way of providing more work for the vaude actor in the CCC-institutional shows.

Whitehead also asked the Mayor to open up the city-owned theatres to variety shows, which, the AFA exec stated, could be self-supporting at a low administrative cost. Mayor LaGuardia said he would look into the matter, but that he wouldn't go into competition with the regular theatres as that would only add to the unemployment. He did not know where the city-owned theatres are, nor was Whitehead sure of their locations.

## Lastfogel West

Alc Lastfogel, general manager of the William Morris agency, shaved off Friday (30) for the Coast to o. o. the international showagency's Hollywood activities. Lastfogel will remain about two months there. His wife, Frances Arins professionally, accompanies him.

William Morris, Jr., who was to have gone along, left. From an almost 100% California expatriate, Bill now doesn't even want to go near the town and is headquarters-ing east.

# New Par Board

(Continued from page 5)

Adolph Zukor continues as company president.

The three temporary members on the current board are understood to have been appointed with the understanding that they would resign at the proper time. In their place will be one director to be named by Allied Owners. An additional director is to be had by the so-called Szold committee.

The plan in all other essentials remains about as was first intended some weeks ago. At that time the reorg groups over the new board setup mostly has been the cause for the most recent delay which has been encountered in presenting the plan for an early okay by the court. Yesterday (Monday) some dozen or more attorneys finally appeared and chorused their united approval of the plan and asked the court to consider Dec. 27 as a likely date for an open hearing on the plan's merits. Dec. 20 was at first proposed, but changed when Attorney Archibald Palmer interposed for a later date.

Attorney Alfred Cook, of Cook, Nathan & Lehman, presented the plan on behalf of the company and the stockholders. Attorney Archibald Palmer, of Rook, Clark, Buckner & Ballantine, and Attorney Robert Swaine of Cravath de Gersdorff, Swaine & Wood, also were present. Attorney Morton Rogue of the bank group, additionally, was among those who attended.

Sumner, attorneys who had been opposing the reorganization plan of the Broadway Paramount building and theatre, were found yesterday (Monday) applauding Attorney Cook's efforts and the plan generally, although apparently, the Broadway reorg, which is made part of the whole Par reorg thing, remains comparatively or wholly unchanged. Neither Attorneys Samuel Zirn nor Saul Rogers, two persistent objectors to the Par bankruptcy situation, was in attendance.

## Stock Distribution

Insofar as the distribution of the stock and debts settlement are concerned, the new draft of the plan differs only so far as the second preferred stock is put at a par value of \$10 per share. However, in reducing the second preferred to \$10 par value from the previously proposed \$100 par value per share, the distribution of this stock also shifted.

Under the reduced par value, present common shareholders on subscribing to new common through \$2

per share purchase warrants will be receiving 1 1/2 share of second preferred plus 1/4 of new common for each share of present common held, instead of 1 1/5 share of second preferred, plus 1/4 of new common, as was formerly proposed. This is in addition to 1/4 share of new common to be had anyway for each share of present common held.

Capitalization of the company, which will continue as Paramount-Public, will consist as previously figured: \$27,500,000 in 6% sinking fund debentures; \$27,500,000 in cumulative convertible 6% preferred stock (par value \$100 per share); \$6,441,000 in second 6% preferred convertible 6% stock (par value \$10 per share); and 1,610,451 shares of new common.

Conversion rights are on the basis of 7 shares of new common for one share of first preferred, and 9 shares of new common for 10 shares of second preferred. These stocks, when converted, are entitled to 20 votes for each share of first preferred held and second preferred and new common shareholders are entitled to one vote for each share.

**Trustees Continue As Is**  
The Par trustees continue in the company until their work shall have been deemed completed which means that they may now pending or to be undertaken by the trustees look to be prosecuted regardless in the interests of the company.

At the present outlook, since the plan permits shareholders 60 days' time in which to subscribe to the \$2 purchase warrants, looks like it may not be before March 1 that the plan finally be put into execution, but in the meantime, the company is under supervision of the trustees until the court finally determines the whole matter.

That part of the plan by which holders of approved claims receive \$500 in new 20-year 6% sinking fund debentures, \$1,000 in amount of such claims, in addition to receiving 5 shares of new cumulative convertible 6% first preferred stock remains unchanged.

In the meantime, plans for reestablishing internal order in the company undoubtedly will be considered by the new board. This board held its first meeting yesterday morning but what was taken up at that session is not detailed. The probable new chairman of the board is so far not mentioned. Neither is the new Finance Committee named but that's up to the board and likely to hold until the full permanent membership of the new board is set. It appears certain that the new board will set up an advisory committee of operators in the management. This group will comprise among others N. L. Nathanson, E. V. Richards, Karl Hobbeltzelle, Barney Dalahan and S. A. Lynch.

No underwriter of the plan is mentioned in the plan except as to condition that the underwriter cause Par to enter into an agreement for such underwriting as the board may determine with the approval of the court. Such underwriting arrangements may be made before the plan is finally approved. Indications are that Kuhn-Loeb will be that underwriting firm if it is chosen. However, the plans of Hayden, Stone efforts in the picture.

**Postpone Other Claims**  
Because the Paramount Broadway reorganization, against which bondholder objections have stood for several months, is made a part of the Paramount reorganization plan, adjournment on objections was taken yesterday morning (Monday) before Special Master John E. Joyce, Joyce refused to adjourn it without a date, setting Dec. 18, although indicating that if both sides under the plan wanted to take it off the calendar entirely that would be satisfactory. That was what wanted. At the same time yesterday morning (Monday) the Allied Owners matter was put off also to Dec. 18 to permit Allied and Par additional time in which to reach a settlement of Allied's claim of \$23,600,000.

With the Par-Bway reorganization plan a part of the Par-Public reorg, the Paramount reorganization to presume that any objections to Par-Bway will come up in connection with objections, if any, to the Par plan itself. Henry J. Friendly, who has been handling the Par-Bway matter for the Par trustees, is ill at present and could not appear yesterday.

Objections to the George White claim for \$50,000 against Par, slated to have come up yesterday (Monday) was put over to Monday (10).

## Variety Bills

NEXT WEEK (Dec. 7)  
THIS WEEK (Nov. 29)

Numerals in connection with bills below indicate opening day of show, whether full or split week

### RKO

**NEW YORK CITY**  
Palace (7)  
Colleen & Pam  
Violet Carlsson  
George Denty  
Dance Artists  
(One to fill)  
Lee 2 Rio & E  
Kins & Bailey  
Wills & Davis

### JACK SIDNEY

**NEW YORK CITY**  
Tum, Dick and Harry  
Tommy Mack Co  
LARRY  
LEDDY & SMITH

**NEW YORK CITY**  
Carl Freed Ore  
Academy  
1st half (8-11)  
Willie Mausa  
Nattie & Ray  
Hickey Bros  
Radio Rainers  
Hurry Home  
Rimmas & Ore  
2d half (8-11)  
Woods & Music  
Caldwell

**NEW YORK CITY**  
1st half (8-11)  
Jack Fulton Co  
Stuart & Lash  
Rehe Rehe  
(Two to fill)  
BROOKLYN  
Albee (7)  
Loyal's Stallions  
Eddie Foy Jr Pam  
Irene Verillion  
(One to fill)  
Culicani Pam  
4 Frankas  
Violet Carlsson  
George Denty  
Helene Dizon Co

**BOSTON**  
Orchestra (7)  
Case Bros & M  
Nattie & Jeanne  
Band Show  
Frank Molino Co  
Ray  
Marty & Gibson  
(20)  
Olympia's Winners  
Rus Wase Co

**NEW YORK CITY**  
Kraft & Galt  
Don Cummings  
Helen Ena  
Minnie  
Trenton  
Palace (7)  
L. Murray & S. S.  
Joe Morris Co  
Nick Lash  
Vic Oliver  
Rogers & Wynne  
Hart Walton  
Blackstone

**NEW YORK CITY**  
1st half (8-11)  
Blue Janette Co  
(Three to fill)  
TROY  
Keith's  
Le Galt  
Hendri Therien  
Wills & Davis  
Al Jenkins Ore

**NEW YORK CITY**  
WHIN Amateur Nite  
Bob Murphy  
Baltimore  
Yaropis  
Jack Arthur  
Gloria & Revel  
Joe Phillips  
Helen Dizon Co

**BOSTON**  
Orchestra (7)  
Paul  
Harris  
Russ Hines & A  
Bartels & H Rev  
Hollywood  
Globe  
1st half (8-11)  
Gaudier & Shop  
Hal Young Co  
Ray & Harrison  
Joe Kelo Co  
2d half (12-14)  
Van Cello & Mary  
Waldick & Mitzel  
Helen Ena  
Mills Ray & M  
Helen Ena

**JERSEY CITY**  
1st half (8-11)  
Lewy's (7)  
5 Wonder Girls  
Rosa & Bennett  
Venita Gold  
Gold Lash & Cross  
Box Gold Mounters  
Helen Ena  
State (7)  
J. Schaeffer & S. K  
Helen Ena  
Grace Hayes  
Hert Walton  
Helen Ena  
WASHINGTON  
Lash (7)  
5 Elgine  
Hicks & Dunn  
Helen Ena  
Jack Sidney Rev

**BROOKLYN**  
Gates Ave  
1st half (8-11)  
Paul & Pettit  
Pope & Louie  
Helen Ena  
Johnny Burke  
Hal Menken Rev  
Clay Mayer Ore  
Eion Boys  
Valencia (7)  
Miles & Kover Rev  
Clay Mayer Rev  
Duncan Sis

**BOSTON**  
Metropolitan (7)  
Mal Wallert Ore  
Ghezzi  
Srah Waring  
Nick Kelly  
BUFFALO  
Buffalo (7)  
Diamond Boys  
Sannie O'Dea

**NEW YORK CITY**  
Cotton Club  
1st half (8-11)  
Pete Wavley  
George & Jahn  
Keller & Ford  
Wayne Van Dine  
Reeves & Lew  
Helen Ena  
Peppy of Albrow  
Irene Jordan  
Medrano Danna  
Gall-Gall  
Dick Gasparre Ore  
Lionel Hendard  
Lila Jannard  
Helen Ena  
Shella Barrett  
Mina & Root  
Cubanacan  
Remon Sabat  
Alfred Trio  
Continental  
Lopez & Alicia  
Ethel & Alice  
Helen Ena  
Lopez & Kolar

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# Selwyn-Franklin's B'way Legit Finale Looks to Be 'Revenge,' It's Best Bet of 5; H.B. Back to Pix

Indications are that with the presentation of 'Revenge with Music' at the New Amsterdam, which premiered last Wednesday (28) the Franklyn legit firm—Arch Selwyn and Harold B. Franklin—will wind up Broadway production. Understood that Franklin decided not to put in any more coin and prefers to return to the picture field. Selwyn prefers the legit and will continue in the legit business in association with London's C. B. Cochran as heretofore.

Franklyn started with an ambitious show program, with six attractions aimed on Broadway. Firm virtually let go of one of the five shows which have reached the boards to date. Another, a short engagement and a third may be withdrawn this week, which would leave the firm with 'Revenge' and some minor interest in 'L'Algon'. First try, 'Lady Jane' (nee 'Old Folks at Home'), fluffed, and the final show on the program—Elsa-beth Berner in 'Escape Me Never'—may not be brought over from London.

Loss on 'Jane' was minimized because the firm collected \$15,000 on its share of the picture rights, which were sold abroad. In addition Franklin has a tidy sum tied up in 'Gambling', filmed with George M. Cohan. Selwyn is not interested in the film. Cohan's share alone for his services in 'Gambling' (Fox release) is reported at \$75,000.

'Continental Varieties,' which slides out of the Little after this week, played in the red from the start. Franklyn agreed that Lucienne Boyer operate the show for the past month or so, she not assuming to take field salary. Firm, however, has a string on the attraction should it make money during a proposed tour. Henry Carson, Mlle. Boyer's agent from Paris, now in New York, is at the helm of the revue.

Operating nut for 'Conversation Piece,' due off this week, too, is high. Franklyn is quite understanding the opera-betta being unable to operate at \$20,000 weekly gross. Yvonne Printemps gets \$3,500 weekly salary and rejected the firm's request to take less. If she changes her mind 'Piece' will continue and several weeks in Boston and Canada are in prospect. Troupe, brought over direct from London by arrangement with Cochran, is due to sail for home from Montreal.

Franklyn also presented Eva Le Gallienne in 'L'Algon,' which started brilliantly, then tapered off except at matinees. Le Gallienne has half of the Franklyn interest in the revival, which is now part of Miss Le Gallienne's Civic Repertory.

Arrangement for 'Escape Me Never' calls for 30% of the gross being contracted for, making the show so costly to operate that the deal with Cochran may be canceled. Latter gets 10% of the authors' and so does Miss Berner. Figured the show would have to gross over \$18,000 weekly to break even. It was slated to be brought from London for a New Year's premiere.

'Revenge with Music' drew mixed notices, but after a mild second night drew \$2,200 on the third night (Friday), with Saturday evening virtual capacity. If the opera-betta holds to the form indicated it will be the one bright interlude in the Franklyn schedule.

Howard Dietz, who wrote the show's book and who is Metro's press agent, also has some coin in it personally. Dietz was stated by Franklyn that Metro purchased half of the producer's end of the picture rights for \$35,000, but must bid for the rights.

## 3 Famous Monikers in Chi Legit Nabe Group

Chicago, Dec. 3. Three famous theatrical sons are members of the local Uptown Players group. There is James Bradley Griffin, son of Preston Bradley; Robin Thomas, son of Michael Strange, ex-wife of John Barrymore.

And finally there is Bruce Bushman, son of Francis X. Bushman.

## Young Bankrupt

Anthony Michael G. Young, producer and author, filed a petition in bankruptcy with the New York Federal Court last week. He listed his liabilities as \$118,000 and no assets.

Young's schedule tabbed Rose Wallace as a creditor to the amount of \$100,000 (contingent).

## 'SAILOR' FOLDS AFTER 61 WEEKS; MAY TOUR

'Sailor Beware' finally ended its run at the Lyceum, New York, Saturday (1), after playing 61 weeks despite a series of differences between the players and the management. Final performance was the 500th, which mark was a matter of betting back stage. Up to the final curtain the cast figured the engagement would be prolonged because 'Sailor' continued playing after the management called it off several times previously.

Understood 'Sailor' will go on the road, possibly opening in Brooklyn around Christmas. Figured the picture version will not interfere with the stage play as much as expected because the script has been materially changed. Also the film title will be 'Woman Hater' which should help the show. Picture production has not yet started.

Statistics of the 'Sailor' run show that six players did not miss a performance. They are Ann Thomas, George Heller, Harry Hornick, Bradford Hatton, Murray Alpert and Horace (Doc) McMahon. There were 10,416 bottles of beer consumed, 1,000 hot dogs, 1,000 chocolate bars, 620 packs of cigarettes, and 500 bananas.

Several in the cast took vacations, one player going to the coast by plane and returning within one week.

'When Left Was Right,' new musical in three acts and 13 scenes, will be produced by Walter L. Rosemont in association with Sidney A. Marks and Martin Jacklin. Book, lyrics and music are by Marks and will be adapted and staged by Rosemont. Martin is supervising the vocal ensembles.

## Harry Oshrin Case Has Setback; His Lawyer Ruled Unprivileged

The protracted litigation between John Colton, playwright, and Harry H. Oshrin, Times square lawyer who was Colton's agent at one time, suffered a setback to the barister when Justice Hofstadter in N. Y. Supreme Court declared a mistrial and remanded the case back to the general court calendar for a new trial. This adverse move for Oshrin follows a preceding point strongly in his favor when the validity of Oshrin's contract with Colton was partially sustained. The reason for the mistrial was the court's conclusions that Edward A. Weiss, who was attorney for counsel-agent Oshrin, was not legally admitted to the bar and could not come into court as an attorney and counsel-at-law.

Colton who authored 'The Shanghai Gesture' and co-authored 'Rain,' besides doing film writing, claimed Oshrin had collected some \$110,000 in his behalf, paid him only \$40,000 and is suing for an accounting of the difference, or around \$60,000 after the 10% commission was allowed Oshrin.

Latter, who is president of a Long Island realty development known as Tinney Estates, Inc. (named after Frank Tinney whom Oshrin also represented), averred that as Colton's representative he was empowered to make investments and that he had a good deal of the money in dispute invested in the Tinney project.

## Shows in Rehearsal

'Mother Lode'—Bushar and Tuerk.  
'The Petrified Forest'—Gilbert Miller.  
'Music Hath Charms' (An-nina)—Shuberts.  
'Rain From Heaven'—Theatre Guild.  
'Piper Paid'—Harold Berg.  
'Point Valaine'—Noel Coward.  
'Sailors of Cattaro'—Theatre Union.  
'Ode to Liberty'—Gilbert Miller.  
'Sky's the Limit'—Raymond Golden.  
'Thumbs Up'—Eddie Dowling.  
'The O'Flynn'—Russell Janney.  
'Fools Rush In'—Leonard Sillman.  
'Portrait of Gilbert'—Sam. Grisman and Harry Oshrin.  
'Birthday' ('Sixteen')—Harr-mon and Ullman.  
'Old Love'—Crosby Gaige.  
'Fly Away Home'—Theron Hamberger and Barney Klawans.  
'Petticoat Fever'—Aldrich and de Lagra, Jr.  
'Living Dangerously'—Shuberts.

## B'WAY MARQUEE FIRE DELAYS 2 OPENINGS

Curtain at the premiere of the Group Theatre's production of 'Gold Eagle' Guy at the Morosco was held more than 20 minutes when the report percolated through Times Square that the 'Revenge With Music' opera-betta, at the New Amsterdam, premiering the same night (last Wednesday, 28), might be off because of a minor fire. The Group management figured that by holding the curtain it might enable some of the columnists and first nighters at the musical to get over for 'Eagle.' 'Gold Eagle Guy' got all the first string critics, automatically, but some of the column writers picked the musical.

'Fire at the New Amsterdam' was minor, and both openings that Wednesday (28) continued without further delay.

Slight blaze caused by a blown fuse in the 30-foot electric sign over the New Amsterdam created much smoke, a little fire and some excitement. It occurred just before the scheduled curtain time. Autograph hounds were quickly cleared off the sidewalks, house manager Eddie Plohn called the electricians, who put out the minor blaze with their small extinguishers, and when the first audience arrived, they had nothing to do.

## Inside Stuff—Legit

Ed Hart, who's in the insurance business in Yonkers when he's not running the affairs of Temple Emanuel in that sector, has taken the Smith and Dale show for a preview Dec. 10. It's his second or third try this season, and he pulls down from \$1,200 to \$1,500 for these benefits, which is more than a lot of current productions net on a regular night. In the old days he used to take the show at the Hippodrome on Sunday nights when it could not play except for a benefit. He says it is getting tougher all the time. He had one show contracted, but it failed to open, and three other shows could not be certain of the opening sufficiently far in advance to give him the tickets in time for a sales drive. If things get worse he figures it will be impossible to plan these theatre buys because of the uncertainty. He needs about three weeks to sell, and shows are not looking that far ahead.

George Ross, dramatic editor of the N. Y. World-Telegram, ordered a Boston U.P. story panning the Lew Brown musical, 'Calling All Stars,' on the opening night, taken out of his paper after one edition. He also informed the U.P. New York desk that he was much annoyed at the story having been written and felt himself as having been put in an uncomfortable spot by the news agency.

Night before the opening Ross had requested Marc Lachmann, p.a. for the troupe, to take care of two United Press reporters in Boston who wanted to cover the show from a news angle and on the promise they wouldn't send out critical comment. When the unscheduled alteration in the lobby story, the U.P. men wrote the story as a staged publicity gag, and also went further by saying that the plot of the show was threadbare, etc. Producer and press agent of the show felt the yarn was unfair, but before they could protest, Ross had taken the matter into his own hands and presented his own squawk. United Press and the World-Telegram are both controlled by Scripps-Howard.

The Metropolitan Opera and the Hotel Barbizon-Plaza's small theatre (within the hotel) are the sole houses selling liquor between the acts. The Martin Beck features Schwegge and other English ginger-beers in the upstairs lounge bar, for the D'Oyly Carte Gilbert-Sullivan season, but no intoxicants. The Lyceum has a swell bar in the basement but no used. The Alvin is among the other Broadway legit houses with practical bars but only soft beverages vended. The Forrest theatre is the only legit house actually with an open and operative bar, but that's on an angle. Hotel next door to the theatre actually harbors the bar but doorway from theatre-lobby leads directly into the bar allowing audience to go there without going out into the street.

While playing Pittsburgh last week in 'Roberta,' Fay Templeton, widow of W. Patterson, one-time wealthy architect and real estate man of that city, seized upon a novel means of issuing a Thanksgiving message to friends. Actress took an inch ad in the morning paper and had it inserted in amusement columns right under the 'Roberta' space. It read: 'My Thanksgiving: For my few remaining friends, the lovely world in which we live, the respect and interest of the public, and for the ability and health enabling me to earn my living, I give my humble thanks. Signed, Fay Templeton.'

Notices on 'The Lord Blesses The Bishop,' which opened at the Adelphi, New York, last week, devoted attention to the interior of the house. Newly decorated after being dark virtually for four years, it is now among the most attractive of Broadway legit spots. Theatre was first known as the Craig. It is now under the management of Lodewick Vroom. Latter operated Erlanger's, which was changed to St. James last season.

'Shows in Rehearsal' listing in this department is now given without naming the theatres where plays are rehearsing. Places of rehearsal are frequently changed, sometimes several times weekly. Mention of the attraction and producer serves the purpose of the list, without tipping off autograph hounds.

Recently a press agent of a show being readied hunted all afternoon trying to locate where cast of his show was rehearsing. Not until he contacted the manager that evening did he find out.

Last Thursday (28) audience at the Center, New York, cheered after the performance of 'The Great Waltz.' First time known that a show has been so received after settling down for a run. It seemed a spontaneous ovation started by one enthusiast who stood on his chair to voice approval.

House was sold out in advance for the last three days last week. Order for tickets from the Rockefeller office could not be filled Friday, even though the ticket agencies were canvassed.

Harry Green, who tops the cast of 'Piper Paid' with Edith Barrett, has 25% of the show, which opens at the Maryland, Baltimore, Monday (10). Presentation will be made by David Lederman and Harold Berg under the corporate name of Harry Abert. Same duo produced 'The Errant Lady' early this season.

Blossom Seeley goes legit in 'Piper,' impersonating Mme. Francis, New York modiste.

Marilyn Miller is reported backing 'Fools Rush In.' Show is an intimate revue to be presented by Leonard Sillman. Latter was head man in 'New Faces,' a show of similar type which played New York last spring.

Chester O'Brien, who recently wed Miss Miller, is staging the dances in 'Fools.'

'A Roman Servant,' which opened at the Playhouse, New York, Saturday (1) was presented by a new managerial team, Arnau and Connors. Former has been dabbling at importation of foreign films. Latter was a dance director of legit show ensembles, including one edition of the 'Greenwich Village Follies' and 'Flossie,' produced 10 years ago.

'Oedipus Wrecks' appears to be definitely off. It was to have been presented on Broadway by William Harris, Jr., but after a tryout at Jackson Heights was called in for repairs.

Frank Craven, who was brought from the Coast to head the cast, started back for Hollywood Monday (3).

## DAVENPORT DRAMA ALLIANCE

Davenport, Ia., Dec. 3.

The Davenport Drama Alliance, composed of a group of players who belong to various other social and civic drama organizations in the Tri-cities, has been formed here and will present the first of a group of plays during the Winter season, four plays to be given in the first presentation.

There are 10 drama organizations in the alliance and will enable the organization to stage anything and recruit the cream of the talent available in each of the member groups.

## Duffy Finally Spots 'Her Master's Voice'

Hollywood, Dec. 3. After several false starts, Henry Duffy will produce 'Her Master's Voice,' opening at the El Capitán Dec. 23, with Billie Burke starred. Play has been scheduled for production twice previously but casting difficulties held it up. Russell Millmore will handle the direction. Play goes to the Curran, San Francisco, following the local run.



# Cohan \$22,000 2d Week Philly's Top For Season; Hampden Fair \$12,000

Philadelphia, Dec. 3. George Cohan's \$22,000 for 'Ah Wilderness' in the second and final week at the Chestnut was the highlight not only of last week, but of the season to date. O'Neill piece could have stayed eight weeks profitably and would surely have done two more capacity weeks if held, but management was scared when advance sale was under expectations and routed solidly through Cleveland to Chicago. No change was possible when they decided it might be profitable.

'Gather Ye Rosebuds' (Garriek), O'Neill Wednesday night with six performances only; \$6,000 reported for that time, despite adverse notices. 'Slightly Delirious' (Walnut), another which opened Wednesday night, business simply awful. Less than \$2,000, but is holding.

'Pursuit of Happiness' (Broad, 13th week). Got \$7,000 again last week, but management is announcing that this is absolutely the last. Nothing mentioned to follow.

'The Milky Way' (Erlanger, 1st week). Better biz than notices would suggest; \$6,500 and will stay longer than allotted two weeks.

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## Beggs Moves Stock Co. From S. I. to Lowell

Stratton Island Stock Company, operated by Malcolm Beggs at the Park theatre, Stapleton, S. I., will close its season Saturday (8). Troupe has been running for past 12 weeks. 'Green Eyes,' a new play by William Harder, is being tried out as the closing offering.

Company opened at the Park in September after a summer season at Westford, Mass. On closing here Beggs plans to entrain for Lowell, Mass., opening there Dec. 15.

Those included in the cast are Malcolm Beggs, Louise Lee, Arthur Edwards, G. Lester Paul, Berilla Kerr, Frederica Frederick, Zack Z. Macubbin, Robert Eshleman and Elliott Squires.

Pittsburgh, Dec. 3. Nixon had the SRO sign out last week for the first time this season. 'Robert' playing to virtual capacity for eight performances, including an extra Thanksgiving day matinee. Gross was approximated at around \$3,000. No since the days of the old Ziegfeld Follies has there been so much interest in a show, with line never breaking all day, with standees two and three deep. Top for engagement was \$3,300.

House certainly needed a winner. Top after taking it on the chin in three out of four shows which so far is all the legit site has played this season. Only money-maker previously was 'Green Pastures' for a return engagement of three days. 'Roberta' could have stayed over for another week to profit, but moved on to Cincinnati.

Nixon is dark again and will remain that way until Thursday (13), when Cornell brings in 'Romeo and Juliet' for four performances. After that, there's nothing in sight, with house thus far even without a nibble for the highly important Christmas and New Year's weeks.

## 'PASTURES' AT \$6,000, 'CRIMINAL' \$7,000, MPLS.

Minneapolis, Dec. 3. 'Criminal at Large,' fifth and next to last offering of the Drama Festival at the Shubert, with Francis Compton and Edith Gresham as featured players, pulled through to an estimated good \$7,000 at \$2.25 top. Current final play is 'Green Bay Tree.'

Playing two nights and a matinee, 'Green Pastures' grossed approximately \$6,000 at the University Auditorium, despite a blizzard and cold weather. Very good for a return engagement of a week starting Dec. 16.

'The Eldest,' by Eugene Cortwright, will shortly be readied for production by Sam Grisman and Harry H. Oshrin, producers of 'To Be a Soldier.' Firm is now rehearsing 'Portrait of Gilbert.'

## 'Al Stars Sock \$25,000, Boston; Benny Show 12G; Both Hold Over

Boston, Dec. 3. Leading grosser on Hub boards is still 'Calling All Stars' at the Shubert, now going into its third week. 'Bring on the Girls' opened inauspiciously last week, but over the week-end showed encouraging pickup. Cohn and Scanlon's 'So Many Paths' is disappointing at the Majestic, suffering from terrific opposition.

'Estimates for Last Week' 'Calling All Stars,' Shubert. Boston's best bet, garnering excellent \$25,000. Lew Brown's star-plastered show now well-trimmed and garished, shaping up into sure thing. One more week in Hub.

'Bring on the Girls,' Plymouth. Jack Benny and company not up to expectations on opening, but perked

## Current Road Shows

Week Dec. 2. 'Ah, Wilderness,' Hanna. Cleveland. 'As Thousands Cheer,' Grand O. H., Chicago. 'Bright Star,' Shubert, New Haven. 'Bring on the Girls,' Plymouth, Boston.

'Calling All Stars,' Shubert, Boston. 'Follies,' Paramount, Toledo, 3; Hartman, Columbus, 4-5; English, Indianapolis, 6-8. 'Fritz Leiber Repertory,' Vancouver, Vancouver. 'Gather Ye Rosebuds,' National, Washington.

'Green Bay Tree,' Shubert, Minneapolis. 'Green Pastures,' Burlington, Ia. 'Katharine Cornell Repertory,' Cass, Detroit. 'Midsummer Night's Dream,' Audioton, Milwaukee, 6-8.

'Ode to Liberty,' Shubert, New Haven, 6-8. 'Pagan Lady,' Colonial, Bluefield, W. Va., 2; Academy, Charlottesville, Va., 4; National, Greensboro, N. C., 5; State, Winston-Salem, N. C., 6; Carolina, Durham, N. C., 7; State, Raleigh, N. C., 8. 'Pursuit of Happiness,' Hollis, Boston.

'Pursuit of Happiness,' Broad, Philadelphia. 'Roberta,' Shubert, Cincinnati. 'Romance,' Blackstone, Chicago. 'Ruth Draper,' Chestnut, Philadelphia.

'Slightly Delirious,' Walnut, Philadelphia. 'The Milky Way,' Erlanger, Philadelphia. 'Valley Forge,' Ford, Baltimore.

'Vanities,' Majestic, Houston, Tex.; 3; Aztec, San Antonio, 4-5; Plaza, Waco, Tex.; 4; Majestic, Ft. Worth, 7; Melba, Dallas, 8. 'Walter Hampden Repertory,' McCarter, Princeton, N. J.; 3; Temple, Scranton, Pa.; 4; Colonial, Allentown, 6; State, Harrisburg, 6; Capitol, Reading, 7; Playhouse, Wilmington, Del., 8.

Chicago, Dec. 3. George M. Cohan in 'Ah Wilderness' opens tonight (3) at the Erlanger, while on Dec. 24 both the Harris and the Selwyn relight, the first with Dennis King in 'Petticoat Fever' and the latter with 'Stevodore.'

Newcomer last week was 'Romance' by Eugene Leonovich at the Blackstone. Business started out smartly and looks set for a six to eight-week run.

'Estimates for Last Week' 'As Thousands Cheer,' Grand (1,200-\$3.30) (5th week). Will make it six weeks. Garnered whopping \$24,000 last week. 'Ah Wilderness,' Erlanger (1,200-\$3.30) (1st week). Opens tonight (3) as the initial play for this season for the American Theatre Society.

'Romance,' Blackstone (1,000-\$2.20) (2nd week). Gave away well on good notices for this revival. Above \$9,000 on first session.

'All Stars Sock \$25,000, Boston; Benny Show 12G; Both Hold Over

last three days. Looks like \$13,000 for first stanza, eight performances. In for a second week. 'Pursuit of Happiness,' Hollis. Satisfactory \$5,500 for bundling opus in fifth week. Will go six and maybe more. Edith Ketcham replaces Eleanor Hicks, who goes to N. Y. for a Selwyn production.

'So Many Paths,' Majestic. Tepid reception throughout week netted meagre \$4,800 for Cohn-Scanlon drama about opera singer. Producers have improved it substantially since its opening, however. Scheduled for Ritz, N. Y., this week.

'Portrait of Gilbert,' Miller production, starring Leslie Howard, slated to open at the Shubert Dec. 24. 'New Coward-Lunt-Fountain play opens at Colonial Christmas night.

'Children's Hour,' Elliot (3rd week) (D-929-\$3.30). Steadily building; first full week estimated around \$14,000; expected to climb to full capacity.

'Continental Varieties' Little (10th week) (R-500-\$3.30). Final week; imported specialty show bit over \$6,000; slated for touring in January.

'Conversation Piece,' 44th street (7th week) (D-1,323-\$3.30). Final week announced, but may stay longer; somewhat better at \$20,000 than expected; no extra performance; offers for Boston and Canadian bookings.

'Dark Victory,' Plymouth (5th week) (D-1,306-\$3.30). Business spotty but little improvement last week, with takings around \$5,000;

# Nine Shows Drop Out, but 'Waltz' Goes to New High, \$46,000; 'Revenge' And 'Glory' Probable New Clicks

Heaviest closing card of the season turned up Saturday when nine attractions closed, ducking the slack going that follows Thanksgiving up to Christmas. It indicated, also, that business was considerably under expectations for the holiday week. First two days were markedly off and steady rain Thursday (29) drowned the box-office sales.

Despite the trend 'The Great Waltz' established a new high gross mark, getting \$46,000, which is but four G's under capacity for eight performances (some sections have been somewhat re-priced). The \$700 seat Center played to standing room last half of the week.

Musicals got the bulk of the holiday trade. 'Anything Goes' was capacity at \$22,000, as forecasted; 'Life Begins at 8:40' did not sell out completely but went to \$40,000 in nine performances, the other musicals also going to virtual capacity. 'Friday' and 'Saturday' show dramas adapted earlier in the week were unable to recoup.

New musical money show is indicated in 'Revenge With Music,' which was accorded a distinctly weak press but showed plenty of life. After the Wednesday premiere, second night was under \$1,200, but the third night jumped to \$3,200 with Saturday's performance even bigger. Originally slated for \$4.40 top, 'Revenge' should click at the established \$3.30.

'Page Miss Glory' looks like a comedy hit at the Mansfield. It was so rated by the critics and business was brisk after opening. One performance was missed because of illness, but indicated pace should appear. 'The Lord Blesses the Bishop,' Adelphi (Craze), 'African,' Venice (Jolson), 'The Night Remembers,' doubtful at the Playhouse. 'A Roman Servant' added starter at the Longacre Saturday, drew notices. The Saint's Husband, dated for the Belasco is off indefinitely.

Additional closings: 'Judgment Day,' Fulton; 'Money,' Barrymore; 'Lost Horizons,' St. James; 'Brittle Heaven,' Vanderbilt; 'All Rights Reserved,' Ritz and Sallio; 'Beware,' Lyceum. Due off the first week: 'Conversation Piece,' 44th Street; Abbey Players, Golden; 'Continental Varieties,' Little and 'The First Legion,' but latter may hold over at Baltimore.

Due next week: 'Calling All Stars,' Warner's Hollywood; 'Bright Star,' Plymouth; 'Valley Forge,' Guild; 'Sky's the Limit,' Fulton; 'The O'Flynn,' Broadway and possibly 'Slightly Delirious' no house named.

'Estimates for Last Week' 'A Roman Servant,' Longacre (1st week) (D-1,019-\$3.30). Added starter; opened Saturday, presented by Ted Arnold and Jack Connors; written by Larry O'Connor; drew adverse press.

'All Rights Reserved,' Ritz. Withdrawn Saturday (1) after playing less than four mid-week weeks; house relight with 'So Many Paths.'

'Anything Goes,' Alvin (3rd week) (M-1,355-\$4.40). First full week to capacity gross of \$22,000 as expected; no extra performance.

'Brittle Heaven,' Vanderbilt. Closed Saturday after playing three weeks to light takings. 'But Not for Love,' Empire. Yanked Saturday after playing one week.

'Children's Hour,' Elliot (3rd week) (D-929-\$3.30). Steadily building; first full week estimated around \$14,000; expected to climb to full capacity.

'Continental Varieties' Little (10th week) (R-500-\$3.30). Final week; imported specialty show bit over \$6,000; slated for touring in January.

may move; 'Bright Star' succeeds here. 'Dodsword,' Shubert (34th week) (resumed engagement) (D-1,036-\$3.30). Thanksgiving going not up to form for most attractions; same applies to run show, which approximated \$16,000; good profit at pace, however.

'Farmer Takes a Wife,' 46th St. (6th week) (C-1,375-\$3.30). Best figures to date last week at \$13,500; fairly good money in big house.

'Gold Eagle Guy,' Morosco (2nd week) (D-961-\$3.30). Drew good press but only fair attendance after mid-week debut; better line this week.

'Judgment Day,' Fulton. Closed Saturday; played 12 weeks but not profitable; 'Sky's the Limit' next week.

'Kills That Story,' Ambassador (13th week) (C-1,166-\$2.75). Final weeks announced; cut rates estimated around \$3,000 operating not low.

'Ladies Money,' Barrymore. Closed Saturday after playing five weeks to mild gross.

'Life Begins at 8:40,' Winter Garden (15th week) (R-1,498-\$4.40). Added matinee Friday; around \$40,000 in nine times; score boosted Thanksgiving night but did not sell out.

'Lord Blesses the Bishop,' Adelphi. Opened Tuesday (27) and stopped Saturday.

'Lost Horizons,' St. James. Withdrawn Saturday; played six weeks in red; costly production.

'Music Box' (10th week) (D-1,013-\$3.85). Dip early last week affected business more than holiday rain; ended week with \$17,000 to get \$17,000.

'Page Miss Glory,' Mansfield (2nd week) (C-1,097-\$3.30). Opened excellently and newest laugh show rated a hit; no performance Friday when male lead was ill; figured for \$14,000 pace.

'Personal Appearance,' Miller (8th week) (C-994-\$3.30). No extra performance Friday; around \$15,000 gross; Broadway's leading laugh show.

'Post Road,' Masque (1st week) (D-859-\$3.30). Presented by Peter and Haight; written by William Daniel Steele and Norma Mitchell; opens tonight (4).

'Revenge With Music,' New Amsterdam (2nd week) (M-1,720-\$3.30). Drew weak press at midweek opening, but jumped to \$23,200 third night (Friday) and virtual capacity Saturday.

'Say When,' Imperial (5th week) (M-1,468-\$3.85). Light attendance early in week, but holiday crowds pulled gross up to around \$26,000 again.

'Small Miracles,' 48th St. (11th week) (D-969-\$3.30). Moderate money show at \$6,000; another attraction mentioned for house by Christmas.

'So Many Paths,' Ritz (1st week) (C-918-\$2.75) presented by Cohan and Scanlon; written by Irving Kay; played in house, some easing of trade; however, satisfactory at \$9,500 last week.

'The First Legion,' Baltimore (10th week) (D-1,166-\$2.75). Last week announced, but may remain an additional week or so; business better last week, with takings quoted over \$6,000.

'The Great Waltz,' Center (11th week) (C-3,700-\$3.30). Went to new high gross mark last week, with takings very close to \$46,000; last half evenly split.

'The Night Remembers,' Playhouse (2nd week) (C-929-\$3.30). No ads in dailies and doubt if it would play beyond night; panned and small takings.

'The Saint's Husband,' Belasco. Cancelled day before slated to premiere; off indefinitely.

'Selah,' Broad. Forrester (59th week) (C-1,107-\$3.30). James Bell new lead; replaced James Barton Monday; now run leader; in nine times around \$7,500 last week.

'Tomorrow,' Harvest. 49th St. (1st week) (D-710-\$2.75). Presented by Douglas G. Hertz; written by Hans Hasted; opens Wednesday (C-1,107-\$3.30).

'Within the Gates,' National (7th week) (D-1,164-\$3.30). Gross slightly improved through an added matinee; quoted around \$11,000, which better even break.

Other Attractions 'L'Aiglon,' Broadway; playing last half, with 'Hedda Gabler' first half.

'Abbey Players,' Golden. Dublin troupe in final week's repertory.

'O'Flynn Carte Opera Company, Martin Beck and company; then Katharine Cornell in repertory.

'The Drunkard,' announced positively final week.

'African,' Venice; closed after three days.

## L. A. GOES FOR BARD, 'ASHES' HEAP BOUND

Los Angeles, Dec. 3. William Thornton Repertory Co., first attraction to play the downtown Belasco in several months, estimated an \$8,000 on its single week of Shakespearean plays. Holiday trade was good, which helped swell the take to the profit mark. House goes dark until around the holidays.

At the Hollywood Playhouse, F. E. Malley made his local debut presenting 'These Few Ashes,' a mildly entertaining comedy which is not expected to remain long. Opening on Thanksgiving night, approximately drew a slim \$1,000 on its first three days.





**The Single Column Boys**  
George Trevor has again explained the New York Sun's America selections. It's an assignment which he has handled regularly the past few years, and no small job. It takes a few days from the daily stint to do it. Leading up to the observation that Trevor does it exceedingly well. Regardless of whether the reader agrees with the Sun's selections, which entitles the players to engraved gold watches, Trevor invariably makes it interesting and readable.

As a matter of fact, this Sun staff member constantly writes the best football stuff in New York. That goes for the syndicate lads, too. Although principally addicted to Big Three games, his knowledge of football, against the background of Princeton, Yale and Harvard gridiron lore, with which he is very familiar, makes him good reading throughout the fall. Trevor also specializes on golf and crew, and seems as adept on golf as on football. Other than a penchant for lengthy one and two paragraph "color" leads, which his regular readers have probably learned to skip, Trevor figures to rate among the best of the sports writers on his subject. His Monday review of a Saturday game are particularly worth while for anyone who knows football.

The antithesis to Trevor, for background, is the World-Telegram's Francis Wallace, a Notre Dame alumna with a couple of football novels to his credit, one of which was sold into a picture. Wallace also knows plenty of football and is strictly in his own backyard when pounding it out about South Bend. He's a Notre Dame and Midwest advocate with an inherent scorn for Big Three football creeping across his typewriter every so often. This fall he went the hard way for Pittsburgh, and when last gleaned he was still trying to write his way around the Minnesota game. But Wallace is another example, and there aren't many of those who really know football and can write it. These are the type of men who will be broadcasting games over the air.

The Herald-Tribune stands out with Stanley Woodward's football writings, and Richards Vidmer, of the same paper, is not far behind, while Allison Danzig occasionally shines for the Times. These men about make up any reader's taste of football writers, as regards the New York dailies. It brings up the old legend that Boston papers have the best football writers in the country. Maybe that doesn't hold true any longer. At least it seems close to challenge.

As for most of the readers who are favored with two-column measures on the sports pages. When September comes around it appears to mean for them a three months' search for ideas. In other words, another fishing season. Much more at home with boxing, baseball or racing, you can see the porpoise in print during the football trek, and it's tough digging. Sometimes they dig very well, although it's an idea first and then football, but certainly over the past autumn the best grid stuff in New York was to be found set single column.

#### Philip Hale Dead

Philip Hale, 50, one of the best known musical commentators in this country, died in Boston Nov. 30. He studied law and was admitted to the bar in Albany, N. Y., in 1873, but never practiced. Instead he went abroad to study music.

At his return he became Boston correspondent of the N. Y. Musical Courier in the early '90s, at the time when James Huneker was its musical editor. For years he was the annotator of the programs of the Boston Symphony Orchestra, and he joined the staff of the Boston Herald in 1903 as musical and dramatic editor.

#### Formal Quits

Formal, the mag', which ran into money trouble, has suspended publication, but likely to resume shortly. Publishers have made an agreement with the creditors that there will be no sale of the assets until they get an opportunity to raise additional capital to get it going again. They have agreed, however, that if they refloat the mag' there will be more conservative operation.

Assignment of the mag's assets, Jacob Newhouse, working with the publishers for the resumption of the publication.

#### Strike Continues

Newspaper Guild's, Newark, N. J., strike against the Newark Ledger is still a Mexican standoff, with the Ledger publishing daily, but carrying only Associated Press and Little local news. Meanwhile, headed by Helyew Brown, the Guild is going ahead with its plans for a benefit show for Ledger editorial employees at the Mosque theatre, in Newark, on Sunday night (9).

Guild's strike headquarters in Newark are in the building right alongside the one occupied by the Ledger. Of the force of 52, 47 are on strike.

#### Royalties—If Any

Collaborative authorship of 'Take the Witness' and 'Gun Notches' constitutes most of the community property of Joseph and Ruth Chisholm, and in the latter's suit for divorce just filed in Los Angeles, she asks more money as a plea for proper disposition of future royalties than to recitation of the alleged cruelties of her husband.

Both books were co-authored with Al Colin, Joe Chisholm sharing the by-lines. Mrs. Chisholm particularly asks the court to protect her literary interests in case of sale to pictures.

#### Woodstock Relief Group

Scribblers continuing to organize at various points to secure Federal relief for indigent members of the profession. Latest is the formation of the Woodstock Writers' Association, organized last week among the scribbler residents of Woodstock, N. Y., one of the foremost literary colonies in the east.

Consle Drela elected secretary of the new group. Last week's editor, den, Robert Whitcomb, Drela and Henry Morton Robinson named on the executive committee. Head of the group is Henry Morton Robinson.

Woodstock Writers' Association will work with the N. Y. and other writers' organizations for national scribblers' relief.

#### New Palestine's Changes

The New Palestine, a fortnightly mag', becomes weekly with the next issue and undergoes a change in format to tab newspaper. Increasing interest in Zionist affairs prompted the changes.

Publication is sponsored by the Zionist Organization of America. A new mag' called The Jewish Frontier makes its appearance next month, sponsored by the League for Labor Palestine. Will go in for Jewish subjects of an international scope.

#### Smart, These Japanese

Japanese trade invasion has extended to the book field. Hokusaido Press, one of the largest of the Tokyo publishing houses, has appointed G. E. Stecher, N. Y., sales agent for a number of foreign publishers, as its American representative for various volumes in English which it will get out for America in particular.

The Hokusaido books will sell for \$1.50 here, despite high duty. Low Japanese manufacturing cost makes this possible.

#### Anderson's Vignettes

New Philadelphia book publishing house, the Centaur Press, gets started with a book by Sherwood Anderson. Anderson has given Centaur a volume called 'No Swank, and Other Moving Pictures', comprising short studies of 17 important personages.

Centaur will publish the book in both a regular trade edition and a limited autographed edition.

#### Gilbert on Pop Songs

Richard B. Gilbert has resigned as editor of Metronome and taken over the helm of Popular Songs, New Dell mag'.

'Songs', a sort of fan mag' on sheet-music, claims 370,000 circulation on its first issue, the October number. Dell's has ordered 450,000 copies of the next number.

#### Oppenheimer Writing Again

George Oppenheimer, story editor for Samuel Goldwyn on the Coast, leaves that organization Dec 1 to resume writing.

Before joining Goldwyn, Oppenheimer was, in addition to being a novelist, an official of the Viking Press.

#### Photoplay's Ed. Switches

Kathryn Dougherty, editor of Photoplay, has been upped to publisher of the mag', while Ray Long goes in as editorial head.

#### Boston Crick Shifts

Two important changes were effected in the Boston theatrical circle, who died Dec. 1. George Brinton Beale, in recent years closely associated with Crosby, and the Post as right-hand man of Norton.

Norton, who has distinguished himself as a writer of theatrical feature stories, steps into the office of E. Harold Crosby, veteran stage critic, reported to be critically ill. George Brinton Beale, in recent years closely associated with Crosby, was the Post as right-hand man of Norton.

Crosby was the last of the noted Hub triumvirate of dramatic critics in which he shared country-wide distinction with the late H. T. (Hell-to-Pay) Parker, of the Transcript, and Philip Hale.

#### Trust Fund for Poets

Meritorious American poets are to receive financial reward not otherwise available, least of all from the publication of their poetry, from the newly organized Academy of American Poets. Idea of the Academy is to create a trust fund with which to endow promising rhymesters with \$5,000 a year, for a one-year period at a time.

Organizer of the Academy of (Continued on page 59)

#### CHATTER

David Frome in from London. J. B. Priestly has returned home. Emily Dickinson Bianchi has gone abroad.

John Buehan looking these United States over.

Editor Robinson the new editor of Literary World.

Third edition for Mary Pickford's book, 'Why Not Try God?'

Upton Close, author of 'Challenge', is really J. Washington Hall.

Louis Adame has delivered a new novel to his publisher, Harper.

Gertrude Chesler is now a trustee of the San Francisco library.

John Strachey and the family come over next month. Will lecture.

Matthew Josephson has quit his Connecticut farm for the big town.

Too cold.

Henry F. Pringle in Washington for data for a blog on William Howard Taft.

Robert Canfield, Harper's pres, parted James Hamilton, British pub.

Friday (30).

Hal Hode, of Columbia Picts has authored 'Boomerang', in the Dec. 6 issue of Roto.

Edward J. O'Brien sailing back to New York Dec. 7. He'll come back next year to lecture.

Bobbs-Merrill moving its New York office to larger quarters after 20 years in the one location.

George S. Hellman has changed publishers, going with Dodd, Mead when he completes his next.

Harry Carr, of Los Angeles Times columnist, has a book on the Houghston, Mifflin list called 'Riding the Tiger'.

Daphne du Maurier has sent the script of the blog of her father, Gerald du Maurier, to Doubleday, Doran for spring publication.

Real name of Hans Fallada, author of 'Little Man, What Now?' and of the current 'The World Outside', is Rudolf Ditzen.

Franz Werfel's 'The Forty Days of Musa Dagh', simultaneous selections by the Book of the Month Club and the Catholic Book Club.

Harcourt, Brace has taken Rufus King away from Doubleday, Doran, where his books were published under the Crime Club imprint.

Upton Sinclair promises to tell all in 'I, Candidate for Governor: And How I Got Licked', which he is now writing for January publication.

Martha Gellhorn got to France with less than \$20 in her purse, but managed to turn out that novel, 'What Mad Pursuit', nevertheless.

Because female names don't sell books for boys in England, British printings of Agnes Danforth Howes' books carry but her last two names as the author.

Anne Rowe has contracted with Alfred H. Knopf for her next three novels. She was previously signed by Macaulay's. Her first for Knopf, 'Men Are Strange Lovers', will be published in February.

Harcourt, Brace bringing out a posthumous collection of the poems of Ernest Walsh. Walsh used to e.e.c. This Quarter, in which Hemingway and other present-day literary notables have new print.

Jacques Lory is writing a weekly column of picture personality chatter out of Hollywood for the Paris-Soir, under the heading 'La Vie a Hollywood'. He will also contact players and directors for signed comment on pictures just before their Paris showing.

## Book Reviews

#### Cantor on Ziegfeld

Published serially as 'Ziegfeld and His Folies' in Collier's, Eddie Cantor and David Freedman's story of 'Ziegfeld, the Great Glorifier' (King, \$2) is better than most subjects of this kind but not as good as it could and should have been. The comedian who is so obviously proud of being one of Ziegfeld's alumni will explain to his Broadway pals in, person that he was under wraps in view of (1) the facts that Millie Burke, Ziegfeld's widow, and Patricia Ziegfeld, his daughter, are very much alive, and (2) that his own fine regard for the showman were circumstances which acted as a halter on too free a pen. Again proving that biography, located objectively is best fashioned than if handled subjectively.

Cantor does not let Ziegfeld off too easily and does go across in lightly entertaining fashion, the fact that Ziegfeld was the spendthrift that he was in achieving the ultimate in show values, and yet quibbled over petty items.

There are anecdotes galore which, up until such time as a more elaborate biog. of Ziegfeld is authored, will serve as an authority on the Great Glorifier. It's easy reading but it's not hush or sentimental slush. Both Cantor and Freedman have been too smart to permit that.

Augmenting the 166 pages of text are some 30 photographs by Alfred Cheney Johnson of the more famous Ziegfeld beauties.

#### Three Plays

Arthur Goodrich wrote a play, 'Mr. Grant', some time ago. It was held for a while by Sam Harris, but not produced, and now Radio owns it for films. Published (McBride, \$2), it surprises. It reads so well that it is hard to understand how it avoided production. It ought to make a splendid film.

Most talked about current season play is 'Children's Hour', by Lillian Hellman (Knopf, \$2). Reading it presents an interesting experience. The title seems just as wrong as it does for the stage production, but that last act doesn't annoy anywhere near as much. In fact, it reads quite easily and comfortably. There are some good light lines which have been lost in the play. Perhaps for staging it was necessary to underline it differently, but reading it allows for a lot of thought on how it might have been done.

When Clemence Dane undertook to adapt 'L'Aiglon' into English she handed herself quite a task. Roastand's play has been done into English twice before, but Miss Dane tried to do it differently. She gave it a completely new adaptation, changing the number of acts and much of the actual staging. But she either didn't go far enough, or she went too far. Result is neither modern, nor old-fashioned. Miss Dane has a command of prose that is intriguing, but she has too much inclination for writing singles. This version (Doubleday-Doran; \$1.75) will not stand up against the older adaptations.

#### On Hobbies

Ruth Lampland did a series of broadcasts over NBC for the Y. M. C. A. in which she discussed the hobbies of famous people. She's taken these talks now and worked them over into a book called 'Hobbies for Everybody' (Harper's, \$3). It's a different type of book, well presented, and deserves more success than it's likely to have.

Miss Lampland lets all her heroes tell in first person (generally ghosted by her) about their hobbies. Then she has an addenda for each paragraph of reference books on the subject. Among the things she discloses are that Rudy Vallee specializes in amateur motion picture photography; that Fannie Hurst collects cats; that Fred Waring collects cigarette lighters, and that Crosby Galge engages in book binding.

#### Looking At Manhattan

Don Marquis writes mild, somewhat satirical, pieces and manages to do it effectively.

His latest effort is called 'Chapters for the Orthodox' (Doubleday-Doran; \$2.50). It tells of the curious experiences of Satan and Jehovah during a walk around Manhattan. A great deal of it is amusing; none of it is likely to be taken as sacrilegious.

#### Another 'Little Man'

Hans Fallada writes about another 'little man' in his new book, 'The World Outside' (Simon & Schuster; \$2.50). It's a fine novel with a lot of very honest and good writing, but it's not going to be anywhere near the success in the U. S. that 'Little Man, What Now?' attained.

Fallada takes for his theme in the new work the struggle of a man who wants to be honest after serving a term in prison, but can't. The world kicks him around so much that he finally finds peace only by going back to jail and watching the world outside from behind prison bars. That's been done before. Perhaps never before so graphically or honestly, but nevertheless it's been done.

In the original German version, a preface explains that these conditions were pre-Hitler and couldn't exist any more under the new government. That's wisely omitted by the American publishers.

#### O. Henry Winners

Short stories have come to the fore rather strongly in the past year, due largely to the impetus given that field of writing by Story magazine. Now a new youngster is discovered who may kick over the short story traces. He is Louis Paul, who has been awarded the O. Henry short story prize.

O. Henry Prize Stories' (Doubleday-Doran; \$2.50) contains 19 prison stories, selected by Harry Hansen. It is a fine collection of modern scribbling. First there is Paul's winning yarn, 'No More Trouble for Jedwick', first story written by that young man and first printed in Esquire. It is very good, to say the least.

Other yarns are by a varied galaxy, including Erskine Caldwell, Vardis Fisher, T. S. Stribling and John Wexley. There is even a story by the ubiquitous William Saroyan.

It's a good collection of stories, but most interesting is the source of the material. Story supplied more than any other mag' and the Saturday Evening Post is the only one represented, and with only one yarn.

#### Post-Repeal Guide

Rian James' 'Dining In New York' (John Day, \$2.50) is the fourth edition of one of the best gastronomic guides yet. The new Post-Repeal edition evidences that despite the ex-Brooklyn Eagle's Broadway columnist's expatriation in Hollywood as a scenarist, he has managed to keep better of the cuisine-and-village trails around New York, seemingly on intensive nocturnal jaunts when coming east for his periodic N. Y. sojourns.

Book is surprisingly complete, replete and timely, with new scales, wide-open mentions of the likier situation in each spot (heretofore guardedly indicated, or addressed omitted).

There are bound to be some errors but these are because of post-prohibition rather than omission—too many haven't thrived, now that it's legal, and some have folded, others revised their policies, or otherwise modified previous standards. James errs especially when he mentions the attractions—these are too changeable and hence dangerous to include in such an anthology.

#### Omnibus of Crime

One of the best chills in some time is 'Murder Without Weapon' (Smith and Haas; \$2), by Means Davis. Miss Davis writes like a man and has worked out a good, unusual plot with an unexpected twist managing to give it good race dialogue that is completely moving. Not for films, however, unless a different explanation is found for the crimes.

Carlton Wallace spins a fast action thriller in the British mood in 'Sinsister Alibi' (Crime Club; \$2). It's a bit too fantastic and totally in the realm of the impossible, but it moves and is exciting. Too far removed from reality for filming, however.

#### Regular Folk

Francine Flindley, who did a neat job with 'Treeless Eden', is back again with 'The Bright Mirror' (King, \$2), with less of an epic theme than the California tale but just as tidy workmanship with clearly outlined everyday folk and a keen insight into mentalities and characters. Picture material here.



# Hollywood

Clare Windsor came in. Irving Thalberg abed with pleurisy. Joe Schenck planned in from Chi. Frank J. Bille checks in at Columbia. Frank Joyce off on another million. John Wayne tagged his infant Mike. Bette Davis is house-hunting in Beverly Hills. Abe Jacoby now on a Metro writing contract. Jack Haley becoming orientated on the Fox lot. First N. Y. call in 10 years for Henry Armetta. Charles Butterworth back from a quick biz trip east. Don Gilman soap-boxed "em at the L. A. Ad. Club. Sid Skolsky and Gene Fowler plane nates to N. Y. Collin Tapley waiting for a quota number at Vanderbilt. Bronchitis attack puts Joe E. Brown on the sidelines. Martin Kane moved to the top floor of the Taft Bldg. Bert Kettner leaves here Dec. 15 for personal appearances. George Arthur hopped to New York and hopped right back. Lou Metzger ate his Thanksgiving turkey in San Francisco. Harry Fitzgerald, Fox talent scout, returns from Broadway. Mother of Walter King, nee Woolf, here for a holiday visit. Neely Edwards back on the job emceeing at the "Drunkard" olio. William Haines is building a new ship for his decorating business. Errol Flynn, Irish actor, allowing himself six weeks for acclimation. Carter Ludlow resigned from publicity department at Columbia. William A. O'Connell, former trade paper man, scripting for Monogram. Trem Carr and Charlie Bigelow are par shooting golfers in the rain. Walter Woolf cut got used to that new King tag Fox studio gave him. Bert Kalmar is practicing new tricks for the magicians' convention. Columbia shifts Fanya Graham from reading room to publicity dept. Mort Singer came here to eat Thanksgiving turkey with the family. Newest Metro scrib recruit is Robert Leibman, former UFA scenario ed. Ann Chandler is working with Benny Rubin at the Sunday Night Friskies. Sir Guy Standing is exhibiting his paintings at the Theda Thayer Galleries. Windup up his scrib stint at Par. Patterson McNutt is turning eyes east. Clark Gable, Harry Beaumont, Robert Z. Leonard and families at Yosemite. Gisa Bachmann, daughter of former Par exec, shopping around for film offers. John Finney, p. a. for Fox in England, here for a six-months studio look around. Charlie McArthur due in to pass the holiday with Helen Hayes and the youngsters. Dinty Doyle, radio ed of Oakland Post-Enquirer, enjoying a hack-nan's holiday. Bill Robinson called on the local chief of police before he went out to Fox studio. Eleanor Barry, fashion ed of Harper's Bazaar, surveying the current film styles. Hugh Walpole tied up with rheumatic fever and postpones his return to England. Jackie Cooper back with his mother from personal appearance tour of the east. Joseph Schildkraut coming west after closing of "Between Two Worlds" in N. Y. Lionel Atwell piloted pre-elect Manuel Quizon of the Philippines around the Bay. Traffic skirmish sent Victor Noble, radio ed of L. A. Post, to the hosp for patch up. Hal Roach flew east to spend Thanksgiving with his son, Jr., at Culver Military Academy. Par's junior stockers trod the boards at the Music Box Dec. 5 for a one-timer "Small Miracle". Ricardo Cortez got back from N. Y. last Friday after talking radio deal on combo biz and pleasure trip. Joe E. Brown took a picnic out of Man Mountain Dean in a burlesque rassin' match at a picnic for kids. Eddie Cline and Frank Melford at St. George, Utah, picking locations for Sol Lesser's "When a Man's a Man". Hugh Walpole didn't need that nurse to get on the train Saturday. He'd fully recovered from his flu attack. Harry Goetz, president Reliance, sails tonight, Friday, for London, for stories and talent for next season's program. Felix Felst claimed the Coast climate lacked Christmas cheer, hustled to N. Y. Thursday (29) to find some. Fritz Feld, recent production manager for Orient Films in Palestine, came bound for a huddle with Max Reinhardt. Zion Myers, assistant to Pandro Berman at Radio, becoming an associate producer on that lot after the current "Roberta". Downtown parking stations mak-

ing it tough for untinee patrons by tilting their take, due to heavy influx of holiday shoppers. Carlo Schipa and his wife sued in Municipal Court for \$245 on complaint that the tenor owes Edwin Larson for medical services. Hal Weitz taking a mailman's holiday making p. nates with "Flirtation Walk" at Warfield in Frisco during vacahus with his wife.

## New Haven

Harold M. Bone

Bob Schaefer a chip off the old block. Ben Cohen revives amateur nite at the College. Walter Prichard Eaton goes in for bouillonieres. Louis Sagal all over that recent physical letdown. Celia Adler here for Yiddish charity performance. Dan Cummings' backstage crimples on their feet again. Little theatre lights up for year's first production, Dec. 6-8. Dorothy Young hit her home town here for Thanksgiving. Jack Dempsey aired a few opinions on fight game while here. Howard Wilson, local actor, sues for divorce from Evelyn Adams, chewing gum heiress.

## Milwaukee

Both Palace and Wisconsin close their stage shows this week until after Christmas. Harry Minturn players have quit after about three months of popularity at the Davidson. Business nil. Deal is under way to have Josef Chernavsky, Chicago maestro, organize a local band to play in the Schroeder hotel's New Empire room. Theatre men turned out last week for a farewell luncheon to Dave Weschner, Warner's theatre chief here, who was transferred east with the closing of the local Warner offices.

## Radio Showmanship

(Continued from page 45) to distribute at Christmas to kids in 26 California hospitals. Radio act is asking for 125,000 toys.

## Orchestra Stunt

Lancaster, Pa. It's all very nice to have an orchestra play a request number over the radio but it's still nice to think the boys are coming right over to your house to do the honors. That's how Hen Glace, WAZL band leader, and his entertainers acquired a nice piece of popularity. After every number the control operator turns on the automobile horn and the boys and the boys take a ride to the house of the next person whose request is to be answered. Not only did the idea increase the unit's mail draw but it drew the boys a neat half-hour commercial, with the sponsor riding into the homes, too. So effective has the little trick been that the orchestra is now listed as Hen Glace and his Traveling Entertainers.

## Adapt Screen Stories

Lancaster, Pa. Publicity for a group of radio players in a theatre lobby was worked out for the WGLL Studio Players last week when they presented a radio version of "Flirtation Walk". Theatre manager displayed 40x60 in lobby with photos of the radio players and plenty of copy about the group. They've been on the air for about three years, using scripts from radio and originals by Barry Miller, the director.

## Novelties Not Needed

New York. Carborundum company, makers of abrasives, continues to use the same type of program after a solid stretch of four years over CBS with the same band and cast. Chain has left this commercial alone, since the public displays enough interest on its own part as planned by the company's advertising department. No new twists have been injected. Instead the program still sticks to its musical numbers and incidental blips as handled by P. D. Bowman, its advertising chief.

## WMBC's Gossip Program

Richmond, Va. WMBC, Richmond, Va., has a theatrical film gossip and review program conducted in connection with four local film theatres. News gathered from and credited to VARIETY.

## Minneapolis

By Les Rees

Frank Steffy, State manager, back at work after illness. Fourth annual six-day bike race at municipal auditorium this week has \$10.00 top. Time, new loop sure-seater, using split week policy now, with top out from 25 to 26. Reports here continue to show theatre business throughout territory on up grade. Latest Cols' Authority bulletin shows six theatres reopened and five closed in territory. Time theatre made deal for balance of Columbia loop first run product not purchased by Orpheum. University of Minnesota football teams drew 350,000 people this season, biggest attendance in institution's history. "Green Pastures" in for two days at University of Minnesota Auditorium as one of university artists' coarse attractions. Twin City independent exhibitor, a traffic expert and frequently addresses luncheon and dinner clubs on the subject. Francis Compton, Jimmy Walker's brother-in-law, after being featured in "Criminal at Large" in Shubert theatre Drama Festival, was held over this week to play one of "Green Bay Tree" leads. Bennie Berger has acquired W. A. Steffy's St. Paul World theatre as the sixth house in the former's rapidly expanding circuit, the deal leaving Steffy's theatre at Minneapolis. The World and Shubert in Minneapolis.

## Vienna

Tauber's "Singing Dream" 75 up. "Misalliance" successfully received at Volks. G. W. Pabst in home town here for 24 hours. Max Hansen and Lisl Waldmueler to be married. New mise-en-scene for Verdi's "Falstaff" at Grand Opera. Negotiations between Volksoper and Chappin falling through for reasons of coin. Shaw's last play, "The Simpleton of Unexpected Isles," to be world-premiered in Vienna. Oscar Homolka turns down offer for Bronson story (London), as he did not like part in question. Poet-playwright Franz Werfel and wife, Alma Mahler-Werfel, giving reception in honor of Conductor Mengelberg. Raimund theatre management abandoning idea of presenting Oscar Straus' opera based on Schnitzler's "Liebesletzt".

## Baltimore

By Albert Scharper, Jr.

Big biz in niteries over Turkey Day. Recceivervship asked for Manley Clark, swank guzzler. Izzy Kappaport planning six-weeks trip to Coast. Red Koppa's mother down from the Blue Ridge to spend Winter with him. Evelyn Varden (Mrs. Bill Quinn) left at once for Atlanta to left at once, company in Atlanta to treat west with pic contract in purse. Ramona Ray, fan and girl dancer who has been playing around here and in South, is wedding a vaude act (5) and his half. Mollie Steinberg, a native of Balto, due in this week in advance of "Tiger Pad", new play sketched at the Maryland, Dec. 10. Stan Barnett loaned a mounted black bass he caught in Canada last Summer to the public library for a contest himself. Herman Blum, national treasurer of Allied States, leaves next week to rep. Maryland at two-day pow-wow of group in New Orleans.

## Toronto

Gordon Sinclair hits "Liberty". Ellen Mackie new King Edward p. a. Cameron Matthews looking for a theatre. Red Hickey's band into the Cameo Club. Gene Fogarty out of the Savarin. Gene Frutkin in. Etta Cole and Naomi Yanova touring the provinces. Jake Levine up from Buffalo for that Hudson motor show. Raymond Massey's kin bank-rolling that "Cinderella" pantomime. N. L. Nathanson buys a country estate next door to Lieut-Governor's place. Raymond Card directing Margot Habelst's "Tribute to Chaos", another Broadway. The Victoria, dark for years, is being re-decorated, but it's only for the Hudson motor show. Thurston's magic fails to release Popeye, the pig, from Canadian

# Chicago

Shannon Dean back in town. Cadette CBS quartet, reading a vaude act. J. C. Stein due back from Europe late this week. Sam Roberts on the recoup from his leg injury. Frank Dare back from a hurried trip to New York. Joe Lewis getting the late play at the Royale-Frolles niterie. Lew Cowan arranged a Jan Garber birthday dance at the Trilanon. Jones, Linick & Schaefer offices moving back to the McVickers theatre. Ashton Stevens covering a picture show now and then in his legit column. Jimmy Luntzel back with Bala-han & Katz, handling the Oriental exclusively. Lou Lipstone conferring with Mayor Kelly on the annual Christmas benefit show. Chicago's Entertainment Publicists' Association has taken quarters in the Congress hotel. John MacMahon and Dick Hood have canceled their plans for a Streets of Paris ball in Miami. Hank Richards singing hymns on WIND on Sunday morning, then hitting the air at 10 the same night as Moe the Cocktail Mixer.

## Boston

Arthur Lyons in town. Charles H. Johnson in Hub. Lou Ashe opens this week at Derby. Mrs. Herman Rifkin hospitalized last week. Harry Gourfain takes permanent Boston residence. Marty Mullin celebrated his birthday with mildest of reveils. Rines in N. Y. last week picking up niterie for Casaca. Brown Derby advertising personal appearance of Tess Gardell in near future. Lew Brown says theme song for his world premiere should have been "I Saw Stars". Max Michaels of Park running midnight show for poor kiddies Dec. 21. Proceeds will buy shoes. Joe Solomon, arranger for Renard band, doubling between Coconut Grove and Orpheum's pit band. Lou Holtz appeared as the principal attraction at the Coconut Grove luncheon for Jewish Terebuntal Association. Mrs. Marge McLeod, whose husband was one of two policemen shot in Prohibition bar robbery last February, back on job at Needham Paramount as cashier. Business in an amateur play produced by the Four Arts Club of Saugus, Mass., proved to be too realistic when the villain shot the hero in the pants Friday night (30). "Sunday at 9" revived again Sunday (3) for Prohibition bar robbery last February, back on job at Needham Paramount as cashier. Business in an amateur play produced by the Four Arts Club of Saugus, Mass., proved to be too realistic when the villain shot the hero in the pants Friday night (30). "Sunday at 9" revived again Sunday (3) for Prohibition bar robbery last February, back on job at Needham Paramount as cashier. Business in an amateur play produced by the Four Arts Club of Saugus, Mass., proved to be too realistic when the villain shot the hero in the pants Friday night (30). "Sunday at 9" revived again Sunday (3) for Prohibition bar robbery last February, back on job at Needham Paramount as cashier. 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# Joint Outdoor Meeting in Toronto Achieves Nothing of Importance

Toronto, Dec. 3.

Solution of cut-throat competition in the carney world has not been arrived at to date and sectional disputes will probably preclude any outlining of policy for the coming season, judging from proceedings at the joint convention here of the Showmen's League of America, the International Association of Fairs and Exhibitions, the National Association of Amusement Parks, Pools and Beaches, and the Canadian Association of Fairs and Exhibitions.

Showmen have been advised that there is no showmanship being shown today in the outdoor amusement world. They have been warned against 'kryp' methods. They have been told that presentation of 'unsavory angles' will ruin their business and they have been told by others that 'the public demands nudity.'

On one point they seem to agree. The outdoor show business wants no codes in the industry. A resolution has been passed which will set up a Code Protection Committee whose function will be to stand between the industry and those who would impose codes upon it. Joseph Geist, president of the Rockaway's 'Playland,' maintained that codes were not applicable to the industry because of its seasonal nature, which made the regulation of hours of employment difficult.

## Home-Made Insurance

Claiming that people make claims more readily against amusement parks in time of depression, Geist stated that at Rockaway they had dropped casualty insurance in favor of a park doctor, who handled all injuries, and a counsel who kept a file of statements from witnesses who were present at any park accident. By handling their own claims, Geist said, Rockaway had saved \$7,000. He charged casualty companies with 'incompetence and inability' in handling claims and scored them for levying higher premiums on amusement park owners.

Unscrupulous financing of amusements was also scored by George Cramer, NAAP v.p. Claiming that the industry must be put on a higher plane, Cramer declared a major evil was the loose extension of credit and advocated a substantial down payment from operators buying amusement devices. Another evil to be removed was that of having property ownership entered in the name of the operator's wife.

H. F. O'Malley of Hye, N. Y., condemned the 'old-time trading methods' of doing amusement business. He claimed that 'the public loves to be fooled but hates to be gyped.' It should no longer be the policy to get the greatest amount of money in the shortest possible time, but rather to give the most for the money.

## Cal. Town Can't Chase Tenters but Fire Does

El Centro, Cal., Dec. 3.

Fire, believed to be of incendiary origin, destroyed the Edith Ambler tent show (repertory) at the outskirts of town early this week, entailing a loss of around \$5,000. Only the tent is covered by insurance. There is believed to have been the outcome of the rep company's determination to continue its engagement here, in the face of concerted opposition to drive it out.

While responding to the blaze, Walter Ambler, manager, ran his car into a ditch and was knocked unconscious. Sol Gans, asleep in the tent at the time of the fire, escaped in his night clothes after receiving minor burns.

## Readers Up in Va.

Lynchburg, Dec. 3.

Upset because a freak show set up shop in a vacant store, city council met last week and lifted the license fee for such attractions. Charge is now \$100 a week, not \$300, as all freak troupes, Carney license rate was fixed at the same time at \$15 a week per show, with \$25 a week the fee for each riding device. Also not prohibited.

## ASKS CITY TO PAY

Rochester Fair Promoters Pass the Buck

Rochester, Dec. 3.

Rochester Centennial officials are asking the city to make up the more than \$10,000 deficit of the 30-day Centennial exposition last August. The city contributed \$30,000, and stores, industries and the public as much more before the show opened. Crowds fell below expectations and last minute efforts at re-education were unable to overcome early mistakes.

## TWO BOSTON PUP RUNS WITH THIRD FRAMING

Boston, Dec. 3.

Boston's second dog track charter, under the newly revised state horse and dog racing law, has been issued to the Middlesex Kennel Club, Inc. According to officials no site has been chosen.

First dog license to worry Hub showmen was granted to Bay State Greyhound association, and third, reported soon to follow, will go to Bristol County Kennel Club, with Taunton, Mass., address. Latter expected to locate outside Greater Boston area, but in neither case have locations been announced.

Horse racing in Massachusetts hangs fire pending difficulties in approving the commission appointed by Gov. Joseph W. Ely.

## No Chi Ringling Confab So Cronin Flips to N. Y.

Chicago, Dec. 3.

Sylvester 'Buster' Cronin, manager of the A. I. G. Barnes show, blew into town from the Coast last week, but stayed only one day. It was reported that Cronin was coming into town for a pow-wow with the heads of the Ringling office on next year's plans. But it now appears that this matter has been side-tracked at this time, according to Joe Donohue, who has been in charge of the Ringling office for the past few weeks. Admits that this exec session may take place later, but not now.

In the meantime, Cronin scamped out of town for the east, where he will stick for a few weeks of look-see.

## Circuit of Expos

Portland, Ore., Dec. 3.

A series of fairs for the Pacific coast, dove-tailed together to increase their drawing power to this section of the country, seemed in prospect last week when Mayor Carson's ways and means committee of 15 declared for a fair for Portland with the completion of the Bonneville dam, provided such a fair can be financed.

It was the sense of the committee that Portland should not try to outdo the world in the way of a fair, but should have something small but really good.

Senator McNary will be contacted to find out what he thinks the chances are for a federal appropriation. California fair authorities want Portland to go in with them if Portland decides on a fair, so all of the federal appropriations for the Pacific coast cities can be made in one bill and there will be complete harmony.

## Circus Man's Wife Dies

Lincoln, Dec. 3.

Mrs. Ralph Clawson, wife of the claim agent for the Hagenlock-Wallace circus, committed suicide sometime last week by hanging herself in a clothes closet by a bathrobe cord.

She was discovered by a neighbor after she had been missing for almost a week. Worry over family troubles was given as reason for her act.

Clawson was in Winston-Salem, N. C., about the time of her death.

## Nite Club Reviews

Delmonico's, N. Y.

(Continued from page 48)

Her vocal ability may not attract much notice but in acrobatic dance routines she is there in every way. Beatty Donnan gives off the proper warmth in hot song numbers, while Wilma Novak rates as a dispenser of torrid dance routines. Jerry Butler sings a solo well at one point, while later about midway in the floor revue Snyder does a song number okay. His talk as m. c. is better than it was.

A La Cucaracha' line number by the girls, about middle is their best, with Miss Harlow topping in a dance specialty.

Show moves along rapidly, is not boring and goes on good times nightly. It is about as good a show for the money's worth as can be found on the west side in spots like Delmonico's which do not attempt to compete with the Paradise and its costly ways. This is a spot for the Average Man, where the food is reasonable and the drinks in proportion.

Place is well decorated and commodious, in latter case being different from some of the west side's sardine cans. Char.

## Hollyhock Gardens

(WARREN, O.)

Warren, O., Nov. 23. Hollyhock Gardens still maintaining its reputation as the ace of eastern Ohio night clubs, is attracting clientele from all over the eastern part of Ohio and western Pennsylvania. No Cleveland niter can compare with the local club and as a result it has been drawing heavily from that city.

Freddie Senes, assigned to the task of providing entertainment for the spot for the next several weeks to come, has contracted for radio, film and stage names in addition to the best available talent on the club circuit.

Current bill ranks with the best since the spot opened several months ago. There's more dancing than in a musical comedy, and Fifi Dorsey, heading the bill with her repertoire of song, also goes in for a bit of dancing. There is a Woods and Bray.

Vera Hart in her brisk tap and Don Arden with a combination of tap and split acrobatics are others, equaling honors of the film star, who, by the way, is in her second season. Patsy and Mickey do a dance routine with facial expressions to scores heavily. Pauline Balke, singing the blues, plays a shammy in blue by Roy, Rita and partner with a butterfly finale, and the Four Marvels in golden wardrobe and new stuff, keep them applauding. So much dancing that emcee Joe Altie just talks while the Royal Serenaders and George Williams band, which replaced Pinky Hunter's orchestra, play. McConell.

## Biltmore Supper Room (NEW YORK)

As an experiment the East Side's Biltmore Supper Room has decided to install a band and entertainment during cocktail

## N. Y. Mgrs. Limiting Strips for 'No Reason'; Herk Calls 'Em 'Specialists'

'For no particular reason,' the New York burlesque managers have decided to get together and cut down the stripping. If they abide by a rule that goes into effect this week, continuous policy houses will confine themselves to three specialties per show, while two-a-day houses can use only of 'em. Only two-a-day in town is the Irving Place; there are about 10 others on a grid.

The 'no reason' explanation was offered yesterday (Monday) by I. H. Herk. At the same time Herk denied that he had been appointed, or had appointed himself, official censor for burlesque in New York in part of his duties as chairman of the burlesque Code Authority.

Herk had been reported sending out a letter this week ordering all managers to adhere to the three-strip limit. He said he isn't—and that another thing he isn't doing is referring to the peelers as strippers any more.

'If not strippers, then what?' he was asked.

'I'm going to call them specialists,' replied Herk.

Still another denial was given to a report that the attitude toward burlesque of the New York police and license departments had something to do with the three-strip rule. Police departments' case

## To Burley or Not to Burley?—Yonkers Undecided; Indie Wheel in the Middle

### So What?

Three New York burlesque theatres—Irving Place, Apollo and People's—have declared the week of Dec. 3 'Prosperity Week.'

hour from 4:30 to 6:30. After the latter hour the room is taken over for the evening by the Jack Denny orchestra, successor here to Paul Whiteman.

For the cocktail session, with the cover charge \$1 per person, the room has brought in Michael Tree, who has attracted notice up to now as an NBC tenor. Tree has a 12-piece orchestra here, which includes the Ivory Kings, piano duo, formerly Black and White. They're clever workers.

Tree was negotiated into the Biltmore supper spot by Rosalind Kress, society debut daughter of the 10c chain store king, S. H. Kress. Together with this society touch, the entertainer NBC went to go with the band as soloist is Adelaide Howell, another deb of a few years back. She's a blue-blood of Atlanta, being the niece of Clark Howell, publisher of the Atlanta Constitution. He is also a member of the National Democratic Committee and a director of the Associated Press.

Miss Howell is the possessor of an agreeable voice, besides having the singing personality that should bring her admirers in this spot. She uses a mike, as does Tree, when singing solo. The wire. Tree has organized an orchestra which rates favorably in its handling of popular tunes, notably for dancing. There is every reason to believe Tree should take on.

Biltmore is bullish on cocktail rooms. It also has the Palm Court and the Madison Room. There is no reason why the cocktail hour experiment in the large and commodious Supper Room with the entertainment as now provided should not prove popular. Char.

### Laying for Passes

Des Moines, Ia., Dec. 3.

Annie Oakley, that ever-present thorn in the side of the show business, is to be ironed out, so far as passes to Iowa fairs are concerned, at the annual convention of the Iowa Fair Managers' association here, Dec. 11 and 12.

It is likely that the association will go on record and adopt some sort of resolution that will make for uniform practice throughout the 99 Iowa counties staging fairs.

Princess Alexandra Kropotkin, Emily Kneubuhl, Martha Ostenso, Fannie Harkness and Amelia Earhart, all in the Minneapolis office of the Woman's Week Exposition, plugged the show (and themselves) over WCCO, KSTP and WTCN. Miss Earhart flew in from Frisco.

Yonkers, N. Y., Dec. 3.

Union musicians and stagehands here are doing a burnup over City Hall's cold shoulder to burlesque at the old Warburton, former legit and stock and now second-run films. Both locals circulating petitions in the hope of getting the administration to about face on the leg shows.

Handsmen, most of whom haven't had a job since vaudeville did a blackout three years ago, claim burlesque would force both Loew's Yonkers and IKO Proctor's to book acts again.

Morton L. Hanover of the Independent Burlesque Circuit, got the ear of Public Safety Commissioner Denis Morrissey, department store operator, and confided he was planning to lease the Warburton. Hanover pointed out he's connected with Conn's theatre in Waterbury, Conn., a link in the indie circuit, and promised 'clean, healthy entertainment, designed to interest the best people in the community.'

### No Law Against

City Hall, from Morrissey up and down, was icy to the idea and floundered for awhile with the prospect, since there was admittedly no law to stop Hanover if he was bent on going ahead. The Commissioner tried 'moral suasion,' warning him Yonkers doesn't want burly and threatening severe police censorship. Hanover, who can take a hint, dropped Yonkers like a hot spud. 'I was perfectly willing to take over the Warburton lease,' he said. 'But I'm not going to try to fight 'em. We'll stay out.'

Meanwhile business men began debating leg shows pro and con. In the Kiwanis club, Edmund J. Davis, leading realtor, cried out: 'If owners aren't going to be allowed to get some revenue to pay their taxes, we might as well close up the town.'

Attorney Francis J. Duffy broke in sourly: 'If burlesque does for Warburton avenue what it has done for 42nd street, I think the town should close up.'

Antis were quick to line up. In the parade were leaders on the Girl Scouts, Parent-Teachers, Big Sisters, priests and others.

The matter was regarded as closed when the two unions pulled out their bag of tricks, which they're now showing around town. Musicians' Protective Union, Local 62, is charging Commissioner Morrissey's stand has deprived its members of a \$30,000 payroll, possibly more. Tom Hargreaves, on behalf of the stagehands' union, says a petition in support of burlesque is going in circulation.

## BAA Holding Harry Steppe Benefit Money for Mother

Burlesque Artists' Association is seeking to avoid claims of relatives and others in order that the proceeds from a benefit show staged for the late Harry Steppe before he died might go to his 70-year-old mother.

Steppe died Nov. 21 after a month's illness. He was 47.

The benefit, staged to pay Steppe's medical and hospital expenses, netted \$1,250 for that purpose. BAA, as custodian of the money, voted to use part of it to defray funeral costs and send the rest to Steppe's mother.

The mother resides in Newark, but for the past few weeks has been ill and is being cared for at the home of a daughter in the Bronx.

Steppe was married to Vic Dayton, also of burlesque, but they separated about 12 years ago. Miss Dayton is now reported living with her mother, who runs a boarding house in Brooklyn.

## LETTERS

When Sending for Mail to VARIETY Address Mail Clerk. POSTAGE AND PREPAYMENT ON CIRCULAR LETTERS WILL NOT BE ADVERTISED IN ONE ISSUE ONLY

Inland Jimmie	McLeod Jeanne
Burns W.	Stone Leo
Chatterton Ron	Rovats Jack D.
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Kyle Howard	

## Balto Clean-Up

Baltimore, Dec. 2.

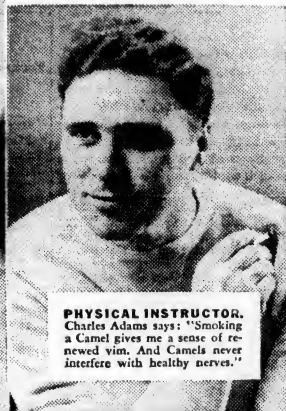
Police ordered all stripping and smut out of the Supreme wheel shows, playing the Palace, when the district captain of the cops called 'on management Saturday' (1). No arrests were made, and the warning was a quiet one with public unaware.

Opposed Gravity plays independent circuit shows.



TO WARD OFF  
FATIGUE...

GET A LIFT  
WITH A CAMEL!



**PHYSICAL INSTRUCTOR.** Charles Adams says: "Smoking a Camel gives me a sense of renewed vim. And Camels never interfere with healthy nerves."



**ARCHITECT.** William R. Ballard reports: "When I feel listless smoking a Camel restores my energy. And I find my mind is much clearer...more alert."



**BANK TELLER:** "After any strain," says Baxter Davidson, "I get a 'lift' in energy from a Camel. Camels taste so good and don't disturb my nerves."

### LEAF-TOBACCO EXPERTS AGREE:

"Camels are made from finer, More Expensive Tobaccos—Turkish and Domestic—than any other popular brand."

● From London to Australia—11,323 miles—in 93 hours and 7 minutes! Even motor trouble, enforced repairs, reduced oil pressure could not stop Roscoe Turner. His courage, his indomitable energy kept him on and on. When questioned about his smoking Colonel Turner, who understands well the value of a full reservoir of natural, healthy energy, said:

"A speed flyer uses up energy just as his motor uses 'gas'—and smoking a Camel gives one a 'refill' on energy. I notice especially that after smoking a Camel I get a new feeling of well-being and vim. I smoke Camels all I want. They never upset my nerves."



Walter O'Keefe

Annette Hanshaw

Ted Husing

Glen Gray

YOU ARE INVITED TO TUNE IN ON THE ALL-STAR

### CAMEL CARAVAN

with

WALTER O'KEEFE & ANNETTE HANSHAW & TED HUSING & CASA LOMA ORCHESTRA

TUESDAY { 10:00 P.M. E.S.T. 8:00 P.M. M.S.T. THURSDAY { 9:00 P.M. E.S.T. 9:30 P.M. M.S.T.

9:00 P.M. C.S.T. 7:00 P.M. P.S.T. 8:00 P.M. C.S.T. 8:30 P.M. P.S.T.

OVER COAST-TO-COAST WABC-COLUMBIA NETWORK



**MRS. LANGDON POST**, popular young society leader, says: "Camels taste better—milder and richer. When tired I find a Camel gives me a 'lift.'"

CAMEL'S COSTLIER TOBACCOS

NEVER GET ON YOUR NERVES!



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## BARN DANCES AS SHOW BIZ

### N. Y.'S 2% SALES TAX DOESN'T AFFECT B.O.'S

New York City's sales tax of 2% which became effective Monday (10) collectable on many classes of merchandise sold at retail, does not apply to theatre tickets, nor any type of amusement. That was announced by Dr. Henry Moskowitz, executive head of the Theatre League, who secured an opinion from the city's corporation counsel.

Scrutiny of the ordinance, adopted to raise money for relief usage this winter, makes various classifications of merchandise on which the tax will be levied. There is no mention of tickets and those who drafted the ordinance stated there was no intention to levy on amusements.

Some confusion early this week on other purchase exemptions, tax applies on meals and drinks in places where there is music or entertainment. Not certain if tax goes onto drinks at bars.

### Goody-Goody Club Wins Warden Lawes but Not Sing Sing Footballers

Carrie Lilly's Goody-Goody hour over WBNX, Bronx, cops of Warden Lewis E. Lawes, the Sing Sing mogul to top the list of honorary members. Program itself strives to cure elementary bad habits of the kids via radio.

Such's Furniture company, sponsoring the Juve program, is out to get as many imposing monickers as possible for the lead-off list. Also wanted to sign up the football squad at Sing-Sing, but the warden nixed. Deportment and behavior of kids is corrected by these air spankings. Mayor LaGuardia also being approached to join the Goody Goody's.

### Charging Gridders as Convert Charge Draws

Minneapolis, Dec. 10. Loop nitery ran large ads announcing the 'personal appearance' of 'Butch' Larson, the University of Minnesota football team's All-American end.

Later the Flame Room of the Hotel Radisson, another leading night club, promised a close-up of the whole Minnesota team.

Pawn Shop on Air  
Burlington, Vt., Dec. 10. WCAX, Burlington, is airing a program sponsored by the town's only pawnshop.  
Time devoted to describing odd articles which have not been re-emerged.

### The Menace

Hollywood, Dec. 10. Studio head, to pay off an old debt, put on a newcomer with indef duties. Told him to don overalls and attach himself to the studio cleaning dept. Having little to do, the newcomer wandered around and hung around so much that everybody became suspicious, figuring he was a stool-pigeon.  
Production speeded up and the studio saved a lot of coin on a couple of pictures.

### PARIS POLITISH IN AIR BURNUP

Paris, Dec. 10. Pierre-Etienne Flandin, who succeeded Gaston Doumergue as French premier, is following latter's footsteps in using the radio to appeal to the French public.  
Doumergue was the first big French statesman to go on the air for public purposes, and strangely enough, this was one of the causes of his overthrow. It made the parliament wish to see that he could use the radio to go over its head to the people, and the deputies called this a 'dictatorial' method. His rivals in the Cabinet finally got him for using it, and prevented him from making a farewell radio speech after he resigned.  
Doumergue used a fatherly attitude in his talks.

## S. O. FREE SHOWS CALLED OFF; THEATRES TO ASSUME SALARIES

Concerted action by the leading heads of show business resulted in the premature closing last night (Monday) in Springfield, Mass., of the Standard Oil Company of New Jersey's Guy Lombardo free road-show. Abandonment of its gratis performance, publicity plan, by the oil company, was effected through a compromise.

Under the terms of the agreement the combined major theatre circuits are obliged to take over and play the oil show, intact, for the balance of the original free route contract. Troupe was guaranteed 12 weeks by the oil firm, and as only a week of that has expired, it means the circuits will have the show on their hands until February.

First of the co-operative regular theatre dates for the show occurs in Schenectady, N. Y., today (Tuesday), where it plays the Proctor (RKO) for the one day, doing three shows. Bill on the show there and on the rest of the theatre bookings

### LOYALTY, S.R.O. FOR TEN YEARS

Many Mid-West Radio Stations Have Had Similar Success with Unique Entertainments

#### NOT IN EAST

By DAN GOLDBERG

Chicago, Dec. 10. More than 10 years of steady audiences, more than 300,000 studio visitors for 149 consecutive weeks of shows to S.R.O. business, the biggest, mail-pulling strength in the history of advertising, the greatest box-office attraction in the smaller towns throughout the country, the most loyal audience ever assembled.

That's the record of the radio barn dance, now the top attraction on some dozen of the major stations in the land. It's a story without precedent in show business, in radio or in the advertising and commercial world. A hillbilly twangs a guitar and yodels into a microphone, that 'she'll be coming round the mountain' and hundreds of avid listeners rush out to buy some sponsor's work shirt or fence post.

No other type of program has built such a loyal audience and no (Continued on page 52).

### Business Boom in Radio Sets Sought in Name of Charity

#### Help Wanted

Hollywood, Dec. 10. Reported about town that Warner Bros. is looking for the mugg who started that \$300,000 blaze at the Burbank studios.

WB will make him general manager of the Warner closed theatres.

### SANTA CLAUS GETS IN DUTCH

Baltimore, Dec. 10. All four local stations, have a Santa Claus on the air broadcasting kid programs for department stores. WCAO started announcing and advertising in newspapers that on its thrice-weekly half-hour shot for Burger-Elmhurst store that its Santa was the 'real' one. Pouch of mail flooded the Balto Better Business Bureau as result, letters stemming from both within and without trade.

Bureau told WCAO to discontinue, with station at first becoming (Continued on page 55)

Chicago, Dec. 10. Plans are now being drawn by the J. Walter Thompson agency here for the Radio Manufacturers' Association to move a great bulk of the old radio receiving sets off the market and permit an influx of newer models. Both the RMA and the dealers have found that the fancy gadgets, such as all-wave, police calls and other special items have meant little in speeding purchases of new radios. Therefore, they have decided upon an idea used locally by Ulmer Turner, radio editor of the Chicago Herald-Examiner. That is to appeal to the radio set owners to turn in their old sets for charity, the sets to be given to public institutions, emergency relief shelters, hospitals and other such places.

Thompson agency is now contacting Turner on the formulation of a general campaign. Editor has been working on this idea himself for several months as a local exploitation stunt for the Hearst paper.

Chi Experiment: Will be done first as a Chicago test and if successful will be spread throughout the country. Advertising, as far as coin expenditures are concerned, will be limited to the newspapers, strangely enough, RMA will not spend the coin on this newprint space, either, but propose getting the charity items across through tie-ins with regular dealer advertising.

Charity campaign will go on the local ether, with announcements, also, but to be given gratis to the RMA on the charity basis. Five stations have signified their willingness to contribute announcement time to the cause.

### NAZI ANGLE AFFECTS CONCERT IN WINNIPEG

Winnipeg, Dec. 10. A 'whispering' campaign branding Sigrid Onegin, opera singer, as pro-Nazi, caused several dozen Winnipeg Jews to cancel their reservations for her local concert when her identity as a 'surprise' artist had been revealed by Fred Gee, manager of the Celebrity Concert series.

Gee agreed to refund admissions once the name of the artist became known. Box office attendants were successful in reasoning with a few of the anti-Nazis, but others demanded refunds.

Singer blamed the local feeling on an interview which appeared in a Toronto daily. The interviewer asked her if she hated Hitler: "Why, I don't hate anyone," she replied.

This was the only explanation she could offer for the local feeling against her.

#### Special Greetings

Chicago, Dec. 10. P. K. Wrigley had a birthday party last week, so the Columbia and WBBM talent went over a leased telephone wire from the CBS studios to the Wrigley home for the presentation of a special show. Program was tagged 'As Thousands Chew' and was a series of blackout bits.

although the oil company has reserved the right to exploit its interest in the performance, via a callopo, on the streets of the various towns played; also street parades, etc.

Circuits which are contributing playing time to the show are RKO, Loew, Warner, Paramount and Skouras. Engagements will range from one-night to week stands. Show goes to Albany (RKO) after Schenectady, then to Syracuse (Loew's), Rochester (RKO) and Buffalo (Loew's), all one-day stands. Troupe travels by bus.

Just what financial terms are involved in the free show troupe have not been revealed.

Easo has contracted to pay the show at the rate of \$15,000 per week, of which \$10,000 was for the Lombardo band and \$5,000 for the rest of the company, which includes Gross and Dunn, Pat Barnes, Joan Abbott, Mayfair Trio and O'Flynn Quartet. Lombardo's regular stage salary in theatres is \$7,500, and the other acts on the show also rate (Continued on page 2)

# Amus. Biz Wins Anti-Free Show Menace; While It Lasted the B.O.'s in Boston, Hartford, Were K.O.'D

(Continued from page 1)

Proportionately less than the Esso money in their own field.

One report from an authoritative source is that the theatres are paying the troupe members their regular salaries, or an aggregate of between \$8,500 and \$10,000. While considerable reduction from Esso's \$15,000 talent payroll, the pro rata for the theatres will be over \$1,200 a day, or quite a bit more than towns like Schenectady are in the habit of paying stage shows.

The circuits, however, are despondent as willing to take it on the chin, financially, to resist, each in order to wipe out the free show menace.

To balance the cost, it is understood, the largest theatres will locate salaries so, as to lighten the burden on lesser houses.

During the past week other gas and oil companies were making overtures to show sources for other exploitation shows in competition to Esso.

## Agents' Angle

Agents who booked some of the talent with the Guy Lombardo band unit for Standard Oil contended that the 11 days out of 15 rest period, concluding an itinerary of two months in New Orleans on Feb. 1, is a sweet engagement for the troupe.

So far as competitive theatres are concerned, the agents' attitude is that it may be more of a stimulus to theatre biz in the local communities than, contrarily.

Another argument for the free show was that if Standard Oil were to charge admission, that would drain the public's air, whereas by not exacting a tariff it leaves 'em with cash to spend on the morrow for paid admissions.

Theatre men contended that people are going out but once or twice a week, and if they see Esso's free show that wastes 'em up for the week.

Unverified reprisals to all talent, musicians and others working on the free shows, whether they be sponsored by Standard Oil or someone else were mentioned.

The Friday (7) meeting in the offices of the film C.A. included representatives of exhibitor organizations, with Charles L. O'Reilly of the Theatre Owners Chamber of Commerce acting as chairman. Ed Kykendall, president of the Motion Picture Theatre Owners of America was also present. Others included J. Helman of the National Association of Legit; Frank Gilmore, Equity; M. H. Aylesworth, president of NBC; J. Robert Rubin, Metro; Gordon C. Tounham, general counsel for M. R. B. Murray; and James Baldwin of radio C.A.; Charles S. Hynes, hotel C.A.; Walter Vincent of Wilmer & Vincent; William E. Farnsworth, deputy amusement administrator of the N.Y.; Tyron Dillard, Jr., general counsel of the film C.A.; George Brown, president of the IATSE; Louis Krouse, v. p. of the IATSE; Fred Brinnback, A. P. Henry Moskowitz, of the legit C.A.; S. E. R. A. Cooke of the American Newspaper Publishing Assn.; Harold S. Bareford, general counsel for W.B. Haines; Justin, theatre counsel for Paramount.

Representatives of these unions joined with film, legit, radio, hotels and newspapers in calling a meeting—Friday (7)—to discuss the free show menace. They adopted a rather lengthy meeting at which restrictive elements of codism for the motion picture industry were proposed. It was suggested that a special committee study the situation and probably schedule a meeting for this week at which a report will be made. This committee comprised Harold S. Bareford, general counsel for Warner Bros. as representative of films; M. R. Runyon of the radio Code Authority as representative of the other waves; Dr. Henry Moskowitz, of the legit C.A.; Frank Gilmore of Equity; Joseph N. Weber of the A.F.M.; and George Brown, president of the I.A.T.S.E. J. P. Filin, of the film C.A., was appointed secretary of the committee.

Codists pointed out that films are in a particularly unique position because its industry code includes

very definite restrictions against price cutting, two-act-one-act nights, giveaways and other means of unfair competition among exhibitors. At the same time it was pointed out that pictures have no protection for itself against other industries, the codes of which include no such restrictions.

If the industry doesn't gain protection for itself it cannot live up to its own code, in the opinion of codists. This angle was to have been the approach to Washington and N.R.A.

At the meeting held Friday (7) in the New York office of the film C.A., the radio and its free entertainment was not attacked, its tendency toward free shows in theatres and studios, as very positive opposition and of an anti character.

The Standard Oil gratis performance with Guy Lombardo's band, Croge and Dunn and other entertainers, which started engagements in New England, was the picture industry. Paramount was first to inveigh against the dangers of the free entertainment menace and independently was considered the most vocal. This recognition of danger almost instantly became industry-wide and during the past week leaders among themselves and through the Hays office have been exchanging views on the subject. On any policy it was decided to hold the Friday (7) meeting which resulted in the committee set-up.

Standard's first series of shows opened in New Haven Dec. 1, went into Boston for three days last week (Tuesday, Wednesday, Thursday), Providence Friday, Hartford on Saturday (8) and follows until Feb. 1. Immediately on top of the show's opening, exhibitors in affected zones raised a howl. Their complaint, aside from regarding the free shows as unfair competition, leans in the direction of the distributor since set rentals on product may not be considered justifiable in view of the condition brought about by S.O.

## Additional Shows?

The S.O. ad show's itinerary was set up to Feb. 1, winding up in New Orleans. Originally S.O. tried to rent closed Paramount theatres for its performances. It was turned down and the show is sponsored by the New Jersey unit of the Standard Oil system, known as Esso. New York unit is Socony. This branch of the Rockefeller oil empire was authorized by income as to hiring of talent for free shows. Eventually a free show to give every Esso customer a little plus, though S.O. of N. Y. officially denied any such intentions.

A representative of the hotel men's C.A. was invited to sit in with the major squawker, films, as a result of the deep concern hotel men are feeling over the opposition of free attractions when they depend on name bands and floor show sponsored by income to attract people to their hostilities.

## Hub Knee Deep in Free Shows

Boston, Dec. 10. Boston pic showmen took it on the chin from free shows and then swung into action in several directions. Chicago's playway entertainment came in Hub when Esso-Lombardo outfit invaded town, playing Symphony Hall (2,500 seats) Tuesday, Wednesday and Thursday nights. S.O. show came each time. S.O. show came one-night stand in Concord, N. H., Monday (3).

No newspaper advertising announced street show, but a space campaign on the gasoline playing date and date with gratis performances. Street bally and radio announcements enough to jam Symphony Hall every night. Crowd increased until Thursday night drove mob away from the hall to the street and sidewalk. Downtown houses benefited somewhat from overflow, but downtown houses reported very definite cut in their trade on the three nights. On closing night hall was jammed at 8



## WILL MAHONEY

Evening News, Oct. 30, in England: "Will Mahoney has a cold, and, as he says himself, everyone has a perfect right to have a cold when he feels like it. But this doesn't interfere with the great little comedian's amazing energy at the Holborn Empire this week. Will Mahoney's road-show is largely an astonishing exhibition of Will's versatility."

## WM. MORRIS AGENCY Mayfair Theatre Building New York City

o'clock and police referees called at 7. Well over 3,000 turned away on last two nights.

Allied Theatres of Massachusetts, representing 230 houses, mostly chains, convened Friday (7) and voted a unified protest via a flock of wires to everyone from President Roosevelt down the line, including the National Association of Theatre Owners, Local S.O. representatives, Chamber of Commerce, Board of Trade, etc.

Allied members hinted, in no uncertain terms, that their fuel oil business, estimated at 1,000,000 gallons a year, would go elsewhere in the future. Rumor of concentrated gasoline boycott among theatre employees and relatives also on the wire, with possible out-in-the-open campaign through medium of screen directed against Standard Oil products.

In New England territory S. O. fuel oil is handled by Standard of New York, and Boston sales office immediately got on the wire to assure Allied men that they had no jurisdiction over Standard of New Jersey and its free shows.

Kelch, chief, among Allied members, in finds itself in unique position because of Rockefeller-Radio-RKO mesh, but New England office very definitely identified itself as among the protesters.

## Unions Profit

Unions did not overlook their bet and placed both men, a 7-5-7 stage crew, and a standby line in Symphony Hall for the three nights.

While they were at it, Allied members attacked the free radio amateur nights being run at the Boston opera house Sunday. The second opera house show had dealt of 16 police, some mounted, called out long before house opened. This was the fourth of the Scott Furber show. The show was a gag and coppers practically surrounded the building to prevent gate crashers from swarming up fire escapes, into second story windows, through stage entrances and even cool holes. Mounties took possession of the sidewalks early in the evening. Doors open at 7, auditions start at 7:45 and air show goes on from stage at 10 for one full hour. Boston amateurs are audition-mad.

Wires went to John Shepard, 3rd, owner of Yankee Net, and to Scott Fur officials. Shepard denied request, pointing out that Scott Fur is competing of his own specialty shop. Scott reps non-committal, but admitted that tickets were being distributed for next Sunday (16) anyway.

Mayor Mansfield of Boston interviewed by Allied reps and reported 'sympathetic', but non-committal. Code authority protests only matter of fact for one full hour.

Kelch-Boston stepped into the battle Sunday (9) with a direct opposition radio show, sponsored by Sallinger's (rump competitor of Scott) and aired through NBC's WEIN shop. Scott reps non-committal, but admitted that tickets were being distributed for next Sunday (16) anyway.

Third bugabo, which bowed out of town with 'Calling All Stars' at

Shubert, was Phil Baker's ether show for three Friday nights in the Hotel Bradford ballroom (3,000 seats) over NBC, through WBZ. Armour show packed plus all three nights.

Last week's gratis cut-in on film house biz conservatively estimated at 16,000 prospective buyers lured away from box offices.

For the first time since the inception of radio Boston showmen, particularly the pic men, are focusing on the ether free show bogey. It all started four weeks ago when Scott Furber inaugurated an old-fashioned amateur night over the Yankee Network, from 10 to 11 Sunday night.

## Turnaway Crowds

New program was heavily billed in local papers and over the air, with result that opening night was way beyond expectations for the Yankee web show. No. 1 studio could accommodate only a small percentage of the amateur show flock. Boston, from the hinterland for a free air-outlet for their talents. On the opening night about 2,000 were turned away. The fur time originally scheduled was 10 to 11, but was doubled that night to help relieve the situation.

News of the turn-away biz spread through film circles with a flutter of interest, when the auction announced that the next Sunday night show would be played at the Plymouth theatre, downtown, the picture house where patrons really begin to look at it seriously.

Another SRO plus Sunday night at the Plymouth brought out the announcement that next week the show would be performed at the Boston opera house (Shubert) and that doors would open at 7 p. m. Auditions started at 7:45 and continued through broadcast time, 10 p. m. Even at the Opera House, with 300 seats, at least 1,000 were turned away from the no-charge spree. It became gagged about during the evening. When word of the radio show would have to go into the garden; but the gag began to take on serious aspects when an official announcement from Yankee network scheduled the next show (9) for the Boston Arena, second in size only to the Garden.

## 6,000 At Arena

Sunday night saw another jam at the Arena, with about 6,000 people, many of them, the amateurs herded in off Hub streets, and from the wiles of picture house marquees and fronts. Now, with the amateur thing snowballing into the biggest radio amateur Boston has ever had in the line of a regular feature, it looks as if the Garden idea may not be so secure after all. Just how they are to compete with the free show menace is another thing. Film men believe they'll have a strategy for it, but they don't know exactly what.

As the free fur show is operated now, contestants are auditioned before the broadcast, given number, and a standby line called there are given one minute before the mike, then interrupted by a gong, auto horn or some other racket at the prize. Radio men called during the broadcast and during the week mail ballots are accepted to judge the best performer of the evening. Winner takes \$25. Grand winner is promised contract, on a future Scott program.

## Hartford Mrs. Protest

Hartford, Dec. 10. As early as 3 p. m. Saturday (8) afternoon hundreds of men and women were lined up in the bitter cold weather waiting to hear Lombardo. Royal Canadians at the Bushnell Memorial at a free concert sponsored by the Colonial Bazaar Oil Co., whose parent organization is the Standard Oil Co. of New York. Theatre managers of Hartford opined that the auditorium, holding approximately 5,000, deprived them of that much business.

No heed was paid by city officials to the protest. Film men-they're the local theatre people asking the authorities to step into the picture and stop the show.

Violent protests were filed with the Chamber of Commerce, Board of Commerce and labor organizations by theatre managers and individual operators against the appearance of the Esoleni Gasoline's Roadshow, which was carried on the city on Saturday afternoon (8) at a free concert.

Telegrams of protest also to Standard Oil of New Jersey and to the directors of Standard Oil of New York were received. "We cannot too strongly protest your unfair action in bringing

# U.S. TAX ANGLE ON FREE SHOWS

Belief in New York is that the Government may take cognizance of the show biz angle. It is being derived of amusement taxes when the public is admitted gratis. Point that may be taken by the Internal Revenue Department may be that these shows are subject to taxation since regularly operated theatres of all kinds must collect a tax on passes. Only newspaper people or others of official business are exempted from the pass law.

The Standard Oil shows are admitted to be of an entertainment status that brings competition to theatres.

Secretary of the Treasury Henry Morgenthau, Jr., has been advised of the free shows, but whether the Internal Revenue Bureau will investigate is not known.

# BEERY GETS TOPPER IN 'M-G MARINE' REMAKE

Hollywood, Dec. 10.

Wallace Beery will have the star spot in Metro's remake of 'The Marines Have Landed'. Beery will have the part that Lon Chaney did in the silent version. No other cast yet, although likelihood of William Haines being recalled to the studio to repeat his part.

## SALEINGS

Dec. 20 (New York to Naples), Carl Laemmle, Jr., Harry Zehner (Conte di Savoia). Dec. 21 (Los Angeles to Honolulu), Frank Butler (Mariposa). Dec. 11 (London to New York), Joe Friedman (Statendam). Dec. 7 (New York to London), Charles Taylor, Jane Baxter (Berengaria).

To Hartford a free show of such weight. You are not only flagrantly violating the N.R.A. theatre code, but your action is a slap to our industry. We as individual operators established here for years demand you cancel this show immediately."

## Providence Indifferent

Providence, Dec. 10. Although more than 3,000 persons crowded into the Metropolitan theatre last night for the first run of the free Standard Oil show, there appears to be plenty of conflicting opinions on the part of local exhibitors as to whether it hurt the b.o. or not. The show was a crowd-er, but the kind that patronizes the third rate cinemas in town. Free show struck town on opening day for most of the first run houses. Check-up revealed his of at most stands, but theatre men attributed that as much to weak programs, and the pre-Xmas shopping rush.

Program, manying appearance of the Royal Canadians before a Columbia-associate m' (WICC is Yankee web-controlled) for first time since they went NBC, opened with Captain Waidenhammer, N.Y. Haven announcer, thanking Plough, makers of aspirin, Lombardo's national payroller, for courtesy. Lombardo carried on with representative of the Standard Oil show was composite of songs typical of key cities ('Sideways of New York', 'Chicago', etc.), which gave an idea of what the touring balladists

## On the Air

New Haven, Dec. 10. Premiere of Esso's free road show in New Haven, topped by the Guy Lombardo, was carried on the air for a half-hour from stage of Shubert theatre. Time was arranged in spot order that came through to WICC the night before. Program, manying appearance of the Royal Canadians before a Columbia-associate m' (WICC is Yankee web-controlled) for first time since they went NBC, opened with Captain Waidenhammer, N.Y. Haven announcer, thanking Plough, makers of aspirin, Lombardo's national payroller, for courtesy. Lombardo carried on with representative of the Standard Oil show was composite of songs typical of key cities ('Sideways of New York', 'Chicago', etc.), which gave an idea of what the touring balladists

# FILM ACTOR STRIKE BREWS

## \$500,000 Blaze Sweeps Warner Plant, but Production Goes On

Hollywood, Dec. 10. Fire which swept 15 acres of the Warner Bros.-First National studio in Burbank Tuesday night (4) with an estimated loss of around \$500,000, failed to hamper production activities and the "Living On Velvet" cast went to work the next day as if nothing had happened. Workers in the machine shops, which were burned to ashes, were transferred to the Warners' Sunset blvd. studio and the necessary material for the Burbank plant turned out there.

Due to the high wind which was blowing when the fire started, officials were at a loss to determine the origin of the blaze, although it is believed it broke out in one of the machine shops, near to the New York and Chinatown sets. Entire loss was covered by insurance. Jack L. Warner announced immediate rebuilding of the devastated area, which will provide work for several hundreds.

Heaviest loss was in the destruction of several film vaults with its hundreds of thousands of feet of stock shots. Among them in this bracket is the 70,000 feet of West Point stock shots, recently brought back by Frank Borzage. Antique furniture, research material, and precision machinery, which were reduced to tinder and twisted steel, accounted for a big part of the loss.

Only fatality of the blaze was the death of A. M. Richmond, studio fire chief, who succumbed to a heart attack while directing the volunteer fire fighters, which included 50 extras, working at the time on the "Black Fury" set. Frank Murphy, chief electrical engineer, was burned about the face, and Rudolph Hoop, an actor, suffered a broken leg. Among the 45 others who were treated for burns, cuts and bruises at nearby hospitals and on the grounds, none were seriously enough injured to require hospitalization.

Destruction of tractors valued at \$100 may result in the cancellation of the "Earthworm Tractor" yarn, which was intended for Joe E. Brown, and the cause of many studio headaches. Picture had been pulled and shelved often, with the fire spelling the final link and possible final.

Fire, which occurred about 9 p.m., drew thousands to the scene.

## CLOSED SHOP OR WALKOUT ISSUE

**Rosy Fails to Heal Breach Between Guilds and Producers — New Academy Plan Is Nixed by Talent**

### ZERO HOUR MARCH 1

Hollywood, Dec. 10. Failure of Sol A. Rosenblatt, on his recent visit here, to heal the ever-widening breach between producers and the Guilds, has revived threats of an actors strike. Those on the inside foresee a studio walk-out within six months, to settle once and for all question of whether or not the film industry is to operate on a closed shop basis. Strike talk smoldered into flame when actor members of the 5-5 code committee booted the meetings when producers refused to consider working agreements codeable. Tension increases when the actors decided to cast their lot with Equity through a 4A charter. And now that Rosy has failed to bring the warring factions together, it is no secret what action the wind-and-in-the-midst of the thespians.

Actors Guild, however, will take one more whack at getting their working agreement clauses into the industry's code of laws for the players are drawing up briefs for an appeal to Divisional Administrator William P. Farnsworth demanding a hearing in Washington as a means of forcing Governmental recognition of their cause and a writing-in of the demands turned down by the producers on the code committee.

Rosenblatt's trip here, instead of cementing the breach, helped to widen it. As he left, there was plenty of shrieking on both sides that somewhere in the negotiations there was a double-cross. NRA exec's plane hadn't left California skies before Guild insiders began claiming that Rosenblatt came here on his own initiative; that he had told them in the past that he could get the producers to agree to closed shop and suggested they telegraph him to come here to straighten out the tangle.

It was further maintained by these Guilders that Rosenblatt was told that they would not send the inviting telegram unless he could assure them a recognition of the Guild from the producers that would be, in effect, an absolute closed shop. Rosenblatt is then alleged to have assured them that closed shop was in the bag and that he had it clinched through home office execs.

**Approved Group Deals**  
Here a week, the NRA exec., although stating he was in an unofficial capacity, held numerous conferences with producers and with leaders of both the actors and writers guilds. After the first couple of sessions, insiders claim, he told actor representatives that the producers would, under no consideration, stand for an agreement with any one organization to the exclusion of others, although they were willing to make working agreement contracts that could be signed by players as individuals, but not as representatives of an organization.

Producers offered to create a so-called Motion Picture Institute to replace the Academy, whereby employee groups would virtually hold control. Producing companies would hold memberships as corporate bodies but without voice on the board of directors. This was suggested as a means whereby the guilds could go in the Institute en masse and with autonomy within the body be in a position to obtain working agreements and other contracts.

Guild spokesmen turned the suggestion down flat, claiming it was the Academy in a new dress and (Continued on page 60)

### And Vice Versa

Hollywood, Dec. 10. Charles Rogers, Hal Roach writer and director, has changed his professional name to Roger Charles. Says Charles R. Rogers, Par producer, has been receiving his checks and he has been getting the producer's bills.

### Metro-Execs Scan Harlow's Divorce Plea Ere Its Filing

Los Angeles, Dec. 10. Jean Harlow's divorce complaint against Harold Rosson was carefully previewed by Metro execs before the five-page recitation of asserted mental cruelties was filed by Attorney Oscar A. Trippett for the blonde star last week.

As finally docketed, with the tacit okay of the studio, Miss Harlow's charges against her third husband, ace cameraman, pictured Rosson as sullen, irritable and ungenerous, the sum total constituting the alleged "continuous brutality."

Post-nuptial agreement made soon after their marriage in Yuma eight months ago, securing to each their own income and property, is made part of the divorce petition for court approval.

### MAMOULIAN-GOLDWYN DIRECTOR DEAL OFF

Hollywood, Dec. 10. Unable to get together on terms, directorial contract between Sam Goldwyn and Rouben Mamoulian, which has been drafting for the past eight months, is off.

Director was slated to do the next Anna Sten picture.

### Metro's Loan-Out to B'way Legit of New Importee

Metro has loaned Antoinette Cellier, British girl importee, to Harmon & Ullman for a legit show, "Birthday," prior to her doing any work on the coast. It's a run of the play contract, too.

Play was known as "Sixteen" abroad last season and Miss Cellier played in it; over there, having been found there by David O. Selznick and signed on the strength of her work in it. It's in rehearsal now for H. & U. and will employ Peggy Wood in the main femme part.

### March in Classic Lead

Hollywood, Dec. 10. Richard Boleslawski has been assigned to direct 20th Century's "Les Miserables," with Fredric March starred.

Picture will go into production in January with director, meanwhile, making a flying trip to Poland.

### GENE AUSTIN'S PIC

Gene Austin goes to Hollywood shortly to appear in a picture for Radio, to be produced by Leo Marcus and directed by Ben Holmes. It's untitled.

Austin goes out after completing current five weeks of vaude bookings.

### U TERMS IRENE WARE

Hollywood, Dec. 10. Irene Ware gets a long term contract at Universal.

## Govt's Frank Hands-off Attitude On Free Shows; Even Sees Benefits In the Idea as Stimulus for B.O.

### Slight Difference

Hollywood, Dec. 10. When Lillian Hellman left Metro as a reader last year she was receiving \$35 weekly. After her first play, "Children's Hour," opened in New York, Miss Hellman was offered to Metro as a writer. Asking price, \$1,000 weekly.

## OUTSIDE STAR IDEA NOW AT WB

Burbank, Dec. 10. Shift in Warners' policy has studio using stock players only in cheaper piz. On all important productions WB will cast from outside, using other studios' stars and big freelance names.

First action along this line has Warners borrowing Paul Lukas from Metro to top "King of the Ritz," with Ann Dvorak opposite. Robert Florey directing. It starts Dec. 17.

## FOX MOVES TO END L.A. PREVIEW RACKET

Hollywood, Dec. 10. As a move to correct the baphazard preview evil which has exchanges operating a super-one-night, first-run racket via renting pictures previously lamped but not released, Fox studio announces its first preview hereafter will be 50 or 75 miles outside of the Los Angeles area.

First major to take step, Fox possibly will run the final preview within the city area to let cast and others see result of work, but this not definitely decided.

## Squawk on Script Delays Elliott's Far East Trek

Hollywood, Dec. 10. Delayed by requirements of representatives of the Chinese government that script changes be made on "China Roars," Clyde Elliott has postponed his departure for the Orient to Dec. 24.

Elliott will head a picture-making expedition to inner Mongolia, where he will produce the picture which Columbia will release. Gordon Rigby, who prepared the script of the yarn, will go along with Elliott. Carl Berger will have charge of photography, and Zoltan Kerie heads the sound crew.

## Liefs' Play for Crosby

Paramount has bought an unproduced legit play from Max and Nat Lief, paying \$15,500 for it. Max Lief will also get \$500 a week, extra to adapt it. Play is called "Two for Tonight" and will use Bing Crosby, but title will be changed.

Hollywood, Dec. 10. Paramount has completed casting "Two for Tonight," though production is still several weeks off. Besides Bing Crosby, cast will hold Jack Oakie, Miriam Hopkins, Roscoe Karns, Lynn Overman, Lyda Roberti, Nydia Westman and William Frawley.

Washington, Dec. 10. Satisfied that industry groups can iron out the difficulty the Government is making no moves to settle the controversy over free broadcast performances which inspired a joint Code Authority meeting last week by representatives of radio, film, and legit groups.

Expressing confidence that the problem can be settled by cooperative action on the part of the competitive industries, Deputy Administrator William P. Farnsworth signified that the NRA will not attempt to write into any existing codes an absolute prohibition or restriction against free admissions to public broadcasts but rather will act merely as advisor to the joint committee and offer its good offices to effect an understanding.

"If broadcasters want to use audiences as pep meetings for their organizations, they are in the same category as any other pep meetings," Farnsworth commented.

The Government takes the view that there are forceful arguments to be made on both sides of the issue and that a cooperative effort to reach a mutually acceptable compromise is far more preferable than an outright battle. Admitting the possibility of unfair competition between radio, on one side, and films and legit, on the other, Farnsworth added that in many cases theatres (Continued on page 59)

## Brown's Sales Talk

Hollywood, Dec. 10. After a fortnight of gab, Rowland Brown has interested Metro in his original yarn and is on the studio's payroll to develop the story. He has been assigned to John Considine's unit.

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## Blonde for Brunet In U and Par Trade On Femme Leads

Hollywood, Dec. 10. Universal needed a brunet and Paramount a blonde in lead spots, so they made a shift on Saturday. Gloria Stuart, going to Paramount in a loan exchange for Francis Drake, who gets femme top in U's "Transient Lady."

"Lady" gets away today (Monday) under Edward Buzzell's direction. Gene Raymond has the male lead, with Henry Hull, June Clayworth, Clark Williams, Spencer Charters and Douglas Fowler featured. Paramount has been after Miss Stuart for some time, but Universal had loaned her to Warners. "Transient Lady" had been set ahead to accommodate her for the part opposite Gene Raymond, but when the two were tested, both being blonde, the result was not liked.

## McDonough, Berman on Biz, Pleasure Trip East

Hollywood, Dec. 10. J. R. McDonough and Pendro S. Berman left yesterday (Sunday) for New York.

Former goes for RKO home office confabs on distribution details. Berman is on pleasure and for a look at the shows.



# Par Trustees Ready Suits Vs. Par Officers Under Cox Order

Root, Clark, Buckner & Ballantine law firm is working on papers in preparation of the suit or suits which the Paramount trustees were authorized by court order to bring against directors and officials with Par from 1927 to 1930, inclusive. Order by Judge Alfred C. Cox had no more than been signed than the work of collecting litigation data began.

While decision has not been reached as to filing of suit or suits, and whether they will be brought one at a time or embraced in one action, expectation is that papers will be filed before the first of the year. Some of the defendants are outside of New York, such as Sam Katz and Jesse L. Lasky, who are in Hollywood, and question may arise as to whether they can be served out of the State. Lasky was never served in the suit against Par directors to recover on stock repurchases. Another who is away at present is Ralph A. Kohn, presently in Florida for his health.

The new suit, sprung by the trustees just in advance of the completion of a reorganization plan, with that plan making provisions for the action, is directed against a large group for recovery of salaries deemed excessive, many of which in the good years included large bonuses in cash or stock, and damages under Par stock participation (Continued on page 63)

## GUARD SECRETS

Studio Slap Embargo on Photos Looking Out to Fanners

Hollywood, Dec. 10. As a result of fan magazines and newspapers using studio photographs for process filming for articles, along the line of 'Make of the films', the studio publicity chiefs have pledged themselves not to have any more of this type of pictures taken in the future.

Photographs taken mainly for production records, it is claimed, have been slipped to these publications, and in order to halt the leaks the p.a.'s have promised not to take such pictures for publicity usage hereafter and to guard the archive stills.

Pictures, now verboten, dealt chiefly with process filming and mechanics of miniature work.

## 'VANISHES' OK AND RUSHED INTO PAR

### Hemmer Must File 4th Bill of Particulars in 250G Pickford Suit

Judge Patterson of the Federal District Court (N. Y.) on Saturday filed his decision in the suit against Hemmer in his suit against Mary Pickford to file a further bill of particulars. "Specifying the date (by year and month) of the services in each play, and the previous bill filed by Hemmer."

Hemmer is suing Miss Pickford for \$250,000, claiming that for 14 years, between 1907 and 1920, he rendered services for Miss Pickford, her mother, sister and brother, which were reasonably worth \$250,000. Hemmer was a vaudeville performer at the time.

Hemmer further contends that in 1920 (when Mary Pickford was still in good health) he made an arrangement with Miss Pickford to the effect that if Mrs. Pickford did not leave him a legacy of \$250,000 in her will, she, Mary Pickford, would pay him that amount for those services.

Now, 14 years after the services were supposed to have been performed, Hemmer is suing to recover the \$250,000. He served three different complaints. The first two were stricken out by Judge Knox on the ground that they were confusing and containing references and matters that should not be included. The third complaint was accepted by the attorneys for Miss Pickford.

Miss Pickford's attorneys then made a motion to compel him to serve a bill of particulars, and he has already served three successive bills of particulars, each one in turn having been held to be insufficient, successively by Judge Goddard, Judge Bondy and Judge Patterson. Under the new decision of Judge Patterson, Hemmer will now be required to serve a fourth bill of particulars.

Miss Pickford is represented in the matter by O'Brien, Driscoll & Raftery.

### AGENT TAKES \$29,000 NIP AT ARNETTA'S POKE

Hollywood, Dec. 10. Assuming that Henry Armetta will have earned sufficient salary under his seven-year contract with Universal to pay his agent, J. G. Mayer, \$29,000 in commissions, suit for that amount has been filed. Successful attorney, Harry Sokolov, attorney for Mayer, slapping attachments on the actor's bank account and other finances. U contract assertedly negotiated by Mayer.

### De Mille Ducks 'Choc' For Full Time 'Crusade'

Hollywood, Dec. 10. Deciding to concentrate on production of the Crusades, Cecil B. De Mille is sidestepping supervision of 'Chocolate' for Paramount, and will turn the latter duties over to Henry Bellows.

Bellows, who handled the translation of the Russian yarn for De Mille, besides working on the screen play, directed a number of features in Russia during the past few years.

Final draft of 'Crusades' will be completed by Dec. 15, with De Mille scheduling the picture to start Jan. 5. Henry Wilcoxon, Ellsila Landi and Sylvia Sidney are in the leads. Script has been in work for four months, with Dudley Nichols, Wladimir Young and Harold Lamb contributing.

### REPBURN'S 'QUALITY ST.'

Hollywood, Dec. 10. Katharine Hepburn's next for Radio will be 'Quality Street'. Sir James M. Barrie play; Pandro S. Berman producing.

# Gov't Amusement Summary

(Receipts and Payroll Expressed in Thousands of Dollars)

Kind of Business	No. of Establishments	Total Receipts	Percent of Total	Total Payroll	Percent of Total	Part-Time Employees	Part-Time Employees
Amusements—Total	10,137	\$200,218	18.85	\$30,297	117.807	87,672	\$106,068
Billiard—Total	11,448	31,710	1.15	13,640	7,682	9,946	2,719
Bowling alleys	2,833	1,905	0.88	8,828	2,312	2,384	1,231
Dancing	204	1,905	0.94	327	230	240	252
Driving rinks	10,137	1,905	0.94	85	1,008	88	1,008
Theatres—legitimate	122	5,011	2.51	6,000	1,182	3,407	448
Theatres—legitimate and opera	4,409	558,218	12.91	8,024	17,451	54,080	67,009
Theatres—motion picture and vaudeville	644	50,226	1.82	191	10,800	7,924	10,068
Other amusements	4,537	62,102	2.25	5,284	20,389	12,000	17,710
						2,294	2,508

## Swank Nabors Swat Roach for Despoiling Diggings with Garage

Los Angeles, Dec. 10. Accusing Mr. and Mrs. Hal Roach of failure to maintain a compacted standard of swank in building on the exclusive residential precincts of Mountain Park, Mr. and Mrs. Oliver H. P. Garrett and Mr. and Mrs. Laurence W. Belmont are having the law down on their neighbors with a \$10,000 damage suit in Superior Court.

Garrett, scrivener, and Belmont, Hollywood lawyer, charge Roach, the producer, with violating the restrictions of the fashionable purities beyond Beverly by erecting a garage without an accompanying dwelling, and sequestering therein a negro chauffeur.

The plaintiffs have hinted and hinted, and finally have spoken quite sharply to neighbor Roach about the matter, the complaint asserts, reminding him that the restrictions call for a dwelling of no less than \$15,000 on the spot. But no dice. Hence the suit to have the premises vacated and the demand for damages.

## BROWN IN PIC THAT STARTED FILM CAREER

Hollywood, Dec. 10. Warners will remake 'Molly and Me' as a musical for Joe E. Brown. Picture was Brown's entrance into pictures in 1929, made by Tiffany. It was part talker.

With 'Earthworm Tractor' temporarily shelved, next for Brown will be 'Cops and Robbers,' by Manny Seft, which goes into production early next year, up on 'Midsummer Night's Dream.'

## As Many Injun Chiefs In H'wood as Cols. in Ky.

Hollywood, Dec. 10. Courtesy chief-dubbing activities of Hollywood's American Indian picture players is "tuneless" a foot second to penchant for brevetteing Kentucky colonels. Dozens of players, directors and studio execs have recently been given the right to strut feathered head dress and go about with shirt-tails hanging out, a la redskin, by members of the various tribes working in films.

Newest additions to the titular chiefs are Louis Friedlander, director, who drew the moniker, 'Little Chief,' with the Blackfoot tribe; John Mack Brown, dubbed 'Rolling Cloud' by the Creeks and Raymond Hatton, dubbed 'Indio' into the Sac-Fox tribe, during ceremonies yesterday (Sunday), under direction of Jim Thorpe as m.c. of the pow-wow.

## Buys Yarn for Sidney

Hollywood, Dec. 10. Paramount will start Sylvia Sydney in 'Morning, Noon and Night,' an original bought this week from Marcella Burke, former fan magazine writer.

It's Miss Burke's second picture sale, having recently sold a yarn, written in collaboration with Milred Cram, to Metro.

## Chandler Skips Radio

Hollywood, Dec. 10. Chick Chandler leaves Radio in two weeks. Player has been under contract to the studio for two years and for some time has been dissatisfied with his assignments. He will free lance.

## Final Official U. S. Recapitulation In Census Bureau's Amus. Survey

### U's 24 Shorts Featuring Armetta and Holloway

Universal City, Dec. 10. Sem Van Ronkel will produce 24 shorts at Universal featuring Henry Armetta and Dorothy Holloway in 12 each. Ernest Pagano writing them, James Horne directing.

## STOCKHOLDERS' FOX FILM SUIT STARTS

Long standing suit of James N. Cleary, Fanny Lurie and Gustave Oppenheimer, stockholders in Fox Film company against certain officers, ex-officers, directors and bankers of the company, including Fox Film, is now under way in the N. Y. Supreme Court. Suit is an outgrowth of the various financing deals had by Fox Film and has been pending for around 50 months.

Oppenheimer is an intervening plaintiff in the suit wherein Cleary and Fannie Lurie are supposedly acting for Fox Film beside themselves in this action. This makes Fox Film plaintiff and defendant in the suit at hand. The aim of the action apparently is to retrieve alleged financial losses supposedly incurred by Fox through the various financing deals.

The plaintiffs are represented through Attorney James F. Donnelly of the law firm of Olvany, Eisner & Donnelly.

Defendants in the action among others include Charles W. Higley, Oscar L. Gubelman, W. R. Sheehan, Charles B. Stuart, Saul E. Rogers, Harley L. Clarke, Matthew C. Bruhl, William Fox, Arthur L. La Roche, Samuel W. Fordyce, Walter R. Herrick, S. R. Burns, Murray W. Dodge, William E. Ingold, W. C. Michel, Ernest W. Niver, William W. Watson, W. S. Hammons, W. E. Green, Halsey, Stuart & Co., Inc., Fox Film Corp., Fox Theatres Corp., John F. Sherman and William E. Atkinson, receivers for Fox Theatres; General Theatres Equipment, Inc., and U. S. Senator Daniel O. Hastings, receiver for that company; Chase Securities and Chase National Bank.

John Sherman, named in the petition as receiver for Fox Theatres, has died since the suit was begun. Atkinson is no longer receiver for Fox Theatres. Several of those named are ex-officers of the Fox company.

## Film on Liveright's Life

Hollywood, Dec. 10. Metro is expected to close this week for purchase of 'Years of Invention' New York by Marie Hartline. It's said to deal with life of the late Horace Liveright, producer and publisher.

## GARGANOFF SCOUTING

Leon Garganoff, French producer, leaves New York by Marie Hartline towards the end of the week to pick up some talent for his next production, to be made in France.

Garganoff's first film, 'The Battle' is current at the Criterion, N. Y. No deal yet set for national distribution on the picture though deals are being discussed with Paramount and United Artists.

### Washington, Dec. 10.

Final official recapitulation of statistics in Census Bureau's first nationwide survey, made public today, show only slight change in total population. Other categories same as past compilation.

Corrected Government count shows nose-checkers carded 10,285 film, film-vaudeville, and legit-and-opera houses in the entire country during 1932 and reported total income of \$415,153,000. Revised figures show two more film-vaudeville houses with receipts of \$385,000 omitted in previous report. Other categories same as past compilation.

Amusement enterprises of all sorts numbered 29,737, increase of four during revision, and receipts totaled \$520,218,000, up \$721,000. No totals given in Government summary for park-pool-beach, race-track, or several other categories. Radio broadcasting likewise omitted from Federal recapitulation.

Recheck and break-down of employment statistics not previously available showed slightly over 83% of all theatrical workers are engaged by film houses, 12% in vaudeville, and remaining 5% in legit and op'ry.

These figures, published by classes of houses for the first time, show that film houses' pay burden amounted to \$7,453,000, which included \$67,000,000 for regular workers and \$4,442,000 for spare and substitute workers. Vode payroll reached \$10,805,000, including \$10,085,000 for regulars and \$282,000 for spares; legit and op'ry payroll was \$3,666,000, including \$3,467,000 for regulars and \$209,000 for spares.

Average number of men in time worked was 1,132 in legit; 5,030 in film, and 7,224 in film-vode. Part-time employees numbered 448 in legit, 11,698 in film, and 711 in film-vode.

Aggregate payroll of all forms of amusements reached \$117,387,000, with theatres accounting for \$83,422,000, billiard-pool-bowling establishments for \$7,483,000, dance halls for \$3,356,000, \$291,000 for skating rinks, and \$20,338,000 for other amusements.

## Move Up 'Curious Bride' At WB; William in Lead

Hollywood, Dec. 10. 'Cash' of the 'Curious Bride,' mystery yarn written by Eric Stanley Gardner, Ventura, Cal., attorney and producer, is now in the production at Warners next week. Picture was originally scheduled for January production.

Warren-William will be starred, Harry Kelly will assume the original role. It would mark Stone's first sound debut. Kelly was previously at Fox.

## PAR AND 'JAYHAWKER'

Tests Stone and Kelly in N. Y. for 'Film,' if Making

Paramount is interested in 'The Jayhawker,' Sinclair Lewis-Lloyd Lewis play, to the extent of having cameramen Fred Stone and Walter C. Kerr in two or three scenes from the play. Both men were in the cast of the show which ran but three weeks on Broadway. Tests were made in New York.

Kelly is now under contract to Paramount. He was in 'Madchen's Flats,' having started west last week.

If Par goes through on 'Jayhawker' it is presumed that both Stone and Kelly will assume their original roles. It would mark Stone's first sound debut. Kelly was previously at Fox.

# 20% CANCELLATIONS

## Film Firms Holler on Purity Seals As Affecting Pix in Foreign Lands

Several major companies are squawking on the purity seals regarding foreign distribution. Companies are forced to make cuts and alterations to conform with the rulings in the U. S. and must carry through these same changes and cuts for foreign trade, even though they may not be strictly necessary for the foreign markets.

Metro and Paramount are particularly peeved, pointing out that they are actually going in for double and triple censorship this way. Difficulty started on the Mae West 'Belle of the Nineties' pic. Paramount had to practically reshoot the film for the U. S., but wanted to send it out into the world as it. Hays said no, and carried the point despite all arguments.

Metro got involved in a slightly different manner. Company has been in the habit of frequently making shots and sequences differently for England and for the U. S., figuring on local tastes for the two versions. Hays office ruled that films going out must be uniform. M-G could not see it and fought, compromise being reached to the effect that they should make as many versions as they wanted, but that Hays office must see and pass on all of them.

Fight is still being waged, and flimsies are insisting on a showdown. Hays office angle is that no reason will be given outsiders for any finger pointing. Also a fear that opinion may get around the world that America is sending stuff to other countries that it can't use itself, which might wake up reformers in foreign lands and give them added excuse to fight the industry.

Another point that has been made is that there really is not much difference, since films are still up against censorship in various parts of the U. S. after the Hays office hands out its seals, but film producers argue that making films deemed objectionable to the American morals-watchers are not at all analogous to European minds, and indiscriminate lack of appreciation of these taints may result in a serious hurting American film sales abroad.

## MG GIVES IN, SAPOLIOING FORSAKING

Hollywood, Dec. 10. Metro has ordered 'Forsaking All Others,' the Joan Crawford-Gabi Montgomery picture, back to the cameras for retakes and a revamping to meet the requirements of Joe Breen's purty edit.

Soon walked on to Metro after several conferences on the picture at which studio execs reneged on making the called-for changes. Hays-exec refused a certificate of approval and left Metro the reformers of either appealing to the Hays board of directors or making the changes.

Studio decided to make the latter course. It was the first major scrap between Breen and a studio since he became head man on this Hays work.

**Re-elect Showman-Mayor**  
Ottawa, Dec. 10. Paddy Nolan made a runaway of the Ottawa mayoralty race for 1935 at the December municipal elections, polling a vote that put him back in the chair by a margin of 12,000. Nolan is one of the two exhibitors in Ontario to be re-elected for the coming year, the other being H. B. Wilton of Hamilton. Nolan owns three theatres in the Canadian capital.

## Rosy's N. Y. Labor Huddle

Washington, Dec. 10. Divisional Administrator Sol A. Rosenblatt will confer Wednesday (12) with members of his special New York City exhibitor-labor committee on proposed uniform regulations covering working conditions and pay of projectionists in metropolitan houses.

Conference held up by Rosy's protracted stay in Hollywood.

## PAR PRODUCERS ON % TO HELP PRUNE COSTS

Hollywood, Dec. 10. To stimulate frugality and cut production costs, new contracts between Paramount and its producers are all being made on a salary and percentage basis with the percentages depending on the cost of production.

William Le Baron, Louis D. Lighton and Lloyd Sheldon, on the renewal of their contracts, have received the sharing tickets.

Idea is that when the cost of a picture affects their earnings, producers will keep a close eye on the budget and will not indulge in cinematic extravaganzas when the pocketbook takes a beating.

## Botsford Par Story Head, Hubbard Joins Goldwyn as Producer

Hollywood, Dec. 10. In the reorganization of Paramount's scenario department, following the jumping of Merritt Lyndhurst to Sam Goldwyn in a production berth, A. M. Botsford takes over the department in addition to other duties as assistant to Emanuel Cohen.

Bogart Rogers, who was assistant to Hubbard, becomes scenario editor and will handle the assignment of writers and details in the connection. William H. Wright, previously assistant to B. P. Schulberg, goes into the department to relieve Botsford of the production details connected with the office.

## LOEW'S N.Y. CRITERION GOES ON BLOCK IN JAN.

Based on recommendations of Special Master John E. Joyce, order has been signed by Federal Judge Alfred C. Cox, having jurisdiction of the Par organization, permitting the Par trustees to bow out of the Criterion-Loew's New York property in Times Square, N. Y. Order was signed Thursday (9).

Understanding is that a foreclosure proceeding of the City Bank Farmers Trust Co., which has been plico-held for more than a year, will be carried out and the property placed on the block some time in January. The bank holds a \$4,000,000 mortgage, which is in default. At one time Adolph Zukor estimated the property to be worth \$12,000,000.

## MPTOA FOSTERS NEW TRADE MOVE

Would Double the 'Out' for Any Exhibitor Regardless of Any Other Restrictions and Conditions

NOW 10%

It is regarded as certain that the MPTOA will initiate a move to broaden the latitude provided in the trade for cancellation of pictures by exhibitors. The cancellation clause which will be sought, according to authoritative informants, is 20%. Presently the trade is allowed a 10% cancellation privilege.

Additionally the trade is allowed a cancellation privilege on any film bought and to which the exhibitor can prove moral animosity.

However, the MPTOA, national body, is held to figure that the 10% as allowed is surrounded by too many conditions. Coincidentally it may also be figured that the MPTOA has in mind a straight 20% cancellation clause which would include the moral angle, but MPTOA figures on seeking an outright 20% cancellation privilege without conditions or prejudice. This move, so far as known, will be keyed this week by Ed Kuykendall, president of the national body.

## CHURCH'S FILM DRIVE RENEWS

On Sunday (9) the Legion of Decency drive was extended and gotten under way in New York. Simultaneously the national drive of the Catholic Church in this respect also was dedicated on this day.

The New York end of the drive had been planned originally for October but postponed until this week.

It appears from the outside that the delay was occasioned by a desire by those in charge of the drive to have the New York end begin simultaneously with the national campaign.

The Catholic Church has decided to guide its pledges by a black and white list issued from time to time from Chicago.

## RUSHING 'COPPERFIELD' FOR N. Y. YULE OPENER

Hollywood, Dec. 10. In an effort to have the picture ready to open at the Capitol, New York, for Xmas, Metro is rushing completion and cutting of 'David Copperfield.'

If production can be shot through in time for the Broadway house, it will go in for a two or three-week run. General release date of the picture for the other key cities has already been set by Metro for the end of January.

## Pix a Tradesman's Aid

Hamilton, N. Y., Dec. 10. With Smalley's theatre closed since midsummer, in an operating dispute between Smalley Enterprises and Schine Enterprises, local merchants claim the lack of films here is playing havoc with Xmas trade.

Farmers in the district are skipping Hamilton for Oriskany Falls, Sherburne and Norwich, where there's entertainment as well as stores.

## Film Biz Again 'It' as a Political Football by Reformers, Legislators

### Rev. Deer with MPPDA

Kansas City, Dec. 10. Rev. Irvin E. Deer, executive secretary of the K. C. Council of Churches, has returned to accept a position with the Motion Picture Producers & Distributors of America, headed by Will Hays.

His new work will be in the public relations department. Rev. Deer has been here for the past seven years and has been active in the campaign for better pictures, especially for children.

## 1ST HAYS TABU ON ENG. FILM IS 'GWYNNE'

First important instance of Hays office refusing to sanction for exhibition in major circuit theatres in the United States of a foreign made film is 'Nell Gwynne,' which hasn't been able to get a purity certificate.

Picture was made in England by British & Dominion, and is owned for American distribution by United Artists. It was previewed at the Astor, New York, last summer, but has been held up ever since.

UA thinks it may be able to make some cuts in the film, which would make it acceptable to the American market, but Hays office thus far has shown a complete disinclination to discuss it one way or another further than saying that, as is, film cannot go out.

## Bankers Ogle Fox Studio Holdings, Rogers Ribs 'Em

Hollywood, Dec. 10. President and several directors of Citicorp National Bank paid a visit to Fox studio last night. Group is on a business survey of the country and Fox is one of their interests.

Party included Winthrop Aldrich, chairman of the board; H. D. Campbell, president, and Nelson Rockefeller Jr., Dr. B. M. Anderson and A. W. McCain, directors.

Bankers were entertained at the studio Wednesday night (5) by Winfield R. Sheehan. Will Rogers m.c'd, ribbing the money men. Other studio talent entertained. They left Friday (7) for the city of Phoenix and San Antonio.

## SCHULBERG EAST, NEW PAR PACT UNCERTAIN

B. P. Schulberg, reached New York Sunday (9) after winding up his contract as a producer for Paramount, his finale under last year's agreement being 'Behold My Wife,' starring Sylvia Sydney. It's now on general release.

With Schulberg's contract up and no known Coast negotiations started on a renewal, at the Par home office it could not be said whether the agreement will be reached with him, either as a producer or in some other capacity. He was former head of the Coast studio under Jesse L. Lasky.

Since going out of that post he has been producing product independently for Par release.

Ben Piazza Back in H'wood  
Hollywood, Dec. 10. Ben Piazza returns to Hollywood today.

From Washington and around the country exhibitor talk leads to under cover rumblings of a huge wave to be precipitated by reformers and squawkers against the film industry in the coming legislative sessions of Congress and in several states. It looks like the open season for the annual foray against flimdom in attempts by outsiders to make the industry the political football of politicians and reformers.

There is no secret in the trade that the Legion of Decency drive is offering support per se to these reformers and squawkers. Certain indie exhibitor complainants also are at the root of some of the impending trades.

So strong is the under cover stuff that almost the various contrivances to be attempted by the reformers is a possible Congressional investigation of the industry. Such an investigation is calculated to be only one of those expensive inquiries revealing little or nothing not already known.

The sweep of the squawkery that's expected through Washington channels covers about every aspect of the film business.

## PAR FINANCING TO COME UP LATER ON

Question of which banking house shall underwrite the securities of a reorganized Paramount is not expected to be decided until after the full Par board set up, at which time the complete directorate will take up. Understanding is that the underwriting will go to the bankers offering the best terms, with the market to be open to all underwriters wishing to put in a bid. Such a plan is possible and could in no way incur objections from any quarter where it might be felt that the reorganized Par company is showing favoritism on underwriting privilege and terms.

The underwriting need not necessarily be parceled out to one banking firm. In the past Kuhn, Loeb & Co. and Hallgarten & Co. have shared Par's private banking. That Hallgarten will be seriously considered, whether Kuhn, Loeb & Co. even puts in a bid for underwriting, is held more than likely with Maurice Newton, that banking house's head already one of the members of the Par board. Newton has been one of the members of the Par stockholders' protective committee since its formation.

Charles A. McCulloch, also a member of the skeleton board as set up so far, is a Chicago banker and close personal friend of John D. Hertz, now with Lehman Bros.

**SCHULBERG EAST, NEW PAR PACT UNCERTAIN**  
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## GENERAL THEATRES' REORG PLAN SOON

Present outlook on the General Theatres Equipment reorganization is that a plan will be presented at an early date. Such a plan very likely will call for the organization of a new company to acquire the assets of the old firm. A change of name in the company is likely, but not one so preferred issues so far as known.

Undoubtedly, there will be a new common stock issue for the new company in which creditors and shareholders will participate. There will be no preferred issues so far as known.

It is expected that there may be a new debenture issue to cover a possible bank loan for the new company.





# KILLING CHIMP-GIVE-AWAYS

## PAR, WALL ST., AND THE 'CHIMP CROWD'

Paramount and Wall Street are wondering about what the 'Chicago crowd' aims to do in the Par picture. Some see Attorney Leo Spitz in that picture. Also the Balabans and John D. Hertz.

The angle talked of has Spitz, who used to be a Par, working toward including himself, Barney Balaban and Lawrence Stern on the new company board.

## NRA TWICE CHIDES CONSOL. FILM LABS

Washington, Dec. 10. Consolidated Film Co. of New York and Fort Lee, N. J., was ordered by the National Labor Relations Board last week to reinstate several photo-gelatine printers who struck on April 8. Unless discharged workers get back their jobs the Blue Eagle will be snatched and an injunction will be sought.

Board ruled that Consolidated failed to conform with requirements of labor clauses in the new agreement. Recovery Act requires that the firm was to bargain in good faith with representatives of the employees. The sudden and final cessation of negotiations by the company was clearly a violation of its duty to bargain with the representatives of the employees.

On a second issue the board suggested that the company and the International Printing Pressmen's union try to reach an agreement as to re-employment of additional men whom the union contends were discharged in an effort to break up the organization. Board noted that since was effected and the firm now is employing more men in its commercial printing department than were employed in March, but that discharged workers had not been rehired. Both sides were requested to report within 10 days of steps taken to reach a mutually satisfactory agreement and board warned that if no understanding is effected another hearing will be called and a supplementary decision issued.

## Third Remake on 'Ramona'

Hollywood, Dec. 10. Fox has cleared the talk rights for 'Ramona' and will make the picture in the fall with John Stone as producer.

Picture has been made twice previously, originally in 1916 by W. A. Clune and again in 1926 by United Artists.

## 20% of Minn. Exhibs Sign Code Despite Allied

Minneapolis, Dec. 10. Despite the campaign the National Allied States has waged against the industry code, nearly 20% of the territory's exhibitors already have signed it, according to Mrs. Mabel M. Dietz, C. A. secretary here.

In excess of 200 out of approximately 1,200 exhibitors in the entire territory have signed.

## Film Engineers Meet

Hollywood, Dec. 10. Executive Council section of the Society of Motion Picture Engineers met Thursday night (13) for counting of ballots in annual election of officers of the branch. Will discuss preliminary plans for the annual spring convention of the SMPTE, which will be held here next May.

## Full Speed Ahead

Hollywood, Dec. 10. They'll have to speed up to get ahead of Eliza Newell. Sunday night (2) she was spotted by Al Johnson and Max Arnow, Warner caster, at the Frolics. Monday she was tested, Tuesday contracted, and Wednesday at work on the Johnson pic, 'Go Into Your Dance.'

## Bank Night Football Kicked Back Across CA Squad's Goal Line

Los Angeles, Dec. 10. Bank night controversy, covering four complaints not previously settled, has again been tossed back into the lap of the Code Authority. Appeals against the findings of the local grievance board early last week in the four cases remanded for rehearing by the authority, on the ground that the degree of competition was not clearly defined, have been sent east, which again acts as an automatic stay against the cease and desist orders entered.

Principal objector to the bank night verdict is E. West Coast, which contends that its San Palo, in Santa Paula, is not in direct competition with the complainant's theatre in Ventura, nine miles distant.

## L.A. GRIEFERS AGAIN RULE VS. BANK NITES

Los Angeles, Dec. 10. After three members of the L. A. zoning-clearance board had testified that the houses involved were all competitive, local griefers, at a hearing of four bank night cases remanded back by the Code Authority, sustaining their previous determinations by ruling that all four exhibs were in violation of the code of fair competition.

Rehearing was ordered to determine the degree of competition. C. A. holding that on the appeals to its testimony was introduced which indicated griefers had not fully brought out the facts as to competitive houses.

Bank night cases concerned exhibs in nearby towns.

## NRA Washes Up the 'Window-Washer' Case

Washington, Dec. 10. After mulling the proposal over since last June, the NRA on Friday (7) served notice on the film industry it is at ready to approve the 'window-washer' amendment over which heated controversy developed last spring. Protests, suggestions or objections must be submitted by Dec. 15.

Amendment, which would add new action to Article IV, Division C, Part 1, says: 'No exhibitor shall enter into any agreement, directly or indirectly, for services of the kind usually and customarily performed by theatre employees directly compensated by exhibitors, unless such agreement provides that no person actually engaged in rendering such services shall be employed under the lower standard provided for in this code; provided, however, that this provision shall not apply if the agreement for services was entered into in writing prior to the effective date of this amendment.'

Amendment caused fight between exhibitors and building maintenance firms of New York which had contracted to clean and service houses for prices which were based on wage scales substantially less than the minimum. Claiming agreement prohibited that if committed to pay their workers according to the standards they would be driven to the wall.

## FOLLOWS 2-PIX THREAT BY B&K

Anti-Premium Campaign Is Complete Reversal in Indie Exhibit Premium Vote —To Forestall Threatened B.&K. Double Feature Reprisal

## 90-DAY LEEWAY

Chicago, Dec. 10. Special meeting of all members called by the local Allied exhibitor organization last week to discuss the give-away situation and possibly reverse the earlier decision of the indie exhibs okaying premiums. Reversal was sought as a means of stopping the Balaban & Katz threat to shove double features into all its neighborhood theatres if the competing exhibs continue on their give-away spurge.

At the general vote on the give-away problem two weeks ago the circuits generally registered a no-premium vote. But in the indie ranks the no-premium forces failed to garner the necessary 75% vote. Out of some 287 indie operators in Chicago less than 30% voted to do away with premiums. In this balancing the premium companies conducted a whirlwind campaign while the anti-premium indies were not so thoroughly organized.

But at present it appears that give-aways are going to come along with the premium. Allied has taken (Continued on page 62)

## TALK AMERICAN FILM INSTITUTE

Washington, Dec. 10. Steps to organize all educational groups in support of a program to develop more satisfactory educational films were taken last week at a secret conference sponsored by the American Council on Education.

Led by Dr. George Zoork, former Federal Bureau Commissioner, a group of state and municipal educational authorities, Parent-Teacher executives, Motion Picture Research Council leaders, and Government executives held a two-day meeting behind closed doors to draft a statement of objectives for presentation to industry leaders some time in the future. Group hopes to arrange a joint conference to treat the matter out with producers.

Although few details of the group's stand were made public, it was learned that the major proposal under consideration involves formation of an American Film Institute, patterned after a similar British organization. Probably would be a cooperative venture with the education and education-jointly-supporting the plan.

Major concern of the secret conference was a method for insuring a better supply of films for school use. Educators complained that the industry does not appreciate the advantages of producing for instructional purposes and does not realize the extent of the potential school market.

Another proposal understood to have been brought up involved Federal assistance in the development of an adequate film library from which state and municipal agencies could either rent or borrow pictures for school purposes.

## FLU FLOORS MONTGOMERY

Hollywood, Dec. 10. Suffering from the flu, Robert Montgomery was out of Metro's 'Vanessa, Her Love Story' for three days last week. Company worked around the ailing player.

## Beaucoup Harmony

Hollywood, Dec. 10. Feeling that it hadn't quite covered the field with its previous 'Close Harmony' and 'Too Much Harmony,' Paramount has rounded the circle by titling the forthcoming George Raft-Bon 'Bernier' picture 'Stolen Harmony.'

It was originally labelled 'One Night Stand.'

## May Merge Stanley Co. of Am. Into WB Org., Save Taxes, Etc.

A meeting of Warner Bros. Pictures, Inc., stockholders may be called soon to merge Stanley Co. of America with the parent company, according to report from Wilmington, Del., where annual meeting was held yesterday (Monday). Such proposed merger, it was said, would be for the purpose of economy and savings, especially in matter of income tax returns.

Samuel Carlisle, comptroller of Warner, was elected a director at annual meeting to succeed John E. Saffey. Four other directors, whose terms expired, were re-elected.

## 3,000 EXTRAS CODED FOR ALL STUDIO CALLS

Hollywood, Dec. 10. Latest estimate is that not more than 3,000 extras will have qualified for studio calls under the NRA setup when the final draft is returned from Washington shortly after the first of the year. When the deadline for application was Dec. 1, the count was around 4,000.

Another two or three weeks work will be required by code clerks before the elimination process is completed. Strict adherence to the regulations will be followed in sorting out the eligibles. Merit system will be used in rating the mob, those of the most dire need and without other means of support getting first call.

## PAR WON'T SETTLE

Two Anti-Trust Suits Will Be Vigorously Fought

There is no intention on the part of the Paramount trustees to settle two pending anti-trust suits brought against the company prior to bankruptcy, on which claims amounting to \$10,000,000 have been filed. These are the Federal restraint actions by the E. M. W. Circuit of New England and the Moman theatre chain of Oklahoma.

Decision to attack both claims on the grounds they are not provable was reached following and without regard to the Edward Quitner anti-trust suit of \$5,100,000 on which settlement was recently reached for \$5,000. The Quitner action, brought about three years ago for triple damage on the grounds that Par had eased Quitner, an indie exhib. out of Middletown, N. Y., was on appeal following a verdict of lower court in favor of Par, when Par settled.

The Loew New England suit is the subject of a claim for \$5,099,000, while the Moman claim, predicated on pending anti-trust litigation, is put at \$4,900,000. Par trustees yesterday (Monday) were to file objections.

Another large claim is likely to be attacked by the Par trustees, on an E. M. W. Circuit motion for a bill of particulars from the Boston Met Corp., operating the Metropolitan, Boston, which put in a claim for \$2,500,000. The trustees want the suit broken down. It is understood to relate to overcharging for film and stage attractions booked by the Met, Boston.

## BENNY RUBIN'S 2-PLY PACT

Hollywood, Dec. 10. Benny Rubin has been contracted at Warners, calling for writing and acting both.

## INDIES TAKE WB B.O. BATTLE TO THE PUBLIC

Lancaster, Pa., Dec. 10. Indie grind men here are no little steamed up over the prospect of a League of Fair Play, which is being talked up along the Maine Line into Philadelphia.

Idea originated when Egyptian, Narbeth, Seville and Anthony Wayne houses, situated in suburban towns outside Phila, put up a fight about Warner B.O. holding back product from them. Pamphlet was shot out to Main Line theatregoers citing the alleged unfair tactics of the chain company and asking support of patrons in a fight to stay in business.

Hundreds of promises of support, both verbal and written, have been coming in, and with civic groups and asking support of patrons in a fight to stay in business.

Grind men say suggestions of League of Fair Play came from patrons themselves, and its main purpose is to force that the b.o. at the indies doesn't lag.

Local houses in indie class have the Warner B.O. competition to buck, too, with two WB films in one, one second-run, giving them a jumble.

## RKO Report Files Today (Tues.); Will Ask No More Fees

Neither the trustee nor counsel will seek any additional fees in the report, which is to be filed this morning (Tuesday) before Federal Judge William Bondy on behalf of RKO. Company is under Sec. 77B of the new Corporate Bankruptcy Act. It is expected, however, that the trustee and counsel will file a report for final fees to be sought after the presentation of the presently prepared document.

Counsel to the trustee is the law firm of Col. William J. Donovan. The report which will carry the sponsorship of the Irving Trust, trustee, is expected to be mostly a recapitulation of the company's history and business activity over the past few months. The report will also carry a probable analysis of claims against the firm together with whatever corporate shifts may have been made in the company and its subsides of late.

There has been some talk that both the trustee and counsel to the trustee were thinking of putting in an appeal for additional fees with the current report. However, since those fees which had been allowed are stated to be as yet partly unpaid, the counsel and the trustee want the figures straightened out before making any request for further allowances.

Undoubtedly there will be an appeal for additional interim fees as well as final fees in the situation.

## C.A. COSTS IN NOV. AVERAGED 16 A DAY

Film Code Authority disbursements for November were \$3,478. That's around \$10.00 per day but under the budget by \$488.

Total disbursements from Jan. 1, 1934, until Nov. 30 are \$181,498, or around \$700 per day, based on a six-day operating week.

## 'No More Ladies' Set As Crawford's Next

Hollywood, Dec. 10. Next for Joan Crawford at Metro will be 'No More Ladies,' adapted from the A. E. Thomas play.

Production will be handled by Irving Thalberg. No director assignment yet.



## Esso, Phil Baker and Scott Furs' Free Shows Murder Hub's B.O.'s

Hollywood, Dec. 10.  
Mae West has selected Paul Cavanaugh as her leading man in her next starrer for Paramount, 'Now I'm a Lady.' Picture is slated to get under way in January.

**'VEIL' \$8,000 IN  
SEATTLE; 'LIFE'  
\$5,400**

**'Monte Cristo' Holds 2d Wk. in B'ham Despite All**

**Estimates for This Week**  
Blue Mouse (Hamrick) (1,000; 240)—'Anne of Green Gables' (Rad

May amass \$3,700, so-so. Last week's 'Barretts of Wimpole Street' (M) and 'Charley Chan in London' (F) dual, \$5,600, great.

**'Love Me Tonight'** (Col) (6th week)  
Around \$4,000. Last week, same  
film, \$5,600, big.

Music Hall (Hamrick) (2,300;  
40)—'Imitation of Life' (U). M  
gross \$5,400, fair. Last week 'An  
of Green Gables' (Radio) star

Paramount (Evergreen) (\$1,250-35)—'Lemon Drop Kid' (Par) a

Boy' (Fox) and 'Menace' (Par) d  
With vanda, five days, \$5,100.

**'Monte Cristo' Holds 2d Wk. in B'ham Despite All**

last week and 'Monte Cristo' goes into the second week. That seems to show fairly well that the picture

**Estimates for This Week**  
Alabama (Wilby) (2,800; 30-35-40)  
—'Merry Widow' (MG). Chevalier

Ritz (Wilby) (1,600; 25-80)—  
'Count Mone Cristo' (UA (2d week)  
Nice, \$4,000 on holdover; last week

Empire (Acme) (1,100; 25)—'Desirable' (WB), light, \$1,600. Last

**PAUL CAVANAUGH IN LEAD**  
Hollywood, Dec. 10.  
**Mae West** has selected **Paul**

Picture is slated to get under way in January.





# Pittsburgh So Sorry

## 'College Rhythm' Fine \$12,000—Others Are 'Way Off

Pittsburgh, Dec. 10.  
Pre-holiday slump has already set in, and with a vengeance, too. It arrived immediately after Thanksgiving week-end, when business fell off to nothing, leaving last week's estimates, predicated on sensational week-end trade, all wet.

Nothing very cheerful in sight this session, so boys are simply folding their hands and waiting for the shoppers to get through, passing up the box office for the toy department. Lone ray of sunshine is the Penn, where "College Rhythms" should get around \$12,000 on the strength of Joe Penner's local popularity.

**Estimates for This Week**  
Davis (WB) (1,700; 25-35)—'Fls  
World War' (Fox). Started out lik

Alvin (Harris) (2,000; 25-40)-  
'Bachelor of Arts' (Fox) and stag  
show. Feeling the pinch, like the  
rest of them, but flesh and that love

scale will keep it around \$8,500, which is fair. Last week 'Marie Galante' (Fox) and stage show about \$10,500.

**Fulton** (Shea-Hyde) (1,750; 15-25-40) — 'Little Friend' (G-B). No interest in this one apparently, as slow getaway indicates no more than woebegone \$3,700. Last week

**Penn.** (Loew's-UA) (3,300; 25-35  
50)—'College Rhythm' (Par.). Je  
Fenner, who has always been dynam  
mite around here, can be credited  
with anything this one gets. Will  
\$12,000 isn't phenomenal, by any

Pitt (Shafer) (1,600; 15-25-35) in 'Against the Law' (Col) and 'Shows' unit. Pretty drab outfit, maybe \$4,200. Last week 'Fugitive Lady' (Col) and colored unit about \$5,100.

**Stanley (WB)** (3,600/-25-35-50)-  
'Imitation of Life' (U). Tear-jerker  
should get some femme trade in after-  
noon, but very little outside of that,  
that, with no chance of hitting about  
a sluggish \$8,000. Last week 'Fili-  
station Walk' (WB) around \$17,000 for  
seven days, excellent, and best  
straight picture takings since 'I Told

**Warner (WB)** (2,000; 25-40)—"Daddy's Girl" (WB). House, a twin-billed effort forced by distributor to play the one alone, and featured billing for Dizzy and Daffy Dean short won't over-

**Santa Claus in Reverse**  
**For Lincoln's B.O.**

Lincoln, Dec. 10.

Some may say there ain't no Santa Claus, but theatre ro doesn't believe it. Biz brutal an can't be said of the pictures elth with 'College Rhythm' (Stuart) an

for old fare.

Old Man Winter, to make the season merrier, blew about nine inches of snow from his beard, to which has the cars frozen up and makes radio the most prominent entertainment medium. With nothing but loss in sight for most spots.

the Orpheum gets 'Great Expectations' for a starter in the season's sluffing. Looks as if everyone, after this week and wisely too, will throw their garbage to the feed patrons.

At present, nothing is coming of the Cooper-Dent war in this section. However, the

**Estimates for This Week**

**Colonial (LTC)** (750; 10-15)  
'In Old Sante Fe' (Mascot) and  
'Lost in the Stratosphere' (Mona  
split. Due for \$500 fair. Last week  
'Six Day Dike Rider' (WR) although

Lincoln (LTC) (1,600; 10-15-25)  
"Anne of Green Gables" (Radio)  
Started poorly on an ad mixup, but

Warner (WB) (2,000; 25-40)—D. Barry (WB). House, a twin-billed forced by distributor to play the one alone, and featured billing for Dier.

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 Lost in the Stratosphere! (Monoc-

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"Anne of Green Gables" (Radio)  
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Started poorly on an ad mixup, but

# FROM BOSTON TO 'FRISCO they've taken "Anne" to their hearts!

"One of the most entertaining sentimental screen plays of the season... It sends Miss Anne Shirley straight on the path to stardom" —**Boston Daily Record**

"Seems destined to become a powerful rival to 'Little Women'" —**The Cincinnati Times**

"'Anne of Green Gables' is a show that will be universally popular."  
(AAAAA rating—meaning extraordinary.) —**Minneapolis Journal**

"I found my heart tugged this way and that by the pathos and humor of this offering." —**Kansas City Journal Post**

"It will be held over for the reason that it is so excellent and entertaining." —**Dubuque Telegraph Herald & Times Journal**

"I think 'Anne of Green Gables' is a better picture than 'Little Women'." —**Toronto Mail & Empire**

"Should play to packed houses." —**The Evansville Courier**

"A picture that proves a worthy successor to 'Little Women'." —**Terre Haute Tribune & Times**

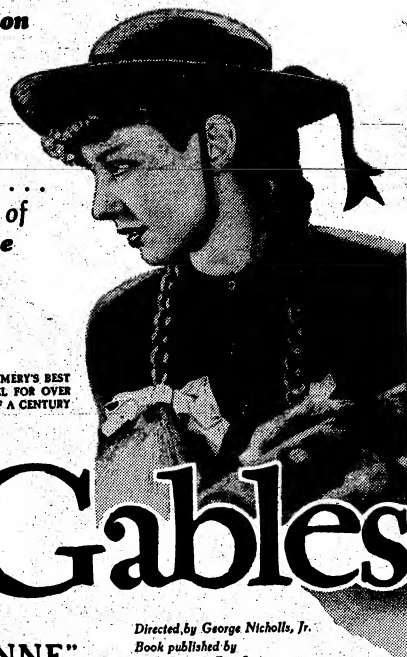
"The tugs at the heart strings are heavy." —**Cincinnati Enquirer**

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pride by  
RKO-RADIO

"An adaptation that surpasses 'Little Women' in appeal." —**Atlanta Constitution**

"Men and women alike wiped away unabashed tears." —**Boston Traveler**

"A picture sweet as a winter apple... has laughs, tears and plenty of interest." —**San Francisco Chronicle**



L. M. MONTGOMERY'S BEST  
SELLING NOVEL FOR OVER  
A QUARTER OF A CENTURY

# Anne of Green Gables

with ANNE SHIRLEY as "ANNE"

TOM BROWN O. P. HEGGIE HELEN WESTLEY  
Produced by KENNETH MACGOWAN

Directed by George Nicholls, Jr.  
Book published by  
L. C. Page & Co., Inc.





RKO-RADIO'S  
PRODUCTION OF  
TIMELESS GLORY

.... the treasured  
Christmas Gift to  
millions of patrons of  
hundreds of Key City  
theatres.

# Hep

More thrilling, more disturbing, more fascinating than ever... the screen's supreme star brings you the story that made Sir James M. Barrie great... the stage play that made Maude Adams famous... the romance that has touched the hearts of millions...

NOW THE PICTURE THAT CROWNS THE CAREER OF THE IDOL OF ALL AMERICA

Queen

SIR JAMES M. BARRIE'S

# THE LITTLE MINISTER

JOHN BEAL WITH ALAN HALE

DIRECTED BY RICHARD WALLACE ★ A PANDRO S. BERMAN PRODUCTION



## 'Drunkard' Looks Okay in London, But 'Greeks' Seems Too American

London, Dec. 1. At the Playhouse, Leon M. Lion produced another failure, 'Hedra', written by Henry Broadwater, who is stated to be a Jew. A usual triangle situation is elaborated into a quadrangle, and there ensues a lot of conversation about having the courage to live fearlessly, which gives an opportunity to discuss the real problem as it might be debated in a party made up of long-haired men and short-haired women.

Audience laughed in a number of places that were not designed to be funny, thereby adding one more to the list of this year's dramatic failures.

'The Drunkard' only opened at the Garrick theatre Nov. 28 after several negotiations at various spots in London. Show cost the promoters — Jack Haskell, Jack Waller and Max Bickson — \$4,000, with most of the money lost on the leasing of the Saville theatre, which was abandoned at the last minute. Opening pulled smart about town audience.

First part consists of some old-time acts for atmosphere. A. C. Astor, ventriloquist, acts as comper, and does a good job. The whole show is too long and had many walk-outs before the finish. With small overhead, show has a chance of making some money and is good for about eight weeks.

After a considerable provincial tour, 'The Greeks Had a Word for It' was presented at the Duke of York's theatre, the discrepancy in national temperament, the three gold-digging parts were rather well played, but some of the points in the dialog were too American to be understood.

Principal objection on the part of the censor was the scene where Jean is supposed to emerge from an adjoining room clad only in a fur coat. As the scene the actress was underdressed in discreet undies. Papers admit plenty of laughter, but not enough plot, giving the impression it is a farce. Doubtful if the place has sufficient appeal for the populace.

## LOEW'S LOSES GOLDWYN PICS TO SCHLESINGER

Johannesburg, Dec. 10. African Theaters (Schlesinger) has taken over the New York Sten pictures and two Eddie Cantor films from United Artists. Move has caused much conjecture in theatre circles hereabouts. Loew's house has been discovered to get and losing the four Goldwyn pictures puts the theatre on a spot. Information is that Sam Goldwyn made the deal himself with the Schlesingers.

Cantor films garnered by African theaters are 'Roman Scandals' and 'Kid Millions'. Sten films are the only due made by her Goldwyn, 'We Live Again' and 'Nana'.

## Clement Hobson's Jinx Still Busy; Second Fire

Paris, Dec. 1. Clement Hobson, English proprietor of French niteries, has had another bad break. His 18th century chateau on the Cap-Cadix road, not far from Deauville, took fire recently and burned all day. Damage is estimated at more than \$50,000.

Hobson was talking with the village priest until midnight, when he went to bed on an upper floor. At about 2 o'clock he was awakened by a noise below and roused the servants, who discovered the living room in flames. A burning ember had fallen from the fireplace on a rug and the draperies had caught. Blaze spread to the cellar, where more than 250 gallons of alcohol, stored in barrels, caught fire. This is Hobson's second fire this year. In the height of the Deauville season, Clro's, at the resort, which he owns, was burned out. He had several operations on his eyes during the past few years, too, and is now totally blind.

## 'LOUSY,' SAYS SIR BEN

Bottom Dropped Out on His Australian Grand Opera Biz

Sydney, Nov. 15. Mention grand opera to Sir Ben Fuller and then run. The Knight's 60th season in Melbourne is proving a big pain in the neck to him.

Opera, started off okay, but all of a sudden the bottom dropped out and, to use Sir Ben's own expression, was 'lousy'.

Troupe will come to Sydney next month, opening at the Tivoli, and Sir Ben does not know whether to say around and await results, or to beat it out of town to some quiet retreat.

Looks also thought 'Merry Malones' will not hit too high here after doing splendidly in Melbourne. Biz is now, although there is a possibility of a following. 'Wednesday' trade is down to a pretty low level. Show is booked in for eight weeks, with a return to pic policy then announced.

## France Again Calls For 10% Salary Tax On All Foreigners

Paris, Dec. 1. There's no keeping down that project to put a 10% tax on the pay of all foreigners employed in France. Passed once by the Chamber of Deputies and killed by the Senate, it has been revived in the 1935 budget project of the Flaminio Government. It is anxious to solve unemployment by driving foreign workers out of the country.

If it gets through, it would be a heavy blow to American film companies operating here, although less than it would have been last year, when it was first proposed, for in the meanwhile the filmers have made lots of progress towards employing Frenchmen wherever possible.

Article in bill now before the chamber reads: 'There shall be established for industrial and commercial enterprises employing foreign laborers a 10% tax based on the total salaries paid to them to foreign workers who have lived in France for less than 10 years, and in any case this tax cannot be less than five francs per day for each foreign worker so employed.' There are, however, clauses exempting firms from the impost in cases where the number of French workers is not sufficient.

Heads of departments do not count as workers, so that firms which just send Americans over to make the money — not spend it — cameramen and laboratory workers would be hit, however, among others.

Without waiting for this tax to be passed, the Government has taken a sock at foreign workers by ruling that no more workers' identity cards will be granted without proof that there is no Frenchman to fill the job. Old permits which expire—they are good for two years only—will be checked on the same basis, and in some cases cards will even be withdrawn.

## TIMBERG TO N. Y. AND BACK FOR OWN LEGIT

London, Dec. 1. Herman Timberg and company called for New York last Christmas with the family. Entire company returns here in January to appear in a Jack Waller show, which Herman Timberg wrote. While in New York Timberg will line up some talent for the show, and will also bring over Barbara Blair, who used to be in his act in America.

## Censorship Hurts 'Nana' At Australian B.O.'s

Sydney, Nov. 15. 'Nana' (UA) failed miserably at the Regent and comes off this week. Pic, originally booked for three weeks, is out after two at a low b. o. ebb. Heavy censorship killed any chance the pic may have had.

## Fox Appealing

Geneva, Dec. 1. Fox is appealing to the Swiss authorities against the banning of its war newswear film, which was shown here in the French version, titled 'La Grande Tourmente'. Changes may be made to overcome objections put in by the local German consulate.

Film ran in a German version all over Germany, but French version is a bit different, which brought forth the squawk.

## Cap., Sydney, Now In Black; Par Seen Desiring G-T Truce

Sydney, Nov. 16. Stated on good authority that Paramount's Capitol, Melbourne, is in the black at last. For years house has shown so much red that the boys were classing themselves as bulls.

Par has not yet reached a long term with General Theatres, but is understood to be working to more agreeable terms if possible. Maybe this will be clinched when Charles Munro returns here from N. Y. in January.

Par continues to supply the indie men on 1935-36 product and is all set for all releases, irrespective of G.T. in Sydney, Melbourne, Brisbane, Adelaide, Launceston, Hobart, Perth and Fremantle. Also says it will not allow G.T. to act as agents to supply product to anybody. G.T. strongly denies that it is buying films except for its own use and association, however.

Questioned as to whether Par would supply product to the group of men said to be interesting themselves in erecting a theatre on the site of the precincts, Sydney, in opposition to G.T., reply was given that the company would, but would hold specially for the Prince Edward. Recently a number of houses bought out Herbert's northern chain of houses. Par is reported as having a contract with Herbert's, which still has about 14 months to run. It was Herbert's, who were in G.T.-G.M. product in opposition to G.T. in Newcastle when the film war was on at its bitterest.

## 30 YANKEE COWBOYS IN AUSSIE ROUND-UP

Melbourne, Nov. 14. From the heat and dust of Texas, Arizona and Wyoming-to-the-rain and slush of Melbourne came 30-of cowboys and gals to show the locals how a wild west show should be staged. But the bronco-busters didn't just stare that so much rain would fall, so the show went on.

International Sports Promoters P.T.V. outfit that brought the bunch here, swallowed so much rain that they went into litigation without coping any gold from them that hills. Today, the he-men and women from the Zane Grey territory are finding it mighty hard to even get hardback from the chuck wagon. Claims have been filed against the promoters, but in the meantime the little doggie experts are figuring how they can get home again without having to swim the Pacific Ocean.

## Anti-Nazi Feeling Helps 'Rothschild' Biz in Milan

Milan, Dec. 1. 'House of Rothschild' (UA) has scored an astounding success at the Odeon Cinema, George Arlino acting being loudly applauded. It's the first time the Milanese have seen Arlino.

Political reasons have had a lot to do with the most important business pic in the world, Italian masses mostly disagree with Hitler's anti-Jewish campaign, and figure this film an opportunity to show it. Incidentally, nothing better in dubbing has ever been done in Italy before.

## Fox Gets Miracles, Paris Showcase, Away from UA's Local Chain Tieup

### Moscow Yiddish Art Takes On 'King Lear'

Moscow, Nov. 20. Shakespeare's 'King Lear' for the first time since written, will be presented in Yiddish by the Moscow State Jewish Art theatre during this winter season, which marks the fifteenth year of existence of that theatre.

Jewish theatre used nothing but traditional Jewish plays in the past. Theatre has some distinguished actors, including S. Michaels and A. Soudnik, and no figures on appearing out from traditional themes and embarking on classical plays.

Besides 'King Lear', which has been specially translated for the theatre by the Jewish poet G. Gorkin, a French vaudeville entitled 'A Millionaire, or Dentist and a Beggar' by Etienne and a new play by Mizandronev, 'The Well of Lamentation', portraying the struggle of man in his contemporary Palestine, are marked down for premieres for the season.

### TWO-STORY REVOLVING STAGE FOR MUNICH

Munich, Dec. 10. Claimed to have the first two-story revolving stages in the world, the National theatre has opened its winter season.

Stages, on which a swarm of workmen were busy until almost the day before the opening, has two stages resting one above the other on a turn-table, which permits both stages being revolved, or one at a time.

The foundations are set in a trough of concrete, 60 by 60 feet, resting on bedrock below the foundations of the theatre.

### INGRAM-MOLINIER JR. \$330,000 SUIT STARTS

Paris, Dec. 1. Rex Ingram, the judge, the lawyers, the experts and the witnesses staged a wordy free-for-all, almost reaching blows, at the opening hearing at Nice of Ingram's case charging embezzlement and abuse of confidence and involving \$330,000, against Cornigillon-Molinier Jr.

Ingram had made an impassioned speech to the court, in French, Me. Paul Weil, Molinier's lawyer, cracked: 'You're a good actor, you are.'

Ingram replied: 'Thanks, but you're better than I am, thereupon a bird in the back of the room said: 'Sure he is. Ingram hired him as an extra.'

Ingram from sale seven years ago of Ingram's holdings in the Victorine Studio in Nice. Molinier is accused of having faked a bill of sale for less than the actual sum obtained. Legal points involved are so complicated that the judge called 15-minute recesses from time to time during the hearing to rest his head.

### French Sup. Court Rules Exhibits Can't Double Up

Paris, Dec. 1. French Paramount company has succeeded in getting the French Supreme Court (Cour de Cassation) to rule that for an exhibitor to show a film in a theatre, even if it is not ordinarily a picture theatre, without the authorization of the distributor, is a misdemeanor.

An exhibit at Chablis showed a Paramount release in a private hall in 1932, in addition to the regular showing contracted for. Par prosecuted, and lower court sentenced the exhibit to a fine and damages. He appealed and Court of Appeals sided him again, making him instant legal notice of the judgment against him in newspapers twice the amount that the lower court had required. He carried his appeal to the highest court and lost again. This is important to the French trade, because it sets a precedent previously non-existent, to prevent doubling up of this type.

Paris, Dec. 1. 'Cutting in on United Artists' hookup with M. Uman'sky and the newspaper 'Intransigant', J. Carlo Bayetta has signed up the Intrin's film houses, Les Miracles, which Uman'sky operates, to run Fox pictures exclusively as long as the house continues in existence.

United Artists, which has always backed up with Uman'sky, previously announced a couple of months ago a sensational touch with the Intrin, through Uman'sky's taking over the Miracles theatre. It still has a contract to show United Artists films, but the other three Uman'sky houses—Lord Byron, Avenue and Aubert Palace, but there was a flaw in the hookup which permitted Fox to get in at the Miracles end.

Fox's contract provides that the theatre, which is eventually to be torn down to give more space to the paper's printing-plant, must function until next July at least, and after that Uman'sky is supposed to find another house to use as a Fox showcase. Uman'sky's contract with the newspaper requires him to give title 'Miracles' to his whole chain, and that theatre disappears, so as to perpetuate the myth which is derived from a famous old Paris slum square which once existed on the site of this present theatre.

Fox will inaugurate its rule of the 'Miracles' with 'Marie Galante', opening today (1). Fact that United Artists is short of films to put in the Uman'sky houses, and also that its two big recent pictures, 'Don Juan' and 'Daily Bread', pestered out rather sadly, probably has a lot to do with Fox's ability to crash in.

Further features of the contract Bayetta signed provide for the use of the Fox swarmer in all the Uman'sky houses when present newswear contracts expire, and reserves the Aubert Palace, boulevard theatre used by United Artists for second runs, for Fox's French-made on first run, whenever needed.

## NO HOUSE AVAILABLE FOR JOSY BAKER SHOW

Paris, Dec. 1. Success of 'Tol, c'est-Moi', operetta at the Bouffes Parisiens, stylized Josephine Baker, who had been hired to play in 'The Creole' at the Theatre de la Madeleine.

Rather than wait for the present run to end, Miss Baker asked Wilmet and Meucci, managers of the Bouffes, to find another house for her show. They found the Marigny and made a deal with Leon Volterra to put on 'The Creole' there, but Louis Verneuil and George Berr, whose farce 'School for Taxpayers' was running at the theatre, since early in the summer, kicked on the grounds that the gross is rising. Farce authors have written an open letter to Miss Baker asking her to lay off.

If she listens to the plea, she'll probably have to open her show in a house she and the managers consider inferior.

## HAWAII EXPECTS BOOM THIS YEAR

Hollywood, Dec. 10. Jay Whidden orchestra leaves next week for Honolulu to open at Young's hotel New Year's eve. This will be the first class entertainment on the islands have had in many years, and looks like the first for big social season drive for American visitors this winter.

## Walpole Back in July

Hollywood, Dec. 10. Hugh Walpole will return to Hollywood around July 15. He sailed for London from New York on Friday (7). Novelist, who had been writing at Metro, signed a contract to return to the lot on that date. Likely he will work on the book of his story 'Captain Nicholas', recently bought by the studio.

## American Filmmakers in France Figure Current Quota Status Satisfactory

Paris, Dec. 1. Local American filmmakers are feeling pretty good about the extension of last June's film quota decree for another six months, carrying it up to June 30, 1935.

"Small group of French producers headed by Chambre Syndicale, Charles Delac and Bernard Natan had been lobbying against the embargo, and this is the French Government's answer to them. It provides a total quota of 94 foreign dubbed films in six months, and maintains the other provisions of the previous decree."

"Most significant feature, showing friendliness of the government to Americans is that it is announced more than a month in advance. This had been requested urgently by American interests, who, please, say that they couldn't tell how to handle their business unless they knew the ruling."

Local protectionist interests believed until just before the decree was issued that the tariff would be drastically raised, embarrassing the importers. Decree maintains the duty at 35c a meter, where it was set last June.

Americans and the exhibitors and independent producers who are allied with them, would have preferred a decree for an entire year, allowing free entrance of foreign films. They will still fight for this, for example, in June. But meanwhile they are not kicking, and those who were worried that they might have to shut down at New Year's are breathing easy.

## NO POLITICS IN FRENCH 'REELS'

Paris, Dec. 1. High for France in newsworld censorship was set by a new order of Prefect of Police that all shots of politicians to which audience reacts in any way must be cut from film. Aronson is said to be the former Premier Gaston Doumergue got more applause from film audiences than the politicians who threw him out and who are now in power.

## POLAND REOPENS GATE TO WB AFTER APOLOGY

Warner Bros. is free to re-enter the Polish market, from which all product of the company was barred last June as a result of governmental displeasure over war pictures. Current film it felt cast unfavorable reflections on the country.

Worst offender was 'Life of Jimmy Dolan,' in which a gangster character was named Polish, that being the name of a Polish patriot. Several other WB pics similarly used Polish names indiscriminately. Now has been apologized according to word from the Polish Embassy in Washington, after apologies were made by WB, including an explanation that there never was any intent to injure Poland or hold it up to ridicule, and a promise to be more careful in the future.

## Best Anzac Pre-Xmas Pic Lineup in Years

Sydney, Nov. 15. Nice lineup of attractions playing all over Australia just now. Current roster is perhaps the finest pre-Xmas release seen here in years.

Those in the big money include 'Blossom Time' (B.I.P.), 'The Loves Me Not' (Fox), 'House of Rothschild' (U.A.), 'Thin Man' (MGM), 'Bulldog Drummond' (U.A.), 'Little Man' (U.), and 'The Cat's Paw' (Fox).

Pair biz also, for 'Change of Heart' (Fox), 'Such Women Are Dangerous' (Fox), 'Little Miss Marker' (Fox), 'Chu Chin Chow' (G.B.), 'The Worst Moves On' (Fox), 'Desert Song' (WB), 'Midnight Alibi' (WB) and 'Judge Priest' (Fox).

## ROADSHOW 'CLEOPATRA'

All Big Towns in Australia to Get It

Sydney, Nov. 16. Paramount is getting set to break "Cleopatra" in a big way all over Australia. Pic is due for release at the Prince Edward, Sydney, and Capitol, Melbourne. Road shows will be sent out on routes taking in all of the large towns in N. S. Wales, Victoria, South Australia, Western Australia and Queensland. John Kennerley, local boss for Par, is in charge. Reg Kelly has been appointed to handle all publicity and will be assisted by Hermann Flynn.

## France Bans Col's Kid Pic; Too Much Like War Subject

Paris, Dec. 1. Columbia's 'No Greater Glory,' which was to open today (1) at the Edouard VII showplace, has been banned by the French censor. All the censor stated officially is that he does not consider it opportune to show film at this time. Real theory seems to be that the film, which tells story entirely about kids, will excite French people about war and peace. French title is 'Comme les Grands' ('Like Big People') and idea is that spectators may get idea from the film that war is inherent in human nature, even in that of children.

Film was destined to replace 'Little Women' at the end of a seven months' record run. Probably 'Women' will be held a few days longer. 'No Greater Glory' is distributed here by a local outfit named Lux Films.

## Kelly Winds Up Tour; On Coast for Confabs

Hollywood, Dec. 10. Arthur Kelly, v. p. of United Artists, in charge of foreign distribution, arrived in Hollywood Thursday (6) following an eight months' tour of Europe, Asia and the Far East.

He will confer for several days with U. A. 20th Century and Walt Disney before leaving for the east.

## Mexico's 63d

Mexico City, Dec. 7. Town's 63d cinema, a de luxe 3,000-seater costing \$800,000, is being built on one of the main stems here by a Mexican syndicate headed by Emilio Azcarra.

House is scheduled to be inaugurated next July or August. It will have special ventilation and temperature regulating systems and will follow the Spanish Colonial in exterior design.

## Chambre's Problem

Paris, Nov. 27. One of the big questions on the program of the next general assembly of the French cinema Chambre Syndicale is where to get the coin to continue.

Chambre is said to require from \$30,000 to \$40,000 a year to run, and the revenue doesn't flow in so easily these days.

## 'Little Man' Clicks

Sydney, Nov. 17. Universal appears to have a solid hit in 'Little Man, What Now?' Pic is at the Liberty, Sydney, and looks like staying quite a while. Margaret Sullivan scored a smash in same house in 'Only Yesterday' and looks like doing a repeat with 'Little Man.'

## The Old Way

Madrid, Dec. 1. Miguel Fleta, a tenor, has found a new way to cut the hassles and get the cheers. Fleta, warbling in an operetta, 'Donna Francisquita,' wasn't going over well and the audience began razzing him. He suddenly stopped his song and walking to the front of the stage shouted, 'Viva Spain!' Crowd answered with a tremendous ovation and applause. He got along better after that.

## FRENCH WANT MORE FILM EXPORT BIZ

Paris, Dec. 1. French film interests are yelling at the new government to straighten out deals with foreign nations so as to permit them to export films more freely.

Arrangement between France and Italy has been suspended for two months, and therefore the French can't get anything into this Latin market, which is logically perfect for them.

They are also stymied on the German side, despite a reciprocal agreement, because the Reich won't let any money be sent out to pay for films bought. Also Germany is considering an import tax of more than \$8,000 a picture on all films brought into the country, which would kill the French, as well as everyone else. Trade negotiations are now on between French and Germany in an attempt to straighten these matters out, but meanwhile the industry is squealing.

## ARONSON-EHRENREICH SPLIT IN AUSTRALIA

Sydney, Nov. 15. Al Aronson, who came here with Max Ehrenreich to inaugurate Monogram here, left suddenly for America without hitting the mark in Australia.

Reported that following the failure of local Monogram production idea, Aronson tried hard to sell the same idea to a group of indie producers without result. Aronson had been here since last March trying to get set on finances for the Monogram production and distribution deal but became disheartened with many setbacks.

Internal trouble came up between Aronson and Ehrenreich, with an agreement finally cancelled between the two. At one stage it was certain that the setup would go through, but after Aronson returned from a trip to New Zealand complications set in, causing the deal to go flop.

Max Ehrenreich is remaining in Australia and is reported about ready to swing the Monogram distribution over. Cable said to be awaited from New York for a reply on a tieup with other local interests.

## 'Love' Opens Well

Sydney, Nov. 16. 'One Night of Love' was given the classiest preview ever presented in this city. Everybody important in musical literary and social circles present.

John McCurdy arranged the affair for Columbia.

## Another Colman

Sydney, Nov. 16. Eric Colman, brother of Ronald makes his pic debut here this week in Beaumont Smith's 'Splendid Fellows.'

Publicity boys playing up the fact that Eric is "a brother of Ronald."

Astrachan's O.O.C. Lipton Astrachan, Universal's manager in Tokyo, arrived in New York last Tuesday (4) for home office conferences. Expected to return to his post in two weeks.

## Biggest Production Set-Up to Date Gets Flotation Start in Australia

### WANTS ITS LAUGHS

Russia Gaggling Up Both Stage and Screen

Moscow, Nov. 19. Clamor for more light entertainment in theatres, cinema, radio, clubs and rest-homes has resulted in a step toward lightening of films thematics. A number of comedy films are included for production in the Film Trust's plans for this year, a few of which are almost ready for release.

'Jolly Boys,' directed by Alexandrov, who assisted Eisenstein in his American adventures, heads the list of comedy films. Although it is practically without any plot, it is a very bright film of a shepherd-artist's adventure among rural surroundings. 'Song of Happiness' is another recent one, which is very light.

## Moscow Filmmakers Go on Hunt for Original Yarns

Moscow, Nov. 18. Campaign has been started to draw the best writers and dramatists to supply scenarios for the production of films. Until lately the bulk of scenarios came from producers themselves. This with a few exceptions, now believed here to account for the low thematic quality of Soviet films.

Adaptations from classics should give place to original scenarios of high quality and artistic merit, according to the new motto of the film trust.

For the first time a volume of scenarios written by well-known writers for the cinema has been published here recently. It contains the script of 'Anka' by Katerina Vinogradsky, 'Hate and Love' by Ermolinskaya, 'Prisoners' by Nicola Pogodina, 'Smuggler of Friends' by S. Skitvel. All are sound films, text of which was highly praised by Soviet critics. Literary monthly magazines have also begun the publication of scenarios. Many of those published have already gone into production.

## Daughter of Brit. Tycoon New London Legit Angel

London, Dec. 1.

Phyllis Hill, daughter-in-law of Sir Enock Hill, mill-magnate and head of the Halifax Building Society, is the latest to invest heavily in show producing. Her first venture is 'For Eyes,' by Noel Langley, young South African whose play 'Quest for Cargo' just flopped in the West-End. Present production, due at the Shaftesbury theatre, deals with the love affairs of Prince and Princess.

There is a bankroll of \$50,000 behind this play. But this is only a preliminary to the formation of a big producing company which Miss Hill shortly intends to float, with a capital of \$250,000, to produce all types of shows, including musicals. Andre Charlot and Robert Jorgensen are understood likely to be on the directorate.

## Anti-Religious Plays Cause Trouble in Mex.

Mexico City, Dec. 7. Sacrilegious theatrical productions, which have popped up like mushrooms in many provincial sections, are meeting with vigorous opposition in several sections.

Comedy ridiculing religion, and making fun of priests, presented before a capacity audience in the Socialists' Hall at Merida, capital of Yucatan state, inspired a riot when an actor smashed the image of Christ. Players were mobbed and were saved from serious injury by police. Most of the audience were Socialists.

Sydney, Nov. 14. Plans are under way to float the biggest production organization ever attempted in Australia.

Unit will be known as Mastercraft Film Corp., with a stock issue of 20,000 preference shares and 50,000 ordinary shares at about \$2.50 each; 74,500 ordinary shares to be offered immediately for public subscription. Believed here that the stock issue will be fully subscribed within a short period, with production set to commence about next March.

Organization became incorporated Oct. 24. Directors include Hon. Ambrose Carmichael, former premier; Alfred Bezan, controller of a large chain of local theatres; Raymond Longford, film director, and Mel S. Lawton, g.m. of the Prince Edward, Sydney.

Prospectus states that unit will not proceed to allotment until 50,000 shares have been subscribed and paid for. Stated also that in the event of allotment failure application of monies will be refused to investors. Studio site, already under option, covers 15 acres, and is located a few miles up-river. It is the finest site procurable and contains natural layouts for pic work.

Building suitable for conversion into studio, is already erected on site and only requires sound-proofing. Purchase price asked is \$46,250. It is the director's intention to use, as far as possible, all-Australian gear, and arrangements have been completed to install Raycophone sound recording equipment. Cameras, however, will be imported from Bell and Howard. Local cameramen and technicians will be employed, but it is reported that Hollywood importations covering this sphere may follow later.

Raymond Longford will be chief director and has already selected two stories for immediate use. Longford directed the silent versions of 'The Sentimental Education' and 'Ginger Mick.' Later, he became associated with Eftie studios and assisted F. W. Thring in talker versions of 'His Royal Highness' and 'Harmony.' Local artists will be used as far as first, but importations from England and America will follow.

## BRITAIN NIXES BUNDLING PIC

London, Dec. 10.

Paramount has bumped into a heap of trouble here with 'Pursuit of Happiness' picture was completely banned for distribution locally, with a change of heart later to the effect that film can be shown if all the bundling and bed scenes are cut.

But since the film is centered around bundling and a shearing of that would leave practically no story company is no better off than it was in the first place.

## BIP Wants More Than 30G for 'Blossom Time' From RKO for U.S. Mart

London, Dec. 10.

British International has turned down an offer from Radio Picts in the U.S. for distribution of 'Blossom Time.'

Radio had offered B.I.P. a \$30,000 guarantee on the film against percentage for the U.S. rights but B.I.P. feels that money isn't sufficient.

## Delac's Russ. Pic

Paris, Dec. 1. Charles Delac, French producer, is to make a French version in Russia, based on a Tolstol story about Peter the Great. Petroff, Russian director, will meg.

This is the first French film to be made there and will be handled in France by Vandal and Delac and the Trust Cinecotelegraphique Europeenne, also a Delac concern.



**THE BELOVED  
MUSICAL HIT OF  
BROADWAY IM-  
MORTALIZED ON  
THE SCREEN BY  
WARNER BROS.!**

Only the makers of "42nd Street" and "Gold Diggers" would attempt it! Only the producers of "Dames" and "Flirtation Walk" could accomplish it! This triumphant picturization of the stage sensation which Broadway acclaimed for 63 capacity weeks!

The show that made "Here Am I"—"Why Was I Born"—and "Don't Ever Leave Me" famous!

Hear these and 9 other great hits including... "Lonely Feet" and "We Were So Young"

Travel the romantic road to yesterday in this glorious love story with all the comedy and color of the glamorous, amorous Nineties!

MERVYN LEROY'S first musical production since "Gold Diggers".

**DONALD WOODS · HUGH  
HERBERT · NED SPARKS  
JOSEPH CAWTHORN**  
... hundreds of others

**And Vitaphone's  
Great Xmas Shorts—**

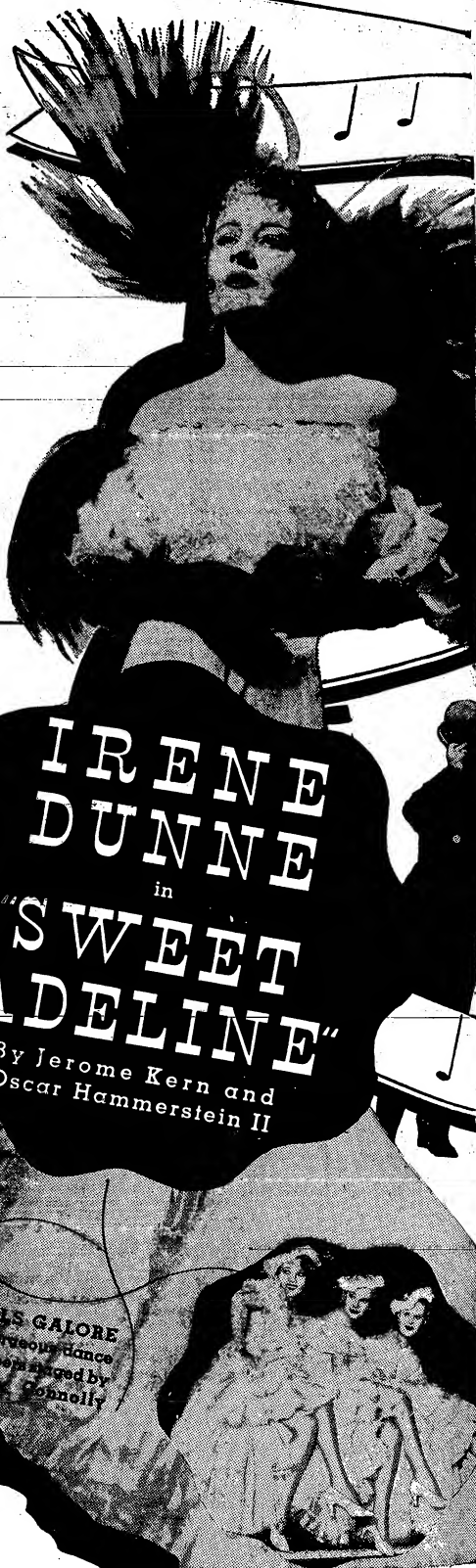
**"SHOW KIDS"**—2-Reel Technicolor  
B'way Brevity with All-Juvenile Dancing Cast.

**"BEAUTIFUL DAMES"**—A Merrie  
Melodie in Full Color with a Perfect Xmas Story.

**IRENE  
DUNNE**  
in  
**"SWEET  
ADELINE"**

By Jerome Kern and  
Oscar Hammerstein II

**GIRLS GALORE**  
in gorgeous dance  
number staged by  
Ruth Connolly







**PALACE, N. Y.**

Britt Wood with his pet harmonica next. His mellow chatter in licks type in good contrast to his expert playing. Third is Violent Carlson, a diminutive comedian who macks off everything comical from the minute she steps down from her pedestal, lifts her skirts and reveals her tiny feet in galoshes. "Carols" on the "Carols" and a "snack" diva also in her selections. A ballroom dance is used for a finish, with girl always on the verge of heading over the footlights. Three return calls and audience more cordial by this time.

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George Beatty first strikes as being a suave chatterer, but soon reveals this idea when he impersonates a drunken sailor. The Tattoe-e-Lady, his high agent, the Aristocrat, including six adagio teams, the Aristocrat, and the Aristocrat, are not blonde in the whole mob. Breaking up the stepping is robust Rita DeLano, who warbles a la Soph Tucker. Last flash has the males tossing their partners all around. This bit again recalls the dancing spectacle on the screen here.

Show runs a little over an hour. In being part from not compared to last week's show, it follows the usual Palace style, and suggests last week's good show and probably

**FOX, B'KLYN**

Going double feature for this week has left little room for a stage show and the result is only 20 minutes on the boards. Show is satisfactory as entertainment, even if it shrinks a bit to allow room for the two features on display.

As it is the running time of the whole performance is overboard, being three hours and five minutes. This is caused largely by the longish feature, 'First World War' (Fox), and 'Cheating Cheaters' (U). With a tieup effected with the American Legion, the house is drag-

Stage show is headed by Art Frank's act, cut down to the bone; Larry Taylor, singer; Llaezed troupe of acrobats and the Ben Nelson orchestra. One set stand throughout to hem in the band. It's in the shape of a barn or some such appropriate spot where a soldier's band might be playing, all the bandsmen being in uniforms currently.

They open the show with pop wartime tunes, one of the sax players doubling for a vocal bit that is impressive. Frank comes on for a bit or two and brings out his girl assistant, Vivian Seeley, who obliges with an acrobatic, returning later for the rhythm dancing challenge with Frank. Other than that there isn't much more to the Frank act on this unit show.

the-air, does two pop numbers effectively, picking a brace of numbers particularly suited to his voice. Liazee troupe of 12 acrobats closes with fast routine of formations and endurance. One man bears the weight of his 11 comrades.

House went into a double bill for only this week, returning Friday (14) to single features and a larger stage show. Business very good Friday night. *Char.*

## CENTURY, BALTO

Baltimore, Dec. 7.

A good stage show is being achieved without help of a single name act. Pic this week, 'Trendee' (MG), gets almost all the billing.

The Great Vacants, scintling octet of teeter-board bouncers, do as good a repertoire of stunts as this burg. They have opportunities to shine. The sole femme among 'em is easy on the eye.

Outstanding in act that presents all hands displaying a firm forte at one or another stunt. Turn about is fair play.

Jack Arthur, armed with WOR and NBC antecedents, unleashes a resonant baritone in the duce.

Carries man accomp at the key. He needs the mike he used, it being noticed that he drifted back some-

(Continued on page 22)

# Talking Shorts

Here comes the main weakness of this banal plot. The director, in his hands, has an attack of conscience and cannot lie. Thus the ending is happy. Terrific effort by Grandjean, who inserts a sequence of a young Ignatoff dying before a full squag, supposed to take place before Ignatoff's mind, fails to make anything convincing.

"Picture" is a vindication of newsy, who has had an extraordinary directorial career on the screen. His "Grandjean" is a very good, very fine film, characterized by superb photography and technical innovations, made in Central Europe. Then he came to France and made "The Squag".

(Continued on page 59)

# Talking Shorts

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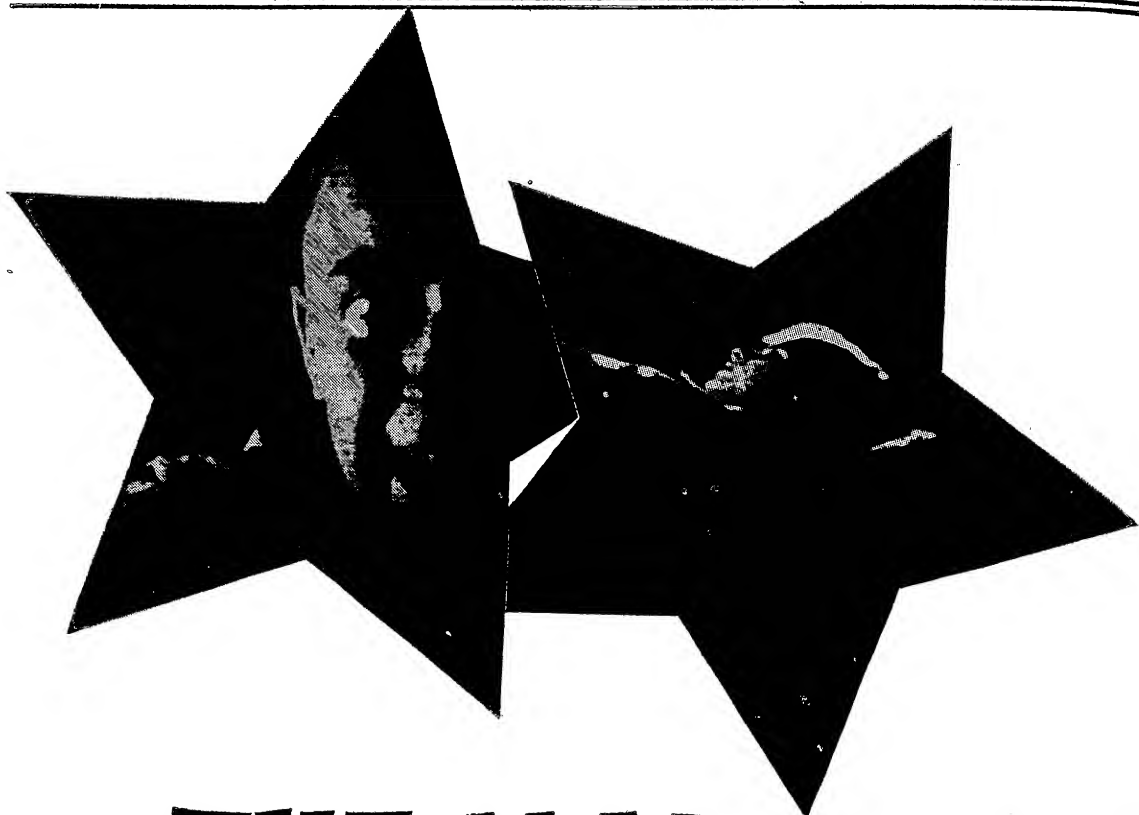
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# THE FIVE STAR ★★★★★ FEATURE

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# THE MARCH OF

A new kind of motion picture—from the dramatic story of our lives *today*—

THE MARCH OF TIME—each month, an event in the nation's theatres.

But in a *limited* number of theatres.

THE MARCH OF TIME franchise will be sold only on an exclusive basis.

It will bring a steady stream of customers, a new type of audience, to your box office.

A lot of them—

THE MARCH OF TIME has a loyal following (32,670,000) at your command.★

THE MARCH OF TIME is being advertised in magazines, and on the radio ★★★★★

THE MARCH OF TIME is new, different, thrilling.

We take pardonable pride in marching ahead of the leaders, in presenting to you—  
THE MARCH OF TIME.

FIRST DIVISION

Harry H. Thomas, President

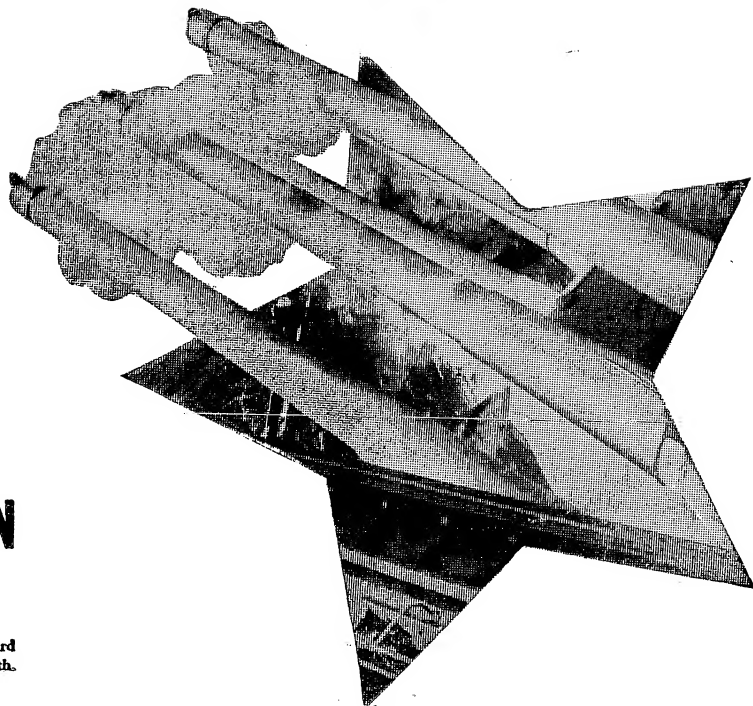
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# OF THE AIR—NOW ON THE SCREEN



# TIME



*Released by*  
**FIRST DIVISION**  
JANUARY, 1935

★ Dr. Daniel Starch survey, of October, 1934.

★★★★★ Listen in CBS, 9 o'clock Eastern Standard Time, next Friday night, December 14th.



# This ain't good English

But it's **GOOD NEWS...** these ***VARIETY*** BOX-OFFICE REPORTS ON "KID MILLIONS"

"SMACKO IN BALTIMORE! LOOKS LIKE \$22,000!"

"BIGGEST IN THREE YEARS AT RIVOLI, NEW YORK!"

"LOOKS HOT IN PHILLY! BEST BIZ IN TOWN!"

"SOCKO IN PROVIDENCE! TOPS EVERYTHING ELSE!"

"GREETED WITH CAPACITY IN BUFFALO! BIG DRAW!"

"A WHAM \$19,000 IN CINCINNATI!"

"TURNING 'EM IN AND OUT FIVE SHOWS DAILY IN NEW HAVEN!"

"STRONG \$7,500! HOLDING OVER IN PORTLAND!"

"BIG \$17,000 IN KANSAS CITY!"

"BEST PITTSBURGH WEEK IN YEARS! GETS \$17,500!"

**EDDIE CANTOR**  
"KID MILLIONS"



START YOUR NEW YEAR WITH A NEW RECORD!

It's easy! Date "Bright Eyes" on its release date... December 28th. Give the little girl the big campaign she deserves. Wake up on January 1st serene in the knowledge that you are starting the year right!



# SHIRLEY TEMPLE

in  
**BRIGHT EYES**

with  
**JAMES DUNN**

Produced by Sol M. Wurtzel

Directed by David Butler. Screen play by William Conselman. Story by David Butler and Edwin Burke

*in the words of*

*Variety Daily:* "Shirley Temple scores again in "Bright Eyes." Picture is a sure bet for feminine audiences, which means real box office sock."

*Showmen's Round Table:* "Little Shirley delivers again! A cinch for real big money. Shirley the sweetest draw in the business today."

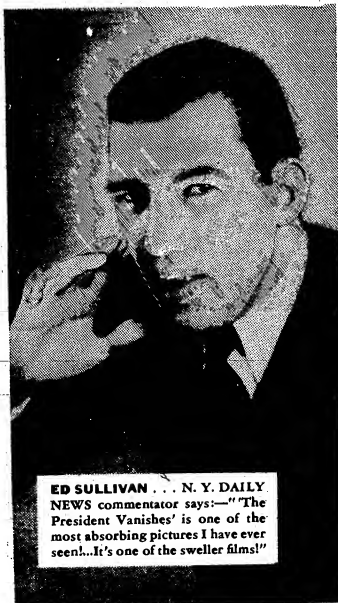
*Motion Picture Daily:* "This sure-fire attraction will draw in any locale. The type of film for which Shirley Temple customers are waiting."

*The Exhibitor:* "Ace attraction for the holiday period and afterwards. Estimate: Dough."

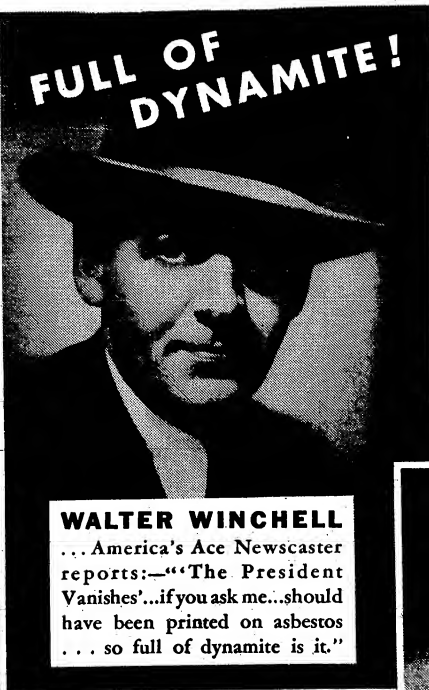
**FOX**



**FULL OF DYNAMITE!**



**ED SULLIVAN** . . . N. Y. DAILY NEWS commentator says:—"The President Vanishes" is one of the most absorbing pictures I have ever seen!...It's one of the sweller films!"

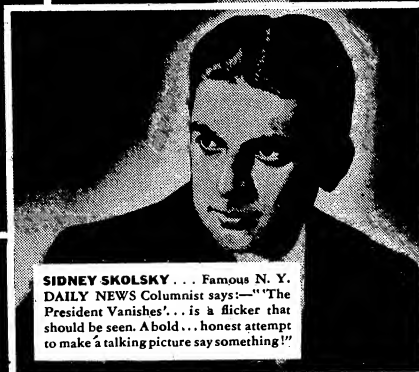


**WALTER WINCHELL**

... America's Ace Newscaster reports:—"The President Vanishes"...if you ask me...should have been printed on asbestos . . . so full of dynamite is it."



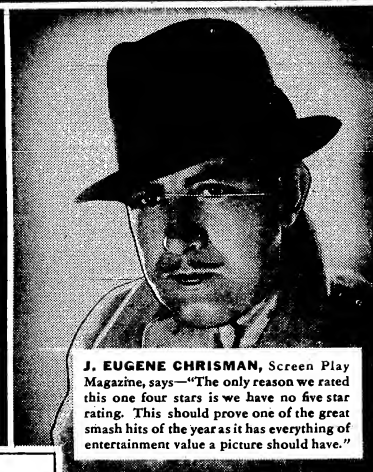
**KATHERINE DOUGHERTY** . . . Publisher of Photoplay reports:—"The President Vanishes" deserves the term sensational."



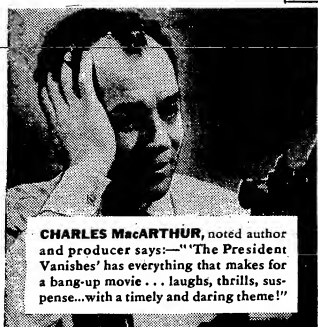
**SIDNEY SKOLSKY** . . . Famous N. Y. DAILY NEWS Columnist says:—"The President Vanishes" . . . is a flicker that should be seen. A bold . . . honest attempt to make a talking picture say something!"

# "The President Vanishes"

A Walter Wanger Production  
Directed by William A. Wellman  
A Paramount Release



**J. EUGENE CHRISMAN**, Screen Play Magazine, says—"The only reason we rated this one four stars is we have no five star rating. This should prove one of the great smash hits of the year as it has everything of entertainment value a picture should have."



**CHARLES MacARTHUR**, noted author and producer says:—"The President Vanishes" has everything that makes for a bang-up movie . . . laughs, thrills, suspense...with a timely and daring theme!"



... "The President Vanishes" remains the most violent, exciting . . . fearful film of this or any other season. For a truly thrilling and intelligent evening of rough-riding action, we give it our unqualified recommendation!"

—Liberty Magazine



**MOLLIE MERRICK** . . . Famed Hollywood Correspondent says:—"The President Vanishes" is an assured success...Put this picture on the list of films you just can't afford to miss!"



# U. S. Sup. Ct Review Of Fox-Muller (Minn.) Break for Exchanges

Minneapolis, Dec. 10. As result of action by the U. S. Supreme Court in granting a review to the local Fox exchange of the legality of the old standard contract signed by A. N. Muller, Maple Lake, Minn., theatre owner, Minneapolis film exchange still have a fighting chance to recover thousands of dollars in losses sustained because of breaches of contract by exhibitors in the territory.

When the case was tried in the district court, S. P. Hall, attorney for Muller, contended that the film contracts signed by the exhibitor were voided by the illegality of the compulsory arbitration clause contained therein and by the alleged fact that the standard contract resulted from a combination and a conspiracy among 10 large producers desiring to control the picture film business. The plaintiff argued that the invalidity of a single clause in the contract should not render the entire agreement void, but the lower court decided in defendant's favor. When Fox appealed to the state supreme court the latter body upheld the lower court verdict.

With all other film exchanges deeply concerned and interested in the cause they were holding numerous other breach of contract suits in abeyance pending the outcome of the Muller case, Fox carried the matter clear to the U. S. Supreme Court, petitioning the nation's highest tribunal for review of the litigation. This now has been granted and may result in an order for a new trial or the reversal of the state courts' rulings.

## GORE MUST REVA?? SUIT VERSUS BLUMEY

Los Angeles, Dec. 10. A. L. Gore must amend his complaint against A. C. Blumenthal before he can bring to trial charges of misrepresentation in a nearly stock commission agreement recently filed in Superior Court in which the plaintiff demands \$34,734.

Demurrer for Blumenthal, contending that several issues had been improperly joined in the complaint and that claims for damage were ambiguous, was sustained by Judge Charles L. Bogue. Gore has 15 days in which to reamend his charges against Blumenthal's explicit denials.

## RCA Patent Litigation

Los Angeles, Dec. 10. Charging infringements of receiving apparatus patents, Radio Corporation of America has trained a multitude of lawyers to conduct lawsuits against five local manufacturing concerns.

Named in the equity bills—as transgressing the De Forest, Balmain & Hill and Will McDerrett patents are: Custom Built Radio Manufacturing Company; Rawlins Radio Company; Peter Pan Radio Co.; Harold Bell Radio Mfg. Co. and Kelly Music Co.

Accounting and injunctions are demanded.

## Close-Up Club's Another Nat'l Theatre Org. on Way

Minneapolis, Dec. 10. On the heels of the organization here of the Variety club, a 'Close-Up Club', comprising theatre managers, managers—there will be augmented later by the addition of assistant managers and treasurers. The Minneapolis chapter is the second in the U. S. the idea having originated in San Diego, Cal. Charles Zinn and Will McDerrett were chiefly instrumental in getting the club here started. Cliff Gill is head of the press relations committee. Club rooms will be established and athletic and social events will comprise most of the organization's activities.

## SALVAGING WHITE ELEPHANT

Syracuse, Dec. 10. The Cardiff Giant has been a white elephant to the Syracuse Chamber of Commerce. Freak has been sub-leased to United Artists for a 10 weeks exploitation tour for "Mighty Barnum." The giant has been in storage since the last state fair for which it was leased by the Chamber.

## 'RUMBA' IN MIDAIR

Par's Hotcha, Halts for Repairing of Story

Hollywood, Dec. 10. Story trouble called a halt on Par's 'Rumba' Saturday with the company dissolved when it reported for work in the morning. Partial rewrite job is on the fire. Dance sequences will work today (10) but it is doubtful if the cast will get back into action before Wednesday.

## CAROLINA EXHIBS IN CONV. FEAR TAX RISE

Charlotte, Dec. 10.

Both North and South Carolina exhibitors face a possible tax rise. The theatre tax in N. C. is now 3%. However, there have been under cover legislative rumblings that this tax hasn't brought in the state's expected revenue and a 4% tax is being talked about.

There is no complaint by the exhibitors against such conditions but with the legislature aiming to heap additional tax burdens on the exhibitors—the local theatre situation is not promising. Exhibitors are currently here for their annual convention and there seems to be a well grounded purpose to unite and convince the legislators that any additional tax is too burdensome to place on theatres.

Keynote discussions on national and local legislation, the music tax, local theatre taxes, book booking, premiums, non-theatrical competition, and talker patent problems, were to be had here today (Monday) as filmfests' sounding board on all these subjects was shifted over the week end to the annual convention of the North and South Carolina MPTOA.

Guests and speakers were to include among others Ed Kuykendall, president of the national MPTOA body; Ed Levy, general counsel for the MPTOA; Dave Palfreyman, of the Hays office; Mrs. Pauline Griffith, secretary of the local Code board, and M. A. Schlesinger, president of General Talking Pictures (DeForest).

It was certain as the convention got under way that Charles Piquet would accede to the organization's persuasions and accept the presidency of the local body for an additional year. The Pinehurst, N. C. theatre man had intended to retire from active leadership of the local MPTOA, and came prepared to hand over the gavel voluntarily to some other possible successor. Last night leaders in the local MPTOA body were still trying to convince Piquet that he should run once again.

H. R. Berry, of Hartsville, is slated as first v.-p.; S. S. Stevenson, second v.-p.; Miss Ruth Hardin, secretary-treasurer.

The new board will comprise H. F. Kinney, E. Buchanan, J. F. Miller, Mrs. Kenneth Richardson, J. C. Schinbren, J. M. Gregg, Albert Sottile and W. B. Culpesper. Last named is a member of the N. C. legislature. Arrangements for the convention this year were under the supervision of the Jester, local theatrical charitable organization. Walter Griffith, v.-p. of the Jesters, headed the committee in charge.

Ed Kuykendall, head of the Motion Picture Theatre Owners of America, left Saturday (8) for Charlotte, N. C. to attend the annual convention of the M.P.T.O. of North and South Carolina. Three-day session opened Sunday at the Charlotte hotel.

Although Charles Piquet has indicated he doesn't want to serve as president again of the M.P.T.O. of Carolina, it is predicted he will be elected into office for another year.

David Palfreyman, theatre contact of the Hays office, also went to attend the Carolinian convention.

## Olmostad Takes Shorts

Los Angeles, Dec. 10.

Physical distribution of Beverly Hills Pictures' short product has been taken over by Ray Olmostad, in charge of Principal Distributing Co. here. R. H. Mitchell continues as head of Beverly, but not active in distribution.

## March Gets Garbo Lead

Hollywood, Dec. 10. Fredric March will have the male lead when Greta Garbo goes into 'Anna Karenina' in February. Tolstoy yarn will be produced by George Cukor directing.

## ROACH STUDIOS LOSE TAX DECISION TO GOVT

Washington, Dec. 10. Hal Roach Studios, Inc., lost a tax controversy with the Internal Revenue Bureau last week when the Board of Tax Appeals ruled that under revenue acts of 1926 and 1928 the firm's 'taxable year' means a 12-month period and required a full return despite change in the status of a corporation.

The dispute involved an asserted deficiency of \$7,879 in the producer's liability for the fiscal year ended July 31, 1929, and centered around an item of \$5,848 of the total. The Revenue Bureau was ordered to re-determine the company's liability.

The controversy grew out of the failure of either Hal Roach Studios or Hal E. Roach Studios to file a return covering the period from Aug. 1, 1926, to April 15, 1927, and the failure of Hal E. Roach Studios to file additional statements for fractional parts of a year. These questions were brought following a transfer of ownership from one corporation to the other.

The board, discussing facts of the case, noted that Hal Roach Studios, the subsidiary company, registered net losses of \$48,586, \$226,511, and \$29,905 in the years 1926, 1927, and 1927, and had net income of \$353,339 and \$69,016 in 1928 and 1929. Hal E. Roach Studios had net losses of \$4,437 from April 2, 1926, to July 31, 1926, and \$583 from Aug. 1, 1926, to April 15, 1927. Consolidated losses of the two companies were \$57,023 from April 3, 1926, to July 31, 1926, and \$226,511 from Aug. 1, 1926, to April 15, 1927.

## Comedy Teams Back to Work as Roach Reopens

Hollywood, Dec. 10.

Hal Roach studio reopened today, following a week of darkness, putting into work a Thelma Todd-Patry Kelly short to be followed tomorrow (11) with a Laurel and Hardy two-reeler.

Studio will have another batch of kids to its Gang. First of the new ones contracted is William Thomas, three-and-a-half-year old colored boy.

## Across St. Explosion Damages Stanley, Pitt

Pittsburgh, Dec. 10.

Stanley theatre damaged to extent of \$1,500 Thursday night when an explosion in a shop directly across the street rocked the entire downtown sector. Flock of prospective patrons were showered with broken glass at height of evening rush, but none seriously injured. Marble in front of Stanley was shaken loose, marquee was bent and several windows broken.

Many Pedone, cashier, had a narrow escape when a large piece of glass flew right by her head, and Edward Auth, doorman, had a similar experience. Explosion was attributed to a leaky gas line. Commanders of the fire department closed two doors away from Stanley, had all of the plate glass windows in its front broken, with the damage there being placed at \$500.

## Radio's Par Chain Deals

RKO Radio has closed important product deals with two of the Paramount theatre circuits—Sanger in the south and Mullin & Pianski in the New England.

Saenger contract covers around 50 theatres. M. & P. deal covers about 30 houses.

## SETTING TARZAN RELEASE

Los Angeles, Dec. 10. Ben S. Cohen, sales manager for Burroughs-Tarzan, Inc., planned last night (Sunday) for New York to arrange for distribution of company's first feature, 'Tarzan and the Green Goddess.'

Company is now en route to Guatemala, where most of the exteriors will be made.

## COL. EXPLOITER AT STUDIO

Hollywood, Dec. 10.

Ed Olmostad, exploitation man in Columbia's home office, arrived here Friday (7) for two weeks at the studio.

He will work on special advertising for 'Passport to Fame,' the Edward G. Robinson picture just finishing.

## Inside Stuff—Pictures

Warner Bros. was a little undecided about letting the striking Newark Ledger reporters and newsmen use the Mosque, Newark, for Sunday night's (9) benefit show. When first approached WB said the house could be had for \$100 and a deposit of \$25 was promptly paid. Then Warners backed out on the proposition but after some hemming and hawing decided the striking Ledger crowd could have the theatre and that it would cost \$350 and the coin would have to be put up in advance. This was done. Of the proceeds, 15% goes to the Actors' Betterment Association.

A total of 50,000 copies of a four-page throwaway on the entire Ledger matter, plus a bid to attend the benefit, were distributed in Newark in advance of the benefit.

Harold B. Franklin has withdrawn from association on 'Escape Me Never' play, starring Elisabeth Bernger, because it would have cost, according to some accounts, \$18,000 to \$20,000 weekly to operate. That's how the Theatre Guild and Arch Selwyn will be associated with C. B. Cochran in the American showing of that play. Franklin is accounted as having cabled Cochran for the privilege of casting minor players in New York but it is understood that Cochran insisted on shipping the full London cast intact. From the size of things it looks as if Franklin may have given up any idea of holding Bernger for a possible film chance through his own association, also.

In memory of his old friend and sponsor, J. J. McKoon last week sent out notices to several hundred friends of the late Jules Mastbaum inviting them to attend an anniversary mass which was celebrated last Friday (7) by the Rt. Rev. Mgr. Michael Lavelle at St. Patrick's Cathedral, New York. McKoon, a protégé of the late theatre magnate, has been doing this annually for the past eight years. Mastbaum, although not of the faith, was known in his HOLLAND as a contributor to Catholic charities and was a close friend of Philadelphia's Cardinal Dougherty, Mgr. Lavelle, and other high church dignitaries. A mass was also celebrated at the same time in St. Patrick's Cathedral in Philadelphia.

An order for a hearing on the fairness of certain provisions of the stock deposit agreement covering Paramount shares to be held Dec. 27 in conjunction with a general hearing on the Par reorganization plan, has been signed by Federal Judge Alfred C. Cox. Notice of the hearing have been mailed out to all creditors. Order for the hearing was granted on petition of the stockholders' committee consisting of Duncan A. Holmes, Barney Balaban, John P. Bickell, Gerald Brooks and Maurice Newton and included that the committee should publish notice of the order in New York, Chicago, Los Angeles and Montreal newspapers.

Actors and technical staff of Fox 'Scandals' are yelling over the deal made by George White on the production hours of the picture. Studio, remembering the overtime used up on the previous White 'Scandals', is allowing the producer to start work daily at noon, working eight hours and quitting at 9 p. m. Studio has learned that the producer had little respect for overtime costs and with the regular daily schedule running until late evening it is hoped that he'll be satisfied to quit at 5. Also gives White a chance to stay abed in the mornings, an incurable habit.

Studio will have another batch of kids to its Gang. First of the new ones contracted is William Thomas, three-and-a-half-year old colored boy.

Sheehan is said to have insisted on purchase, even if Fox had to dig deeper than usual, because Miss Gaynor, a costly star, had to be provided with a story.

Castling director of a major Coast studio, in his present post for several years, is continuing in his job on a month to month basis. Company execs explained a new policy prevented renewing his term contract which expired recently.

Situation is not to the liking of the caster, who is considering embarking in the agency business. When and if his agency plans are set he will give the studio execs a surprise by resigning.

R. E. Milliken, C. C. Pettjohn and Gabriel Hees, representing the Hays organization, were specially invited to take part in the National Conference on Crime which started today (Monday) in Washington and will continue through Thursday. Industry invited by the conference included Gen.-General Homer S. Cummings to attend the conference and submit a plan on how the screen can co-operate to prevent crime.

Karl Freund, Universal director, recalls that 10 years ago he was of the Tri-Ergon sound film patents by the three-Swiss-inventors for \$25,000.

One of Europe's ace cameramen at the time, Freund was in negotiation with the patentors for nearly a month, but finally decided to turn down the offer.

Four pix on the market with munitions angles. Par's 'President Vanishes' and U's 'The Man Who Reclaimed His Head' are majors with war-makers' angles. Sam Cummings' 'War Is a Racket' and Monte Shaft's 'Dealers in Death' are topical films with munitions slants.

When Edwin Justus Mayer's play, 'Children of Darkness', was produced, the Hays' office put a ban on the piece for pictures. Author has since cleaned it up for the screen and is now offering the play around the studios.

Planning an almost complete remake on 'Repeal', Metro has several teams of writers working on patching treatments. Plan is to use the PRESENT SUGGESTION that 'wet pump-up-the-box-office-appeal', with a minimum of camera work.

Warner Oland's new contract at Fox commits him to two 'Charlie Chan' pictures a year with options for a third. Otherwise, he is free to accept any engagement that does not conflict with the Chinese detective films.

First preview of Universal's 'Life Returns' will be in San Francisco where it will be shown for the official okay of Dr. Robert Cornish, scientist, whose experiments in the revivification of dogs is an important sequence of the picture.

Right after renewing his blanket contract with ERPI for sound equipment of the circuit Fox West Coast was requested to make similar contracts for all houses covering the electrical parts under lease.

John Breda, young seaman who rescued members of Fox Movietone's seaplane crew who flew to meet the S.S. Washington, is now employed in the New York office of the newswall company.

With George Raft out of 'Small Miracle', Par has decided to limit the budget on the picture to \$200,000 or under. Studio paid \$40,000 for the play.

The old man with the whiskers is  
going to put his arms around you

Dan, the Princess, the Colonel, Vinegar Puss, Happy and the whole Higgins family are going to help him start off your new year with the luckiest kind of a hit... Frank Capra's new production that drew unanimous raves from the New York critics, made Radio City Music Hall ring with excited cheers, and won a holdover week at the world's finest theatre! Play your hunch... book "Broadway Bill" December 27th... and be sure to set aside extended playing time! In the words of the Hollywood Reporter, "It's surefire, it can't miss!"

WARNER  
BAXTER

MYRNA  
LOY

# Broadway Bill

A FRANK CAPRA Production

by Robert Riskin

Based on the story by Mark Hellinger

with WALTER CONNOLLY—HELEN VINSON—A COLUMBIA PICTURE

RELEASED NATIONALLY—DECEMBER 27TH



# CALENDAR OF CURRENT RELEASES

## Harold Auten

Office: 1540 B'way, N. Y. C.

**Autumn Crocus** (British). Charming film from Anthony play, with female appeal. Dir. Basil Dean. 67 mins. Rel. Oct. 15. Rev. Nov. 5.  
**Blaue von Himmel**, Das (Ger.). Romantic romance. Martha Eggerst. Dir. Victor Janssen. 67 mins. Rel. Sept. 1.  
**End of the World** (Fin du Monde) (Fr.). Scientific dream based on Flammarion novel. Dir. Abel Gance. 67 mins. Rel. April 15.  
**Es war einmal ein König** (Once upon a time a king) (German). Musical romance with Lehar music. Martha Eggerst. Dir. Victor Janssen. 80 mins. Rel. Oct. 1.  
**Loyalties** (British). Drama from the Galsworthy play. Dir. Basil Dean. 70 mins. Rel. Oct. 15. Rev. Nov. 5.  
**Melo** (German). Sensitive study of psychological difficulties. Elisabeth Berger. 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. 84 mins. Rel. Sept. 1. Rev. Dec. 20.

## Chesterfield

Office: 1540 Broadway, New York, N. Y.

**Certain 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. 72 mins. Rel. June 15.  
**Fugitive Road**, An Austrian-Italian border story. Eric von Stroheim. Wera Engels, Leslie Fenton. Dir. Frank Strayer. 68 mins. Rel. July 1. Rev. Nov. 25.  
**One in a Million**, Department store background for a love story. Chas. Starrett, Dorothy Williams. Dir. Frank Strayer. 67 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 Hylan, Shirley Grey. Dir. Frank Strayer. 63 mins. Rel. July. Rev. Nov. 25.

## Columbia

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

**Among the Missing**, Wealthy old lady does as 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. Rev. Nov. 5.  
**Beyond the Law**, Tim McCoy as a railroad detective. Shirley Grey. Dir. D. Ross Lederman. 58 mins. Rel. July 20. Rev. Nov. 4.  
**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. Rel. July 20. Rev. Sept. 2.  
**Broadway Bill**, Race track story based on one of Mark Hellinger's yarns. Myrna Loy, Warner Baxter. Dir. Frank Capra. 30 mins. Rel. Dec. 8. Rev. Dec. 4.  
**Captain Hates the Sea**, The riotous nautical comedy of a mixed passenger list. Victor McLaglen, Wynne Gibson, Alison Skipworth, John Gilbert. Dir. Lewis Milestone. 80 mins.  
**Defense Rests**, Arthur, who defended gangsters. Jack Holt. June 25.  
**Fighting Ranger**, The Round-up of killers by a temporary frontier ranger and his brother. Buck Jones, Dorothy Revier. Dir. George Bixler. 60 mins. Rel. March 17. Rev. April 17.  
**Girl in Danger**, "Inspector Trent" story of a lost emerald. Ralph Bellamy, Shirley Grey. Dir. D. Ross Lederman. 61 mins. Rel. Aug. 23. Rev. Nov. 5.  
**Hell Cat**, The newspaper man takes a socialite, with an underworld angle. Robert Armstrong, Ann Sothern. Dir. Al. Rogell. Rel. June 15. Rev. July 15.  
**Hit Fix It**, Political fixer discovers he can't fix. Jack Holt, Mona Barrie. Dir. Roy W. Neill. 65 mins. Rel. Oct. 15. Rev. Nov. 25.  
**Jealousy**, Jealous prize fighter has a vivid dream while taking the count. Nancy Carroll, George Murphy. Dir. Roy W. Neill. 58 mins. Rel. Nov. 15. Rev. Nov. 5.  
**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. 15. Rev. Nov. 5.  
**Lady is Willing**, Investment victim kidnaps banker's wife. She falls in love with her captor. Leslie Howard, Blinn Barner. Dir. Gilbert Miller. 66 mins. Rel. July 24.  
**Man's Game**, Tim McCoy as a freeman. Dir. D. Ross Lederman. Rel. June 15. Rev. Oct. 15.  
**Men of the Night**, Romance of a detective. Bruce Cabot, Judith Allen. Dir. Henry French. 68 mins. Rel. Nov. 28. Rev. Dec. 4.  
**Most Precious Thing in Life**, Mother love on a college campus. Jean Arthur, Richard Cromwell. Dir. Lambert Hillyer. 67 mins. Rel. June 15. Rev. Dec. 4.  
**Name the Woman**, Politician and a girl reporter. Arline Judge, Richard Cromwell. Dir. Al. Rogell. 63 mins. Rel. Aug. 1. Rev. Dec. 4.  
**One Night of Love**, Romance of a girl star. Grace Moore, Tullia Craven. Rel. Oct. 15. Rev. Sept. 1.  
**That's Gratitude**, Theatrical man gets no thanks in farical romp. Frank Craven, Mabel Carlisle. Dir. Frank Craven. 67 mins. Rel. Oct. 15. Rev. Nov. 5.  
**Whom the Gods Destroy**, A man's cowardice allies him from society. Walter Connolly, Craig Chase, Boris Kenyon. Dir. Walter Lang. 70 mins. Rel. June 28. Rev. July 14.

## DuWorld

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

**Beat of Borneo**, Melodrama and animals. John Preston, Mary Stuart. 70 mins. Rel. July 15.  
**Blue Light**, (Arlan and Italian). Mountain romance among Italian Dolomites. Directed and starring Leni Riefenstahl. Dir. Phil Brown. 20 mins. Rel. Dec. 1.  
**Bride of Samoa**, South Sea featurette. Dir. Phil Brown. 20 mins. Rel. Dec. 1.  
**Dawn to Dawn**, Artistic rural story. Julia Hayden. Dir. Cameron McPherson. 35 mins. Rel. Jan. 1. Rev. Jan. 9.  
**Girl in the Case**, Comedy. Dir. Eugene Frenko. 60 mins. Rel. Oct. 1.  
**Lambert, Doctor**, Edgar Allan Poe thriller. Dir. Desmond Hurst. 70 mins. Rel. Oct. 15. Rev. Nov. 5.  
**Young Love in Poland**, with music. Dir. Kocza. 60 mins. Rel. Nov. 1.  
**Man Who Chased His Name** (British). An old Edgar Wallace yarn revived. Dir. Henry Edwards. 60 mins. Rel. Oct. 1. Rev. Oct. 23.  
**Norah O'Neale** (British). Irish yarn. Dir. Desmond Hurst. 70 mins. Rel. Oct. 15. Rev. Oct. 30.  
**Romance in Budapest** (Hung.). Franciska Gatz. Musical. 70 mins. Rel. April 16. Rev. Nov. 25.  
**Sword of the Arab**, Adventures of American cowboys in Arabia. George Durrell, Duncan Renaldo. Dir. Alfred Hitchcock. 60 mins. Rel. Sept. 1.  
**Tell Tale Heart** (British). Screen adaptation of the Charlotte Bronte classic. Colin Clive, Virginia Bruce, Allen Frazee. Dir. Christy Cabanne. Rel. Oct. 1.

## First Division

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

**Releases Also Allied**, Chesterfield and Monogram.  
**Certain Falls**, One-time famous actress uses her talents in an entirely novel role. Henrietta Crosman. Dir. Chas. Lamont. 67 mins. Rel. Oct. 1.  
**Fifteen Wives**, Three of a man's fifteen wives. Directed by his murderer. Convay Foster, Raymond Hatton, Natalie Moorhead, Noel Francis. Dir. Frank Strayer. 67 mins. Rel. July 1.  
**Fugitive Road**, Eric von Stroheim, Wera Engels, Leslie Fenton. 69 mins. Rel. Aug. 30. Rev. Nov. 25.  
**Girl of the Ligeris**, The famous Gene Stratton Porter classic. Marian Marsh, Ralph Morgan, Louise Dresser, Eddie Nugent. Dir. Christy Cabanne. 63 mins. Rel. Nov. 5.  
**Green Eyes**, Murder at a masquerade party. Wm. Bakewell, Shirley Grey, Charles Starrett, Claude Gillingwater. Dir. Richard Thorpe. Rel. July 1.  
**My My Dreams**, College life and college romance. Mary Carlisle, Eddie Nugent. Dir. Ray McCarey. Rel. Nov. 17.  
**Happy Landings**, Story of the U. S. air border patrol. Ray Walker, Jacqueline Wells. 63 mins. Rel. Sept. 1.  
**Eye**, Screen adaptation of the Charlotte Bronte classic. Colin Clive, Virginia Bruce, Allen Frazee. Dir. Christy Cabanne. Rel. Oct. 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 to obtain release dates as 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 these 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, and even though efforts are made to secure accuracy, Variety will appreciate the co-operation of all managers who may note discrepancies.

## Studio Placements

Hollywood, Dec. 10.  
**Ted Healy**, Ruckless; Metro.  
**William Bowers**, Avonlea Jackson, The Little Colonel; Fox.  
**Catalina Barrena**, Gilbert Roland, Luana Alcala, Soledad Jimenez, Celia Cruz, Anita Campillo, Julia Pena, Julieta Buys a Son; Fox.  
**Arthur Caesar**, screen play, Paramount; Metro.  
**David Burton**, directing "Princess O'Hara"; U. I.  
**Flora Harris**, screen play, Sam Taylor original; RKO.  
**Florence Rice**, "East River"; Fox.  
**William Haines**, scripting "Silim, WB.  
**Edward Arnold**, "Diamond Jim Brady"; U. I.  
**Edna Gordon**, writing staff on "Thalberg unit, Metro.  
**George Humbert**, "Dante's Inferno"; Fox.  
**Dorothy Gray**, "The Winning Ticket"; Metro.  
**Win Shaw**, Phil Reed, Hobart Cavanaugh, "Gypsy Sweetheart"; WB.  
**Mitchell Lewis**, "The King's Highway"; Pennier Pics.  
**Charles Coleman**, "Vanity Fair"; Pioneer.  
**Alfred Croeland**, directing "It Happened in New York"; U. I.  
**George Raft**, Lloyd Nolan, "One Night of Love"; Fox.  
**Jack Oakie**, Roscoe Karns, "The Milky Way"; Fox.  
**Max Sedgwick**, directing "The Milky Way"; Fox.  
**Seton I. Miller**, scripting "It Happened in New York"; U. I.  
**George Yohansen**, supervising, Ray McCarey directing and William Johnson scripting "Mystery Man"; Metro.  
**Fred Niblo**, Jr., adapting "Unknown Woman"; Col.  
**Maxwell Green**, screen play, "Milky Way"; Fox.  
**Kenny Schatz**, adaptation, "Two on a Tower"; Fox.  
**Kitty Carlisle**, "Walkie Wedding"; Par.  
**Robert Donat**, "Peter Ibbotson"; Par.  
**J. C. Nugent**, Burns and Allen, Joe Morrison, "Win or Lose"; Par.  
**Elliott Nugent**, directing "Win or Lose"; Par.  
**Harry Cording**, "Mystery of Edwin Drood"; U. I.  
**James B. Hays**, "Cape Cod"; Radio.  
**John Robertson**, directing "Cape Cod"; Radio.  
**Alfred Anderson**, screen play, "So Red the Rose"; Par.  
**Sherman Lewis** writing original on Col.  
**David S. Cobb** screen play, "You Hunt With Old Don"; Par.  
**Doris May**, Harry Clark, scripting "The Milky Way"; Par.  
**Ernest Pagano**, writing gags for "The Milky Way"; Par.  
**Alfred Berni**, Ferdinand Gottschalk, Claudia Coleman, "Once a Gentleman"; Col.  
**David Clark**, Russell Powell, Jules Cowles, George Lloyd, Martin Loback, "Caprice Espagnole"; Par.  
**Adrienne Morris**, Theresa Maxwell Connors, "Mississippi"; Par.  
**Victor Pott**, Harry Bernard, Jack Norton, Jim Welch, "Ruggles of Red Gap"; Par.  
**William Frawley**, Larry Crabbe, "Hold 'Em, Yale"; Par.  
**Rosemary Theby**, Henry Roquemore, "The Night of the Living Dead"; U. I.  
**Wings in the Dark**; Par.  
**Ally Clyde**, "McFadden's Flats"; Par.  
**Jack Mulhall**, "North Shore"; WB.  
**Busby Berkeley**, rehearsing chorus for "Coney Island"; U. I.  
**Blondie**, "Miriam Hopkins"; U. I.

**King Kelly**, Dance director and his girl dancing troupe swap contracts on way to Paris, and bring prosperity to a mythical Belgian kingdom with dance routines, etc. Romantic comedy with music. Guy Robertson, Irene Ward, Dir. Leonard Fields. Rel. Nov. 15.  
**Man from Utah**, John Wayne western. 62 mins. Rel. July 1.  
**Manhattan Love Song**, Two orphaned Parisian sisters, forced to work, change places with their servants who go 'society'. Dixie Lee, Robert Armstrong. Dir. Leonard Fields. Rel. May 30. Rev. Sept. 3.  
**Monsters**, The Willie Collins novel of the disappearance of a famous gang. David Manners, Phyllis Barry. Dir. Reginald Barker. 60 mins. Rel. Sept. 1.  
**One in a Million**, Romance of a department store employee and the boss' son. Dorothy Williams, Charles Starrett. Dir. Frank Strayer. Rel. Nov. 25.  
**Port of Lost Dreams**, A gun moll's past catches up with her after she has reformed and is happily married to a sea-faring man. Lola Lane, Bill (Green) Boyd, George Marion, Edward Gargan.  
**Redhead**, Romance of a disowned playboy son and an artist's model with past. Bruce Cabot, Grace Bradley, Burton Churchill, Regis Toomey. Dir. Melville Brown. Rel. Nov. 5.  
**Shock**, Shock world war victim unknowingly falls in love all over again with the wife he married before going to the front. Ralph Forbes, Gwenneth Gill, Munroe Owsley. Dir. Roy Poweroy. 66 mins. Rel. Aug. 1.  
**Star Packer** (Long Story), John Wayne, Verna Hillie. Dir. Hal Roach. Rel. May 15. Rev. Oct. 23.  
**Woman's Man**, Hollywood inside story. John Halliday, Marguerite de la Motte, Wallace Ford. Dir. Edward Luntz. 68 mins. Rel. Aug. 1.  
**Young Eagles**, Boy Scout adventures in wilds of Central America. Twelve episode serial. Dir. Harry Holt. Rel. July 1.

## First National

Office: 321 W. 4th St., New York, N. Y.

**British Agent**, Adapted from the novel about international spies. Leslie Howard, Phyllis Francis. Dir. Michael Curtiz. 68 mins. Rel. Sept. 10. Rev. Sept. 25.  
**Circus Clown**, The Roaring comedy under the big tent with a winsome romance wound into it. George Marion, Edward Gargan. Dir. Michael Curtiz. 70 mins. Rel. July 2.  
**Dragon Murder Case**, Philo Vance detective yarn. Warren William, Margaret Lindsay. Dir. Bruce Humphreys. 65 mins. Rel. Aug. 25. Rev. Aug. 28.  
**Flirtation Walk**, West Point story. Ruby Keeler, Dick Powell, Pat O'Brien. Dir. Frank Borzage. 95 mins. Rel. Dec. 1. Rev. Dec. 6.  
**Joe over Frisco**, Mystery melodrama set in San Francisco. Donald Woods, Betty Davis, Lily Talbot, Margaret Lindsay. Dir. William Dieterle. 70 mins. Rel. Sept. 10.  
**Gentlemen Are Born**, Four college boys battle the world. Franchot Tone, Jean Muir, Ann Dvorak, Margaret Lindsay. Dir. Alfred E. Green. 70 mins. Rel. Nov. 17. Rev. Nov. 25.  
**Happiness Ahead**, Window washer wins success. Dick Powell, Josephine Hutchinson. Dir. Mervyn LeRoy. 69 mins. Rel. Oct. 23. Rev. Oct. 30.  
**I Sell Myself**, Comedy about a fake fortune teller. Pat O'Brien, Ann Dvorak, Ray Collins, Dick Roscoe Karns. Dir. Robert Florey. 70 mins. Rel. Oct. 20.  
**Lost Lady**, A Willa Cather's story. Barbara Stanwyck, Francis McGrath, Ricardo Cortez. Dir. Al. E. Green. 68 mins. Rel. Sept. 25.  
**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 Franks**, The Comedy drama of the typical family stepping all over Ma until she turns and leaves them on their own. Alene MacMahon, Guy Kibbee, Allan Jenkins, Hugh Herbert. Dir. Al. Green. Rel. May 24.  
**Midnight Alibi**, Heart interest melodrama from Damon Runyon's "Old Doll's House". Richard Barthelmess, Ann Dvorak, Patricia Ellis. Dir. Howard Hughes. 68 mins. Rel. July 21. Rev. July 10.  
**Return of the Terror**, The Mystery drama with plenty of heart interest. Mary Astor, Lily Talbot, John Halliday, Guy Kibbee. Dir. Howard Hughes. 68 mins. Rel. July 17.  
**Side Streets**, Love drama based on an original story by Ann Garriek and Ethel Hill. Alene MacMahon, Paul Kelly, Ann Dvorak, Patricia Ellis. Dir. Howard Hughes. 68 mins. Rel. Aug. 21.  
**Six Day Bike Ride**, Thrills and spills in a bike race. Joe E. Brown. Dir. Lloyd Bacon. 69 mins. Rel. Oct. 20. Rev. Nov. 10.

## Fox

Office: 444 West 66th St., New York, N. Y.

**Baby Take a Bow**, The Fox child star comes through again. Shirley Temple, Bachelor of Arts. From John Galsworthy's recent novel. Tom Brown, Henry Kelly. Dir. Allan Croshaw. Rel. Oct. 15. Rev. Nov. 23.  
**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 1.  
**Caravan**, Romantic story based on "Gypsy Melody". Chas. Boyer, Loretta Young, Jean Parker, Louise Fazenda. Dir. Erik Chander. 102 mins. Rel. Sept. 15. Rev. Nov. 5.  
**Cat's Paw**, The Comedy done from a story by Clarence Budington Kelland. Harold Lloyd, Anna Merkel. Dir. Sam Taylor. 101 mins. Rel. Aug. 15. Rev. Nov. 5.  
**Charlie Chan in London**, Another detective yarn. Warner Oland, Dore Lynton, Mona Barrie. Dir. Eugene Forde. 79 mins. Rel. Sept. 14. Rev. Sept. 21.  
**Charlie Chan's Courage**, Another episode in the life of the Chinese sleuth. Warner Oland, Dore Lynton. Dir. Geo. Haddock. Rel. Aug. 15. Rev. Sept. 21.  
**Dude Racket**, Geo. O'Brien, Irene Hervey. Dir. Eddie Cline. 64 mins. Rel. Sept. 21.  
**East River**, Story revolving around an underwater tunnel. Edmund Lowe, Pat O'Brien, George E. Stone, John Halliday, Dir. Raoul Walsh. Rel. Dec. 7.  
**Elmer Norton**, Chair. Trevor, Hugh Williams. Dir. Hamilton MacFadden. Rel. Nov. 2.  
**First World War**, The Hitherto unreleased film from the archives of several governments. Lawrence Stalling. 77 mins. Rel. Nov. 23. Rev. Nov. 30.  
**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. 73 mins. Rel. July 13. Rev. July 24.  
**Handy Andy**, Wm. Rogers, Peggy Wood. Dir. David Butler. 61 mins. Rel. May 17. Rev. Aug. 1.  
**Hell in the Heavens**, Air story. Warner Baxter, Conchita Montenegro. Dir. John Blystone. Rel. Nov. 9.  
**Judge**, Based on the Irvin Cobb stories of down south. H. B. Walshall, Tom Brown, Anita Louise. Dir. John Ford. Rel. Oct. 8. Rev. Oct. 16.  
**Lottery Love**, Pat Patterson, Lew Ayres. Dir. Wm. Thiele. Rel. Nov. 9.  
**Loveville**, Musical romantic story. June 17. Rev. Nov. 9.  
**Audrey Hepburn**, Based on the play "The Taming of the Shrew". 101 mins. Rel. Nov. 6.  
**Marie Gallante**, Done from the novel of the same name. Spencer Tracy, Betty Hutton, Helen Morgan. Dir. Henry King. 90 mins. Rel. Oct. 26. Rev. Nov. 27.  
**Musical in the Air**, Gloria Swanson, John Boles. Dir. Geo. May. Rel. Nov. 20.  
**Peck's Bad Boy**, Based on the novel of the same name. John Boles, George Cooper, Thomas McElhann, Jackie Searle. Dir. Eddie Cline. 69 mins. Rel. Oct. 13. Rev. Oct. 27.  
**Purvis**, Romantic comedy. Original. Rosemary Ames, Victor Jory. Pert Serrano. Conchita Montenegro. 70 mins. Rel. Aug. 24. Rev. Nov. 27.  
**Servants' Entrance**, Janet Gaynor and Lew Ayres decide to spend their honeymoon earning their own living. George M. Cohan, Frank Lloyd. 90 mins. Rel. Sept. 7. Rev. Oct. 2.  
**She Learned About Sailors**, Navy romance in Shanghai and Los Angeles. 62 mins. Rel. July 6. Rev. July 21.  
**She Was a Lady**, Helen Twilveltes. Robert Young. Dir. John Blystone. Rel. Nov. 9. Rev. Nov. 23.  
**365 Nights in Hollywood**, James B. Dunn, Alice Faye, Mitchell S. Durant. Dir. Geo. Marshall. 77 mins. Rel. Oct. 12. Rev. Nov. 23.  
**Twenty-four Hours a Day**, Claire Trevor, Gilbert Roland. Dir. Hamilton MacFadden. 70 mins. Rel. Nov. 23.  
**White Parade**, The Loretta Young, John Boles. Dir. Irving Cummings. 89 mins. Rel. Nov. 15. Rev. Nov. 23.  
**Wild Gold**, Based on the novel of the same name. Helen Green. Dir. Geo. Marshall. 77 mins. Rel. June 8. Rev. July 31.  

(Continued on page 31)





# "THE NEXT SPEAKER—"

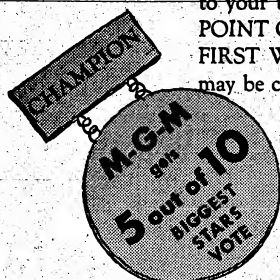
Mr. Kann, Editor of Motion Picture  
Daily will tell you about

## THE 10 BIGGEST MONEY-MAKING STARS!

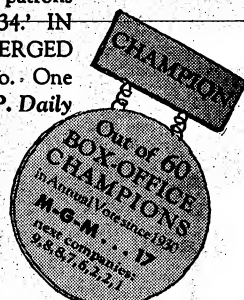
(Reprinted from Motion Picture Daily)

"9,000 independent exhibitors voting in Motion Picture Herald's 'Ten, Biggest Money-Making Stars', an annual poll conducted by that publication. The basis of the poll... a story of tickets sold, not opinions ventured. The ballots were limited to showmen without producer or distributor affiliation, direct or indirect. The question in each ballot was: 'Please list 10 players whose pictures drew the greatest number of patrons to your theatre from Sept. 1st, 1933 to Sept. 1st, 1934.' IN POINT OF COMPANY ALIGNMENT M-G-M EMERGED FIRST WITH FIVE. Next had two. Next had two. One may be claimed by both."

Kann, M. P. Daily



**PIN AN M-G-M  
MEDAL ON YOUR  
BOX-OFFICE!**



(And the next medal will be for "DAVID COPPERFIELD". Watch!)

# CALENDAR OF CURRENT RELEASES

(Continued from page 29)

**World Moves On.** The love story which covers a century. Madeline Carroll, Franchot Tone. Dir. John Ford. 104 mins. Rel. Aug. 31. Rev. July 2.

## Gaumont-British

**Chu Chin Chow.** Arabian tales in musical form. Anna May Wong, Fritz Kortner. Dir. Walter Forde. 95 mins. Rel. Sept. 15. Rev. Sept. 25.  
**Evening.** Musical dramatization of the Beverly Nichols novel Evelyn Laye. Fritz Kortner. Carl Lumbly, Alice Delvalle, Conchita Supervia. Dir. Victor Saville. Rel. Nov. 16. Rev. Nov. 20.  
**Jack Tracy.** Musical comedy with song and dance. Jack Hulbert, Nancy O'Neill. Alfred Drayton. Dir. Walter Forde. Rel. Sept. 15. Rev. Sept. 25.  
**Evergreen.** Musical adaptation from Cochran's stage production. Jessie Matthews, Sonnie Hale, Betty Balfour, Barry Mackay. Dir. Victor Saville. Rel. Jan. 3, 1935.  
**Iren Duke.** The drama based on Duke of Wellington at Battle of Waterloo. George Arliss, Elaine Terris, Gladys Cooper, A. E. Matthews, Allan Ayresworth. Dir. Victor Saville. Rel. Jan. 3, 1935.  
**Little Friend.** Drama of a child's devotion and influence. Nora Pileam. Dir. Berthold Viertel. Rel. Oct. 16. Rev. Oct. 23.  
**Man of the Sea.** Irish story with preponderantly beautiful photography. Dir. Robert Flaherty. 70 mins. Rel. Oct. 15. Rev. Oct. 22.  
**Pewee (Jew Suss).** Dramatization of Stern Feuchtwanger novel. Conrad Veidt, Benita Hume. Dir. Lothar Mendes. 106 mins. Rel. Oct. 1. Rev. Oct. 22.  
**Princess Charming.** Musical comedy in a mythical kingdom. Evelyn Laye, Yvonne Arnaud, George Grossmith, Max Miller. Dir. Maurice Elvey. Rel. Jan. 1935.

## Liberty

**No Ransom.** From Damon Runyon's "The Big Miltie". Lela Hyams, Phillips Holmes. Dir. Victor Saville. Rel. Sept. 15. Rev. Sept. 25.  
**Once to Every Bachelor.** Honey-moon with a hired bride. Marian Nixon, Neil Hamilton. Aileen Pringle. Dir. Wm. Nigh. 72 mins. Rel. Dec. 13.  
**Take the Stamp.** Story of a columnist. Jack La Rue, Thelma Todd, Gall Patrick. Dir. Phil Rosen. 78 mins. Rel. Sept. 11. Rev. Sept. 25.  
**Two Heads on a Pillow.** Matrimonial warfare. Neil Hamilton, Miriam Jordan. Dir. Wm. Nigh. 78 mins. Rel. Oct. 2. Rev. Oct. 3.  
**When Strangers Meet.** Drama of a woman's life. Constance Colwell, Arline Judge. Dir. Wm. C. Cabanne. 73 mins. Rel. Nov. 20. Rev. Nov. 20.

## Majestic

**Night Alarm.** The newspaper story with a reporter winning the city-boss daughter. Bruce Cabot, Nina Foch, H. W. Warner. Dir. Spencer Bennett. 63 mins. Rel. Sept. 22. Rev. Oct. 2.  
**Scarlet Letter.** The Hawthorne's dramatic classic. First sound filming. Colleen Moore, Edna Albert. Dir. Robert Vignola. 70 mins. Rel. Sept. 22. Rev. Sept. 25.  
**She Had to Chase.** Texas girl goes to Hollywood and back again. Not a studio story. Sally Roper, Larry Crabbe. Dir. Ralph Ceder. 62 mins. Rel. Oct. 1. Rev. Sept. 25.

## Mascol

**Crimson Romance.** Two lads, one American and one German, find that hardie Albricht, William Bakewell, Erich von Stroheim. Dir. David Howard. 87 mins. Release. Rel. Sept. 15. Rev. Sept. 25.  
**Young and Beautiful.** Story of a press agent who builds his sweetheart to stardom and nearly loses her. William Haines, Judith Allen, Joseph Cawthorn, Vampas Baby Stars. Dir. Joseph Santley. 63 mins. Rel. Sept. 1.

## Metro

**Studies: Culver City.** Rel. Oct. 16.  
**Barretto of Wimpole Street.** Based on the play by Rudolf Besier. Norma Shearer, Charles Laughton. Dir. Sidney Franklin. Rel. Sept. 21. Rev. Oct. 2.  
**Biography of a Bachelor Girl.** Based on S. N. Bertram's successful play. "Biography." Hal Arning, Robert Montgomery. Dir. E. H. Griffith. Rel. Oct. 28.  
**Chained.** Joan Crawford in love with two men. Clark Gable, Stuart Erwin. Dir. Charles Brabin. 78 mins. Rel. Oct. 16. Rev. Sept. 25.  
**Death on the Diamond.** Murder in the big leagues. Based on the novel by Cortland Fitzgerald. Robert Young, Ted Healy, Madge Evans. Dir. Edward Sedwicz. 68 mins. Rel. Sept. 15. Rev. Sept. 25.  
**Evelyn Prentice.** District attorney's wife saves a girl wrongly accused of her own crime. Wm. Powell, Myrna Loy. Dir. Wm. K. Howard. 73 mins. Rel. Aug. 23. Rev. Sept. 25.  
**Girl from Missouri.** The small town girl lands her millionaire. Jean Harlow, Franchot Tone, Lionel Barrymore. Dir. Jack Conway. 65 mins. Rel. Aug. 23. Rev. Sept. 25.  
**Have a Heart.** Jean Parker as a crippled little doll-maker. Spencer Tracy. Dir. David Butler. Rel. Sept. 7. Rev. Oct. 23.  
**Hide Out.** The gangster goes rural and reforms. Rolt. Montgomery, Maureen O'Sullivan. Dir. W. S. Van Dyke. 74 mins. Rel. Aug. 24. Rev. Aug. 28.  
**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 Lubitch. Rel. not set.  
**Murder in the Private Car.** Mystery thriller with most of the action on a train. Charles Laughton, George Merrick. Dir. Harry Beaumont. 60 mins. Rel. June 23. Rev. July 10.  
**Operator 43.** Based on the last novel of the late Robert W. Chambers. Barton MacLane, George Cooper. Dir. Richard Boleslawsky. 68 mins. Rel. June 8. Rev. June 28.  
**Outcast Lady.** Based on a novel by Michael Arlen. Constance Bennett, Herbert Marshall. Dir. Robert Z. Leonard. Rel. Sept. 23. Rev. Oct. 2.  
**Painted Veil.** Based on the novel by Somerset Maugham. Grete Garbo, Herbert Marshall. Dir. Richard Boleslawsky. Rel. not set.  
**Parle Interlude.** Based on the play "All Good Americans," by S. J. and Laura Perelman. Otto Kruger, Madge Evans, Robert Young. Dir. Edwin J. Marin. 73 mins. Rel. July 27.  
**Stamboul Quait.** Spy story. Myrna Loy, Geo. Brent. Dir. Sam Wood. 85 mins. Rel. July 17. Rev. July 17.  
**Straight is the Way Released.** convolt story. Franchot Tone, May Robson. Karan-Morley. Dir. Paul Sloane. 60 mins. Rel. Aug. 10. Rev. Sept. 3.  
**Student Tutor.** Musical comedy about college boys on a European tour. Charles Butterworth, Dick Durando, Max Baer. Dir. Charles Reisner. Rel. Oct. 12. Rev. Oct. 16.  
**Treasure Island.** The Stevenson story. Wallace Beery, Jackie Cooper, Lionel Barrymore. Dir. Victor Saville. 109 mins. Rel. Aug. 27. Rev. Aug. 28.  
**What Every Woman Knows.** Based on the play by Sir James M. Barrie. Helen Hayes, Brian Aherne. Dir. Gregory La Cava. Rel. Aug. 19. Rev. Oct. 23.

## Monogram

**Studies: 6048 Sunset Blvd., Hollywood, Cal.** Rel. Oct. 16.  
**Girl of the Limberlost.** A. Gene Straton-Porter story. Marian Marsh, Ralph Morgan. Dir. Christy Cabanne. 69 mins. Rel. Oct. 15. Rev. Nov. 13.  
**Happy Landing.** Story of the U. S. air border patrol. Ray Walker, Jacqueline Wells. 52 mins. Rel. Aug. 28. Rev. Aug. 28.  
**Hoaxer.** The Charlie from Robert Herrick. Dir. Reginald Barker. Rel. Aug. 28.  
**John Eyre.** Charlotte Bronte's classic. Colin Clive, Virginia Bruce. Dir. Christy. 65 mins. Rel. Aug. 15.  
**Kitty of the U. S.** E. S. Vande, Irene Warner. 66 mins. Rel. Sept. 15.  
**Loudspeaker.** The Radio comedy. Ray Walker, Jacqueline Wells. 67 mins. Rel. June 1. Rev. Aug. 14.  
**Meantime.** The Willie Collins story of disappearance of famous gang. David Manners, Phylla Barry. Dir. Reginald Barker. 60 mins. Rel. Aug. 20. Rev. Sept. 25.  
**Money Means Nothing.** Wallace Ford, Gloria Shea. 70 mins. Rel. June 15. Rev. July 17.  
**Randy Rides Alone.** (Lone Star.) John Wayne, Albert Vaughn. Dir. R. N. Bradbury. 64 mins. Rel. June 15.  
**Red Head.** Boy and girl love and social salvation in a luncheon wagon. Bruce Cabot, Grace Bradeley. Dir. Melville Brown. 77 mins. Rel. Nov. 1. Rev. Nov. 20.  
**Shock.** Ralph Forbes, Gwennell Gill, Munroe Owen. Shell-shock victim returns from France and falls in love with the girl he had married just before the war. Based on and hatched his unknown rival his identity is established. Dir. Harry Potter. 64 mins. Rel. Aug. 1. Rev. Nov. 20.  
**Star Packer.** (The Lone Star.) John Wayne, Verna Hillie. Dir. R. N. Bradbury. 64 mins. Rel. July 30.  
**Trail Beyond.** The John Wayne, Verna Hillie. 65 mins. Rel. Oct. 22.

## Paramount

**Studies: 6851 Marathon St., New York, N. Y.** Rel. Oct. 16.  
**Behold My Wife.** Sylvia Sydney, Gene Raymond. Dir. Dave Leisen. Rel. Dec. 1.  
**Bele 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, Henry Wilcoxon. Dir. Cecil De Mille. 102 mins. Rel. Aug. 18. Rev. Aug. 23.  
**College Rhythm.** Musical type story. Joe Penner, Lanny Ross, Jack Oakie, Lyda Roberti. Dir. Norman Taurog. 65 mins. Rel. Nov. 22. Rev. Nov. 22.  
**Criminals.** Musical comedy with a needed face. Jack Allie. Claude Rains, Margot. Dir. Ben Hecht, Chas. MacArthur. 70 mins. Rel. Aug. 17. Rev. Sept. 3.  
**Father Detective.** New type of mystery story. Paul Lukas, Gertrude Michael. Dir. Edw. Sedwicz. Rel. Dec. 14.  
**Here is My Heart.** Musical. Bing Crosby, Kitty Carlisle. Dir. Frank Tuttle. Rel. Dec. 14.  
**Hime on the Range.** Western. Randolph Scott, Jackie Coogan, Evelyn Brent. Dir. Jacobsen. Rel. Dec. 21.  
**It's a Gift.** W. C. Fields, Baby LeRoy, Jean Rouveral. Dir. Norman McLeod. Rel. Dec. 21.  
**Ladies Should Listen.** Parisian telephone girl helps a South American millionaire. Cary Grant, Frances Craig. Ed. Everett Horton. Dir. Frank Tuttle. Rel. Dec. 21.  
**Lemon Drop Kid.** The. From the Damon Runyon story in Collins. Leo Tracy, Helen Mack. Dir. Marshall Nielan. 60 mins. Rel. Sept. 28. Rev. Oct. 2.  
**Limehouse Blues.** Story of the London Chinatown. Geo. Raft, Jean Parker. Anna May Wong. Dir. Alex Hall. Rel. Nov. 9.  
**Menace.** Three people who live in fear of death. Gertrude Michael, Paul Cavanagh, Henrietta Crossman. Dir. Ralph Murphy. 58 mins. Rel. Oct. 28. Rev. Nov. 27.  
**Mrs. Wiggs of the Cabbage Patch.** Talk version of the old favorite. Pauline Lord, W. C. Fields. Dir. Norman Taurog. 74 mins. Rel. Oct. 13. Rev. Oct. 30.  
**Notorious Sophie Lang.** Story of international jewel thieves. Gertrude Michael, Paul Cavanagh. Dir. Ralph Murphy. 60 mins. Rel. July 20. Rev. July 24.  
**Now and Forever.** "Little Miss Marker" type story. Shirley Temple, Gary Cooper, Richard Dix. Dir. Henry Hathaway. 83 mins. Rel. Oct. 21. Rev. Oct. 16.  
**Old Fashioned Way.** The. W. C. Fields, Joe Morrison, in a road show in the East. Rel. Oct. 16.  
**One Hour Late.** Joe Morrison, Helen Twelvetrees, Conrad Nagel. Dir. Ralph Purnell. Rel. Oct. 16.  
**Pursuit of Happiness.** The. From the stage play about bundling. Joan Bennett, Francis Lederer. Dir. Alex Hall. 80 mins. Rel. Nov. 16. Rev. Nov. 20.  
**Ready for Love.** Small town romance of an actress's daughter. Ida Lupino, Rich. Arlen. Dir. Marion Gering. 62 mins. Rel. Oct. 12. Rev. Dec. 4.  
**Scarlet Empress.** The. Story of Catherine of Russia. Marlene Dietrich, John Barrymore, Lot. von Sternberg. Dir. Josef von Sternberg. 100 mins. Rel. Nov. 22. Rev. Nov. 22.  
**She Loves Me Not.** Stage play. Girl in college dormitory masquerades as a boy. Miriam Hopkins, Ben Crosby. Dir. Elliot Nugent. 65 mins. Rel. Oct. 28. Rev. Nov. 27.  
**Wagon Wheels.** Western for a Zane Gray story. Randolph Scott, Gal Patrick. Dir. Chas. Barton. 65 mins. Rel. Sept. 21. Rev. Oct. 2.  
**Yeu Return to Me.** Stage play with Helen Stacey, Jack Tracy. Dir. A. I. Walker. 67 mins. Rel. July 27. Rev. Sept. 18.

## Principal

**Little Damozel.** The. Anna Neagle and James Rennie. The story of a 'night club queen' in a risky London 'hot spot'. 65 mins. Rel. June.  
**Return of Ghandu.** The. Mystery story. Fred Astaire, Joan Allen Young. 65 mins. Rel. July 27. Rev. Sept. 18.

## R.K.O. Radio

**Studies: Hollywood.** Rel. Oct. 16.  
**Adventure Girl.** Joan Lowell goes down to Guatemala in her 48-foot schooner, "The Black Hawk," and has a series of thrilling adventures trying to stop a dangerous general. Joan Lowell, John Barrymore, George Raft, George Siegler, 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 lives for love. Fred Astaire, Joan Allen Young, George Raft, George Siegler, Capt. Jack the mascot. 76 mins. Rel. Aug. 17. Rev. Aug. 14.  
**Anne and Gabriel.** 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. J. Rel. Oct. 16.  
**Bachelor Ball.** The story of a matrimonial agency run by a timid young man and the gangsters who try to take it into a racket. Stuart Erwin, Fred Astaire, Skeets Gallagher, Rochelle Hudson. Dir. George Stevens. Rel. July 27.  
**Cockeyed Cavaliers.** A costume story with Bert Wheeler and Robert Woolsey. Dir. Noel M. Smith. 72 mins. Rel. June 28. Rev. July 31.  
**Dangerous Corner.** A year after he commits suicide a dead man is exorcised of death by his friends. Noel M. Smith. 72 mins. Rel. June 28. Rev. July 31.  
**Down to Their Last Yacht.** Impoverished millionaire takes a party of pay-back. Fred Astaire, George Raft, George Siegler, Capt. Jack the mascot. 76 mins. Rel. Aug. 17. Rev. Aug. 14.  
**Fountain.** The. From the Chas. Morgan novel. Ann Harding, Brian Aherne, George Raft, George Siegler, Capt. Jack the mascot. 76 mins. Rel. Aug. 17. Rev. Aug. 14.  
**Gay Divorce.** The. When Mimmi tries to hire a gigolo she mistakes Guy Horden for the applicant and although they fall in love with each other she can't resist the temptation to marry him. George Raft, George Siegler, Fred Astaire, Alice Brady, Edward Everett Horton, Erik Rhodes. Dir. George Stevens. 77 mins. Rel. Oct. 15. Rev. Oct. 15.  
**Gridiron Flash.** An habitual criminal becomes a football hero at a large university and proves that the essential difference between good and bad is a matter of degree. Eddie Quillan, Betty Furness, Grant Mitchell, Edgar Kennedy. Dir. Glenn Tryon. Rel. Oct. 15.  
**Hat, Coat and Gleeve.** A murder-story of a husband who has to defend his wife's lover against an indictment of murder. Ricardo Cortez, John Beal, Barbara Robbins. Dir. Worthington Miner. 64 mins. Rel. Aug. 24. Rev. July 31.  
**His Greatest Gamble.** A father, in prison for murder, escapes in order to save his daughter from her scheming mother. Richard Dix, Dorothy Sisk. Dir. John H. O'Sullivan. 74 mins. Rel. Aug. 24. Rev. Aug. 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. Clara Brook, Diana Wynne Jones, George Raft, George Siegler, Capt. Jack the mascot. 76 mins. Rel. July 27. Rev. Aug. 14.  
**Life of Vergil Vitellus.** The. A woman's devotion for a man which causes her to live in the back streets. George Raft, George Siegler, Capt. Jack the mascot. 76 mins. Rel. June 22. Rev. June 19.  
**Murder on the Blackboard.** A school teacher helps unravel a murder which takes place in a classroom. Edna May Oliver, James Gleason. Dir. George Archainbaud. 72 mins. Rel. June 15. Rev. June 15.  
**Of Human Bondage.** A poignant story of a man who faces life as a partial cripple. Fred Astaire, George Raft, George Siegler, Capt. Jack the mascot. 76 mins. Rel. Aug. 24. Rev. July 31.  
**Riches in the World.** Wealthy girl seeks non-mercenary output. Miriam Hopkins, Leo McCarey, Fay Wray. Dir. Wm. A. Seiter. 80 mins. Rel. Sept. 21. Rev. Sept. 25.  
**The Sign of the Cross.** A comedy drama with a supernatural twist and murder mystery. Zasu Pitts, Slim Summerville, George Cabot, Ralph Morgan. Dir. James Crutch. Rel. Aug. 19. Rev. Sept. 3.  
**We're Not Alone.** A woman who gets her man by helping her family out of financial difficulties. Edna May Oliver, Billie Burke, Marian Nixon. Dir. William A. Seiter. Rel. July 12. Rev. Sept. 3.  
**United Artists.** Rel. July 27. Rev. Sept. 3.  
**Affairs of Cellini.** The. The life of Benvenuto Cellini. Fredric March, Constance Bennett, George Raft, George Siegler, Capt. Jack the mascot. 76 mins. Rel. Aug. 24. Rev. July 31.  
**Bulldog Drummond Strikes Back.** Further adventures in crime solution. Ronald Colman, Loretta Young, Warner Oland, Charles Butterworth. Una Montague. Dir. Roy Del Ruth. 80 mins. Rel. Oct. 15. Rev. Oct. 15.  
**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, Eileen Herlihy, Louis Calhern, Sidney Blackmer. Dir. Rowland V. Lee. Rel. Sept. 7. Rev. Oct. 2.  
**Kid Millions.** Musical spectacle in the U. S. and Egypt. Eddie Cantor, Ethel Merman. Dir. Roy Del Ruth. 99 mins. Rel. Nov. 15. Rev. Nov. 15.

(Continued on page 34)

# 20 MONTHS' PICKETING ENDS IN ALTOONA

Altoona, Dec. 10. Twenty months of continuous picketing by members of local No. 130 I.A.T.S.E. ended last Wednesday following an all-day conference of local and national labor leaders, local theatre owners and Government representatives. Approximately 50 workers were affected by the agreement.

The agreement as to wages and hours was not made public but was found satisfactory by the owners and operators and in agreement with the NRA code. Major Stanley Ror, director of board No. 4, Philadelphia, Jacob Billick, impartial chairman, and Ernest B. Dunlap of Philadelphia, represented the Government with Lawrence Katz as representative of the I.A.T.S.E.

Throughout the entire 20 months of picketing there was no trouble. The strikers, who were local and union members who did not strike will be reinstated in the union. Operators from outside the city, employed during the strike will with-

Six theatres were involved in the strike, Miehler, Olympic and Capitol, owned by A. Notopoulos, local, and Altoona Public; the Wilmer & Vinet's State; Jake and Ike Silverman's Strand; and the co-operatively opened Embassy theatre. Joe Eagan of W. & V. sat in on the conference.

## Beach Exhibs Calm When F-WC Cuts Out Phonies

Long Beach, Cal. Dec. 10. Box office price war was averted here after Arnold Schaack, indie exhibitor, had slashed his tariff from 25c to 15c, when George Bowers, divisional manager for Fox West Coast banned all phonies previews and triple feature bills in the circuit's local houses. First-blow came the night before Thanksgiving, when the West Coast exhibitor cut, ran a pre-showing of his Thursday screen bill in addition to the double feature program that had been on a week.

Schaack took the bit in his teeth and dropped his admission price at Long Beach, with all other indies in the district preparing to follow suit. When representations were made to Bowers he agreed to eliminate the angles to which the indies objected and by last midweek dove of peace had once more settled over the resort community.

## Atty. Sue Crosland

Hollywood, Dec. 10. Alan Crosland is being lawed in superior court for recovery of \$445 legal fees claimed to be due for services by Jerry Gleason and Meyer M. Willner.

Plaster has been slapped on the director's funds.

## Contracts

Hollywood, Dec. 10. Hermes Pan has been given a term by Radio and directs the dance numbers for 'Roberta' and 'Top Hat'.

Paramount has pacted Alfred Delcambe for another swing in the company.

Options on the following players were taken up by Columbia: Robert Allen, James Hinkley, Fred Keating, George M. Stone, Bill Sewell, John Buckler, Raymond Walburn.

Nine-month contract given by Reliance to Nate Watt, assistant director.

Paul Lukas has left the free-lance ranks for a term with Metro.

Robert Florey and Frank McDonall, directors, get a six-month extension on their contract at Warners.

Columbia has handed Everett Riskin a producer's contract for one year and he draws as his first assignment "If You Could Only Cook." Jerry Wald got new life on his writing pact at Warners.

## Title Changes

Hollywood, Dec. 10. Pioneer's triple-titled "Becky Sharp" will be under its original handle, "Vanity Fair."

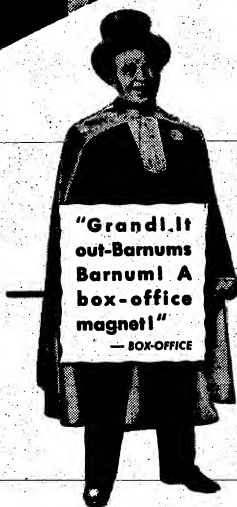
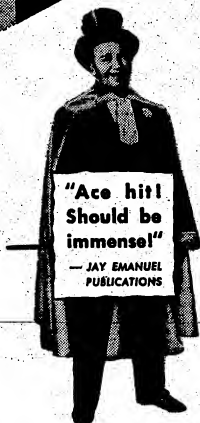
"Only Eight Hours" is the new release tag for Metro's "Ambulance Call."

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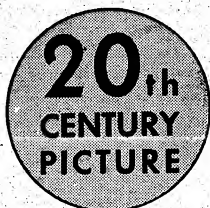
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# CALENDAR OF CURRENT RELEASES

(Continued from page 31)

**Last Gentleman, The.** Shrewd and shifty millionaire cleverly foils the plans of his son to chase his mistress. George Arliss, Edna May Oliver, Janet Beecher and Ralph Morgan. Dir. Sidney Lanfield. Rel. Sept. 21.

**Our Daily Bread.** Dishhearted folks from all walks of life begin all over on an abandoned farm. Karen Morley, Tom Keene, and Barbara Pepper. Produced and directed by Victor Sjöström. Rel. Oct. 9.

**Transatlantic Merry-Go-Round.** Mystery rides the waves. Music in one form, murder in the next. A gambler, an heiress, a comedian and a detective accused of a crime. Gene Raymond, Nancy Carroll, Sidney Blackmer. Dir. Benjamin Stoloff. 88 mins. Rel. Nov. 2. Rev. Nov. 6.

**Private Life of Don Juan.** Discovers that, deprived of his name and reputation, he's no greater lover than the next fellow. Douglas Fairbanks, Merle Oberon, Bonita Hunt. Dir. Alex Korda. Oct. 19.

**Queen's Affairs, The.** A merry maelstrom of seduction and romance. Anne Neagle and Fernand Gravelle. Dir. Herbert Wilcox. Rel. Oct. 19.

**We Live Again.** A vivid new version of Tolstoy's immortal "Resurrection." Anna Sten, Frederic March, Jane Baxter, G. Aubrey Smith, Dir. Rouben Mamoulian. 88 mins. Rel. Nov. 15. Rev. Nov. 6.

**Studio: Universal City, Calif.** Office: 30 Rockefeller Center, New York, N. Y.

**Cheating Cheaters.** From Max Marcin's stage play. Fay Wray, Cesar Romero, Minna Gombell. Dir. Rich. Thorpe. 67 mins. Rel. Nov. 5.

**Embarrassing Moments.** Comedy-drama. Chester Morris, Marion Nixon. Dir. Ed. Laemmle. 67 mins. Rel. July 1. Rev. Nov. 20.

**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.

**Good Fairy, The.** From Ferenc Molnar's stage play. Margaret Sullivan, Herbert Marshall, Frank Morgan. Dir. Wm. Wyler. Rel. Jan. 18.

**Great Expectations.** Drama. Henry Hull, Jane Wyatt. Dir. Stuart Walker. Rel. Oct. 22.

**Human Side, The.** Drama. Adolphe Menjou, Doris Kenyon. Dir. Eddie Busch. 40 mins. Rel. Nov. 18. Rev. Nov. 15.

**I've Been Around.** Comedy drama. Chester Morris, Rochelle Hudson, Isabelle Jewell. Dir. Phil Cahn. Rel. Dec. 31.

**Imitation of Life.** Drama. Claudette Colbert, Warren William. Dir. John Stahl. 118 mins. Rel. Nov. 18. Rev. Nov. 15.

**Let's Talk Is Over.** Comedy-drama. Chester Morris, Mae Clarke, Frank Craven, Andy Devine. Dir. Kurt Neumann. 67 mins. Rel. June 11. Rev. June 18.

**Man Who Reclaimed His Head, The.** From Jean Bart's stage play of French life. Claude Rains, Joan Bennett, Lionel Atwell. Dir. Edw. Ludwig. Rel. Dec. 2.

**Million Dollar Ransom.** Comedy-drama. Edward Arnold, Mary Carlisle. Dir. Murray Roth. Rel. Sept. 10.

**Mystery of Edwin Drood, The.** From the Dickens story. Claude Rains, Douglas Montgomery, Heather Angel, Dir. Stuart Walker. Rel. Jan. 21.

**Night Life of the Gods.** From Thorpe Smith's fantastic tale. Alan Mowbray, Florine McKinney. Dir. Lowell Sherman. Rel. Jan. 7.

**One Exciting Adventure.** Comedy-drama. Blinnie Barnes, Neil Hamilton. Dir. L. B. Frank. Oct. 10.

**One More River.** Drama. Diana Wynyard, Colin Clive. Dir. James Whale. 88 mins. Rel. Aug. 6. Rev. Aug. 15.

**Rocky Rhodes.** Western. Buck Jones, Al. Altabach. Rel. Sept. 24.

**Romance in the Rain.** Comedy-drama of a plum cinderella. Roger Pryor, Victor Moore and Heather Angel. Dir. Stuart Walker. Aug. 13. 75 mins. Rel. Sept. 2.

**Secret of the Chateau.** Mystery story. Claire Dodd, Clark Williams. Dir. Rich. Thorpe. 63 mins. Rel. Dec. 3.

**Strange Lives.** Comedy drama. Roger Pryor, June Clayworth. Dir. Rich. Thorpe. Rel. Dec. 10.

**Straight from the Heart.** Baby Jane, Mary Astor, Roger Pryor. Dir. Kurt Neumann. Rel. Jan. 14.

**There's Always Tomorrow.** Drama. Frank Morgan, Lela Wilson. Dir. Ed. Laemmle. Rel. Sept. 17. Rev. Nov. 13.

**Wake Up and Dream.** Musical. Russ Columbo, Roger Pryor, June Knight. Dir. Kurt Neumann. Rel. Oct. 1. Rev. Oct. 15.

**When a Man Sues Red.** Buck Jones western. Rel. Nov. 12.

**Studios: Burbank, Calif.** Office: 321 W. 4th St., New York, N. Y.

**Big Hearted.** From the stage farce. Old-fashioned father takes a licking from his modern family. Guy Kibbee, Aline McMahon, Patricia Ellis. Dir. Wm. Keighley. 60 mins. Rel. Oct. 4. Rev. Nov. 20.

**Case of the Howling Dog.** Including a new film death. Warren William, Mary Astor. Dir. Alan Croland. 76 mins. Rel. Sept. 22. Rev. Oct. 23.

**Dame.** 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. 65 mins. Rel. Sept. 8. Rev. Sept. 18.

**Dr. Monica.** Drama of woman who tries to help her hubby's girl friend. Kay Francis, Verree Teasdale, Dick Powell. Dir. Verree Teasdale. Dir. William Keighley. 66 mins. Rel. June 23. Rev. June 28.

**Firebird.** Murder mystery in Austria. Verree Teasdale, Ricardo Cortez. Dir. Wm. Dieterle. Rel. Oct. 10.

**Friends of Mr. Swicks.** Comedy-drama of the brashest husband who turns the big trick for his newspaper. Charlie Ruggles, Ann Dvorak, Eugene Pallette, Dorothy Fere. Dir. Edward Ludwig. 68 mins. Rel. July 28. Rev. July 31.

**Here Comes the Navy.** Comedy-drama of a job that tried to buck the fleet. James Cagney, Dorothy Fere, Fred Astaire, 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 her fiancé in love when he past came back to James Cagney, Joan Blondell, Frank Craven, Harold Huber. Dir. Lloyd Bacon. 70 mins. Rel. June 18. Rev. May 22.

**Housewife.** A domestic wife beats the vamp. Betty Davis, Geo. Brent. Dir. Alfred E. Green. 69 mins. Rel. Aug. 11. Rev. Aug. 14.

**Kansas City Princess.** Two mid-west maudlinists on a jamboree. Joan Blondell, Glenda Farrell, Hugh Herbert. Dir. Wm. Keighley. 64 mins. Rel. Oct. 13. Rev. Oct. 16.

**I Am a Thief.** Mystery and murder in a diamond theft. Mary Astor, Ricardo Cortez. Dir. Robert Florey. Rel. Nov. 24.

**Key.** The fighting love story of a Foin and the Black and Tan crossfire during the Irish trouble. From the London stage success, "The Key." William Powell, Edna Best, Colip Clive, Henry O'Neill. Dir. Michael Curtiz. Rel. June 1.

**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, Charles Bickford, Dorothy Fere, Helen Lowell. Dir. William Dieterle. Rel. Oct. 13. Rev. Oct. 30.

**Personality Kid, The.** Fast moving melodrama of the ham and beaner that turns into a love story. Pat O'Brien, Glenda Farrell, Glenda Farrell, Claire Dodd, Henry O'Neill. Dir. Alan Croland. 65 mins. Rel. July 7. Rev. Aug. 7.

**St. Louis Kid.** James Cagney, Patricia Ellis. Dir. Ray Enright. 66 mins. Rel. Oct. 10. Rev. Nov. 6.

## Miscellaneous Releases

**Are We Civilized? (Raspin).** Propaganda for peace. Dir. Edwin Carewe. 70 mins. Rel. June. Rev. June 19.

**Battle.** The. (Glenn). From the stage story of a Jap naval officer who sacrifices his wife for his country. Charles Boyer, Merle Oberon. Dir. Nicholas Farkas. 55 mins. Rel. Nov. 20. Rev. Nov. 27.

**Blue Steel.** (Blue Star). John Wayne Western. Dir. R. N. Bradbury. 54 mins. Rel. July. Rev. July 17.

**Crus Streets (Invisible).** Story of a down and out surgeon who performs a skilled operation. Frank Craven, Sally Bland. Wm. Wm. Night. Rev. July 10.

**Dancing Man.** Gigolet story. Reginald Denry, Judith Allen. Dir. Al. Ray. 64 mins. Rel. July. Rev. July 24.

**Drum.** The. (Vocal). From the 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 Royce, Natalie Moorhead, Ray Hutton. Dir. Frank Strayer. Rel. June 1. Rev. Sept. 25.

**Hired Wife.** (Pinnacle). A man hires a bride to get a fortune and falls in love with her. Grete Nissen, Helen Heyburn. Dir. Geo. Melford. 60 mins. Rev. March 18.

**'I Can't Escape (Syndicate).** Ex-convict goes straight. Onalov Stevens, Lila Lee. Dir. Otto Brower. 68 mins. Rel. Sept. 3.

**Lost (March).** Circus-jungle tale. Clyde Beatty. Dir. Armand Schaefer. 55 mins. Rel. June. Rev. June 15.

**Man from Hell, The (Marcy).** Western. Bob Russell. Dir. Low Collins. 60 mins. Rel. Nov. 15.

**Marrying Widows (Tower).** Young widow gets her wish. Judith Allen, Minna Gombell, John Mack Brown. Dir. Sam Newhall. 61 mins. Rel. Nov. 15.

**White Heat (Seven Seas).** Love on an Hawaiian plantation. Virginia Cherrill, Mona Maris, David Newell. Dir. Louis Weber. 60 mins. Rel. June. Rev. Nov. 15.

**World in Revolt (Mentone).** News clips with comment by Graham McNamee. 63 mins. Rel. June. Rev. June 12.

**Young and Beautiful (Masco).** Stage story with the Wampas' baby stars. Judith Allen, Judith Allen. Dir. Jos. Santley. 68 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. 68 mins. Rel. Sept. 1.

**Adieu Les Beaux Jours (Fra.) (Ufa).** Greek romance. Brigitte Helm. Dir. Andre Bauder and Johannes Meyer. 90 mins. Rel. April 15. Rev. May 10.

**Airsong (Ger.) (Capitol).** Test tube babies. Brigitte Helm. Dir. Richard Oswald. 70 mins. Rel. May 1.

**Blonde Christel, Die (Ger.) (Bavaria).** Musical. Karl Hardt. Dir. Franz Seitz. 75 mins. Rel. Feb. 15.

**Buenaventura, La (Sp.) (FEB).** Musical with Victor Herbert score. Ennio Casella. Dir. J. Wm. McEann. 80 mins. Rel. Sept. 15.

**Broken Shoes (Rosa) (Amkino).** Child reaction to politics. Anti-Hitler. Dir. Margarita Barykaya. 80 mins. Rel. March 15. Rev. April 2.

**Chaitin (Hebrew).** Talker made in Palestine. Dir. Alexander D'Amico. 70 mins. Rel. March 15.

**Ciudad de Carton, La (Sp.) (Fox).** Drama of "Marrat" tentation. Antonio Moreno. Rel. Feb. 15.

**Corazones en Derrota (Spanish).** Tragic drama made in Mexico. Dir. Ruben C. Novarro. 70 mins. Rel. Oct. 1.

**Crown of Thorns (Kinetradre) (Ger.) (Dubbed Eng.).** Biblical drama. Dir. Robert Wiese. 90 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.) (Far).** Romantic drama. Carlos Gardel, Maria Maris. Dir. Louis G. May. 68 mins. Rel. Aug. 15.

**Dezert (Russian) (Garrison).** More class struggle. Dir. V. I. Pudovkin. 80 mins. Rel. Oct. 1.

**Deux Ombres (Ger.) (Blue Ribbon).** Costume melodrama. Yvett Guilbert. Dir. Maurice Tourneur. 90 mins. Rel. Feb. 1. Rev. Feb. 15.

**Don Mas Uno Dos (Spanish) (Fox).** Comedy romance. Rosita Moreno. Dir. John Reinhardt. 69 mins. Rel. Oct. 15.

**Don Quixote (Sp.) (Ufa).** Romantic comedy. Dir. Jose Buena. 80 mins. Rel. June 1.

**Du, Oder Welches (German) (General).** Operetta. Glitta Alpar. Dir. Karl Gassner. 70 mins. Rel. Oct. 15.

**Ein Geisler Herr Gran (Ger.) (Capitol).** Spy drama. Hans Albers. Dir. Gerhard Lamprecht. 70 mins. Rel. Feb. 15.

**Ein Teller Elnah (Ger.) (Ufa).** Farce comedy. Willy Fritsch, Dorothea Wacke. Dir. Arthur Roßner. 70 mins. Rel. May 15.

**Ein Stiller Kopf (Ger.) (Capitol).** Farce. Dir. Gustav Grunewald. 70 mins. Rel. Jan. 10.

**Eines Prinzen Jungfrau (Ger.) (Ufa).** Romantic comedy. Willy Fritsch. Dir. Arthur Roßner. 80 mins. Rel. March 15.

**En Glad Out (Norwegian) (Scandinavian).** From Bjornson's novel. Dir. John Brunius. 70 mins. Rel. Nov. 15.

**Einmal Eine Grosse Dame Sein (German) (Ufa).** Comedy with music. Kaethe von Nagy. Dir. Gerhard Lamprecht. 70 mins. Rel. Oct. 15.

**Ein Mann Will Nach Deutschland (Ger.) (Ufa).** Drama of patriotism. Dir. Carl Gassner. 70 mins. Rel. Nov. 15.

**Ennemies of Progress (Rosa) (Amkino).** Last of the Czarist generals. Dir. Beresnyoff. 85 mins. Rel. Jan. 15. Rev. Jan. 16.

**Ennemis (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 Ein Wilder Bester (Ger.) (Ufa).** Farce. Dolly Haas. Dir. Kurt Gerron. 65 mins. Rel. Jan. 1.

**Feldherrnhuegel, Der (Ger.) (Bavaria).** Military comedy. Betty Bird. Dir. Eugen Stiller. 60 mins. Rel. April 15.

**Fluchtling (German) (Ufa).** German refugee yarn in the Far East. Hans Albers, Kaethe von Nagy. Dir. Gustav Vokey. 80 mins. Rel. Oct. 1.

**Fraulein-Falsch Verbunden (Ger.) (Capitol).** Musical comedy. Trude Berne. Dir. Hans Albers. 75 mins. Rel. Jan. 15.

**Freuchdachs, Der (Ger.) (Ufa).** Romantic comedy. Willy Fritsch, Camilla Horn. Dir. Carl Boese. 75 mins. Rel. Jan. 1.

**Freunden Eine Grosse Mannes, Die (Ger.) (Ufa).** Theatrical comedy. Kaethe von Nagy. Dir. Carl Boese. 75 mins. Rel. Sept. 1.

**Freut Euch Des Lebens (German) (Ufa).** Romantic comedy. Leo Blesack. Dir. Diana Stoll. 80 mins. Rel. Nov. 1.

**Fuerst Romanow (Ger.) (Ufa).** Romantic drama. Brigitte Helm. Dir. Arthur Roßner. 80 mins. Rel. Nov. 15.

**Galateevorstellung, Die (Ger.) (General).** Mystery comedy with music. Max Reinhardt. 70 mins. Rel. Dec. 15.

**Geliebte Menschen (Ger.) (Filmothek).** Drama of father-love. Dir. Friedrich Feber. 70 mins. Rel. June 1.

**Gold Regard die Welt (Ger.) (Domestic comedy).** Gustav Froelich, Camilla Horn. Dir. Eugen Stiller. 70 mins. Rel. May 1.

**Girls in Uniform (dubbed English) (Ger.) (Filmothek).** Dorothea Wacke and Hertha Thiele. Dir. Richard Oswald. 80 mins. Rel. March 1.

**Gluckseligkeit, Der (Ger.) (Capitol).** Boarding house romance. Felix Bressart, Charlotte Arndt. Dir. Rudolf Sauter. 70 mins. Rel. March 1.

**Gruenderzeit des Amer (Sp.) (Fox).** Romantic drama. Conchita Montenegro, Raoul Roulien. Dir. John Reinhardt. 70 mins. Rel. Sept. 1.

**Heideckscheilester Uue Karsten (Ger.) (Ufa).** Nazi back to the farm propaganda. Dir. Carl Helms Wolf. 70 mins. Rel. April 15.

**Hell on Earth (Ger.) (Garrison).** (dialog in five languages). Horrors of war. Dir. Eugen Stiller. 70 mins. Rel. Jan. 15. Rev. Feb. 15.

**Hochtourist, Der (for) (Ufa).** Romantic comedy in Alps. Otto Wallburg. Dir. Alfred Zeisler. 70 mins. Rel. Jan. 15.

**Hochzeit am Wolfgangsee (Ger.) (Romantic comedy).** Dir. Hans Behrendt. 70 mins. Rel. Nov. 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-Soviet (Rosa) (Amkino).** Newsreel compilation of past years. 70 mins. Rel. Dec. 15.

**In Wien Ham Ich Einmal Ein Magedl Geliebt (Ger.) (Military musical).** Dir. Erle Schoenfelder. 70 mins. Rel. May 15.

**Iza Nino (Rosa).** Produced, written by and starring Sari Fedek. 80 mins. Rel. June 1.

**Juarez V Maximiliano (Sp.) (Col).** Mexican royalty's fall. Dir. Miguel Torres. 70 mins. Rel. May 15.

**Kara Blakten (Svedish) (Scandinavian).** Romantic musical. Dir. Gustaf Molander. 80 mins. Rel. May 1.

**Liebe in Uniform (Ger.) (Ufa).** Military romance. Harry Liedtke. Dir. Georg Liebe-Muss Verstanden Sein (Ger.) (Ufa). Comedy drama with music. Dir. Hans Steinhoff. Rel. March 15.

**Luguen auf Rugen (Ger.) (General).** Farce. Otto Wallburg. Dir. Viktor Rosen. 70 mins. Rel. Dec. 15.

**Madame Bovary (Fr.) (Tapernoux).** Faithful transcription of Flaubert epic. Dir. Jean Renoir. 100 mins. Rel. Nov. 15. Rev. Nov. 27.

**Mass Struggle (Sp.) (Kinetradre).** Russian revolt. Dir. I. Kavalieridze. 70 mins. Rel. Dec. 15.

**Meisterdetektiv, Der (Ger.) (Bavaria).** Mystery satire. Weiss Ferdi. Dir. Frank Seitz. 75 mins. Rel. Feb. 1.

**Melodie (Frensh).** Musical fantasy. Jose Mojica. Dir. Frank Strayer. 70 mins. Rel. March 15.

**Melodie der Liebe (Ger.) (Musical romance).** Geo. Jacoby. 70 mins. Rel. Nov. 15.

**Mik Dir Durch Dick und Dunn (Ger.) (Bavaria).** Comedy romance. Dir. Franz Sitt. 80 mins. Rel. Nov. 15.

**Mother (Rosa) (Garrison).** Based on a Gorky novel. Dir. V. I. Pudovkin. 70 mins. Rel. Jan. 1. Rev. Jan. 5.

(Continued on page 34)

## Studio Placements

(Continued from page 26)

Jack Oakie, Roscoe Karns, Lynn Overton, George Roberts, Nydia Westman, William Frawley, "Two for Tonight," Far.

William Gargan, John Eldredge, "On the Range of China," WB.

Tom Mahoney, "Copy Cat," Metro.

Jean Chataine, Mary Loos, "Naughty Marietta," Metro.

Barbetta Lee, "Go Into Your Dance," WB.

Henry Wilcoxon, Elissa Landi, Sylvia Sydney, "The Crusades," Far.

Max Lelf, adaptation, "Two for Tonight," Far.

Claude Blynon, adapting, "Case Against Mrs. Ames," Far.

Carole Lombard, "Case Against Mrs. Ames," Far.

Wesley Ruggles, directing "Case Against Mrs. Ames," Far.

Gertrude Michael, "The Milky Way," Far.

John Ford, directing "The Informer," Radio.

Dudley Nichols, adapting "The Informer," Radio.

Henry O'Neill, Edgar Kennedy, "Living on Velvet," WB.

Charles Bickford, "One Night Stand," Far.

Fred Kohler, King Baggott, Mahlon Hamilton, J. P. Mcgowan, Francis MacDonald, "Mississippi," Far.

Harry Ellerbe, "Puzzle of the Peppercorn," Far.

Victor Varconi, "The Crusades," Far.

Charles Parrot, directing "The Misses Stogee," Roach.

Charles Rogers, directing Laurel and Hardy short, Roach.

Charles Holloway, untitled comedy short, U.

Ernest Pagano, Al Austin, writing comedy short, U.

James Horne, directing comedy shorts, U.

Thelma Todd, Paty Kelly, "The Misses Stogee," Roach.

William Stelling, Charles Selton, "Lions at the Foot," Fox.

Arthur Treacher, Janet Beecher, "Once a Gentleman," Col.

Howard Smith, screen treatment, "The Man Who Broke the Bank at Monte Carlo," 20th Century.

James Whale, directing "The Return of the Prodigal Son," Metro.

Boris Karloff, "The Return of Frankenstein," U.

Roland Brown, adapting original, Metro.

Al. Altabach, directing "Riders of the Crimson Trail," U.

Annora Lynn, "Go Into Your Dance," WB.

Bobby Watson, "Only Eight Hours," WB.

Lawrence Grant, "Vanessa, Her Love Story," Metro.

Robert Gleckler, George Humbert, "Dante's Inferno," Fox.

Bobby Deling, Grant Mitchell, "On the Border," Fox.

Edward Norris, Dorothy Peterson, Donald Meek, "Only Eight Hours," Metro.

J. Wolfson, screen play and assistant producer, "Reckless," Metro.

Victor Fleming, directing "Reckless," Metro.

Mary Doran, "Naughty Marietta," Metro.

S. Van Dyke, directing "Naughty Marietta," Metro.

Jane Darwell, "Life Begins at 40," Fox.

Akim Tamiroff, Pat Farley, Jane Barnes, Jane Mercer, Jay English, Linda Barker, "Naughty Marietta," Metro.

Eddie Hearn, Edward Cobb, Ed Brady, Charles Dunbar, Frank Hagney, "Naughty Marietta," Metro.

Herbert Bunston, "Copy Cat," WB.

Edward Keane, "Naughty Marietta," Metro; "Go Into Your Dance," WB.

Virginia Hammond, Gilbert Emery, "Once a Gentleman," Col.

Sid Saylor, "West Point of the Air," Metro.

Francis MacDonald, "Mississippi," Far.

Robert Homans, "The Winning Girl," Metro.

Crauford Kent, Lawrence Grant, Vanessa, Her Love Story," Metro.

Barbetta Lee, directing "King of the Ritz," WB.

Joe E. Brown, "Cops and Robbers," WB.

Robert F. Medbury, Mary Flannery, screen play, "Win or Lose," Far.

George Marion, Jr., Jane Storm, screen play, "Two for Tonight," Far.

Paul Cavanaugh, "Now I'm a Lady," Far.

Charles Kirk, designing sets for "Cape Cod Radio."

Adrian Rosley, "Roberta," Radio.

Helen Westcott, "Cape Cod Radio," Radio.

Esther Ralston, Spencer Charters, Dorothy Labaire, "Puzzle of the Pepper Tree," Radio.

Robert Benchley, added dialog, "The Pepper Tree," Radio.

Ruth Rose, screen play, "Sho," Radio.

Richard Piche, L. C. Holden, directing "She," Radio.

Robert Donat, "Captain Blood," WB.

Harry Joe Brown, supervising "Captain Blood," WB.

Laird Doyle, scripting "Backfire," WB.



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## B&K-RKO FEUD ENDS; PALACE UPS SCALE

Chicago, Dec. 10.

After weeks of tussling between the RKO Palace and the Palace's theatres of town due to the Palace's refusal to raise its Sunday "early bird" admission along with the general boom of tariff throughout town, the Palace this week will reverse its decision and go along.

Instead of selling tickets at 35c in the afternoon, Palace will jump rate to 50c. According to a decision of the code board last month all "early-bird" prices were to be eliminated starting Dec. 4. And the refusal of the Palace to eliminate its Sunday afternoon bargain almost led to a split between B&K and Radio Pictures.

## LOEW'S TORONTO CORP. ANNUAL MEET DEC. 15

Toronto, Dec. 10.

Sequel to the recent clash of shareholders and the board of directors of Marcus Loew's Theatres (Toronto), Ltd., with former chairman that dividends were in arrears and that the annual meeting had not been called at the end of the fiscal year, Aug. 30, 1933, annual meeting has now been scheduled for Saturday, (15).

Net profits of the two Loew houses here for the 20-month period ending Aug. 30, 1934, amounted to \$56,833 as compared with \$88,107 for the fiscal period ending Jan. 5, 1933. After the payment of a 1 1/2% dividend for the quarter ending March 31, 1933, surplus for the period is \$65,130 and the total surplus \$355,308.

General improvement in revenues for the 20-month period shows that of Loew's Downtown was \$476,413 as against \$389,908 in the previous period; revenue for the Uptown was \$284,811 as against \$209,126. Downtown spot seats 2,088; the Uptown, 2,331. Total expenses for both were up from \$215,993 to \$219,535. Taxes, rent, insurance and general came to \$31,462 as against \$52,208 before. With depreciation and other write-offs higher, profits available for dividends total \$96,023. Cash on hand totals \$159,379 compared with \$119,184 at the close of the previous period. Manager of Downtown is Jules Bernstein; of Uptown, Tom Daley.

**Leon Bamberg's Title**  
Leon J. Bamberg, handling sales promotion for RKO Radio Pictures for several years, has been handed the official title of sales promotion manager.

Bamberg's work will be the same as heretofore with the addition of several other sales duties.

## Authority

Lincoln, Dec. 10.

Jules Rachman, convicted Nebraska exhibitor, who runs the state penitentiary's motion picture theatre, here, ran into some trouble over technicalities last week. He was showing a Buck Jones bronco opera to his resident audience when during a shooting sequence, the pic was booted lustily. When the show was over he asked what was the matter.

"If I could have shot 16 times without reloading a six-shooter," growled one, "like he did, I wouldn't be in here."

## Lawyer Pearlman Joins G.C.S. Midwest Circuit; Now 4-Way Company

Chicago, Dec. 10.

G.C.S. theatre circuit, which is the Mort Goldreich-Aaron Courshon-Lee Solomon circuit, comprising houses through Chicago and Midwest, will shortly be changed to the G.C.S.P. circuit. This follows the addition of a new partner, I. B. Pearlman, local attorney and law partner of A. J. Sabath.

This is Pearlman's first venture into show business in the operating end. Former three-way partnership will be split four ways in even amounts for the Pearlman entry. Understood that the foursome are out to raise a jack-pot for the acquisition of additional theatres in surrounding towns, particularly in Wisconsin.

## CHI ALLIED INCREASES DUES TO 40c PER SEAT

Chicago, Dec. 10.

At a special meeting of its members Allied association here voted a 100% jump in membership dues, switching the present 20c per seat tariff to 40c per seat annually. With the increase of Allied activities here organization has found it difficult to pay off at the 20c rate, particularly since a large number of its member theatres are of small seating capacity.

## L. A. Million Dollar on Union Basis; Drops Stage

Los Angeles, Dec. 10.

After operating with non-union crews for several months, Million Dollar, downtown subsequent run showing pix and stage shows, goes into Dec. 13, with a straight pix policy substituted.

Union projectionists go in the booth and agreement has been reached that if stage units are again installed they will be manned by union crews.

## GRAN TAKES STRAND, M'KEE

Milwaukee, Dec. 10.

The Strand, downtown 1,200-seater, which closed last September after having been operated only four weeks by Warners, will reopen Christmas day. Warners took the theatre, then closed, about a year ago, ran a few months and then closed it for the summer. After a few weeks of double features this year, the chain again closed the house.

According to Warners, lease on the house has expired. New operator is L. P. Gran, who recently took over theatres in Kenosha, Oshkosh and Green Bay, which Warners dropped.

## STORY BUYS

Hollywood, Dec. 10.

Paramount has bought "Gambler Maxim" from James Edward Grant for George Raft. Mildred Gram's "Thin Air," the first of the Cosmopolitan magazine yarns to be bought by Warners since the Hearst tie-up, will also be the first Cosmopolitan picture. Paramount has bought "Morning, Noon and Night," an original by Marcella Burke.

## Philly Double Feature Trial Over; Reserved

Philadelphia, Dec. 10.

The Perelman "double feature" case which has been promoting plenty of fireworks hereabouts and developed into a battle between the indies and the big fellows, came to a close last week. Both attorneys have until Dec. 21 to file briefs with Judge George Welsh, who has been hearing the case. He is not expected to hand down a decision until some time after the first of the year.

The defense held the spotlight most of the time during the last couple of days, although B. M. Golder, counsel for the plaintiffs had some summarizing to do.

Morris Wolf, attorney for the defense, called not only company executives, but also club women, civic leaders and the defense's claim was that double-features resulted in cheap, low-calibered films and worked against short subjects entirely. Intimation was that the cheap pictures had much to do with current drive against salacious pictures, but Attorney Golder came back immediately with the charge that the product of the major companies had caused just as much censor trouble as that of the lesser indie product, and the "white list" of Chicago were quoted.

At Lincoln, Pa., called to the stand, declared that, instead of producers trying to monopolize exhibition field, many producing companies were actually outgrowing the production of too many pictures at length on short feature part of problem and told how double-features had cut in on Mickey Mouse and Silly Symphonies subjects. In his testimony, Earl Hammond, representing Educational, who told how his company had tried to develop shorts and educational and how double-features had cut out his business.

Ed Kuykendall, M.P.T.O.A. head, was on the stand two hours, and attacked double-features as causing production of too many pictures, resultant lowering of quality and further resultant lowering of standards.

Mrs. James F. Looman, chairman of the motion picture bureau of the International Federation of Catholic alumnae, testified that a radio poll on the double-feature subject had resulted in a vote of 15,000 to 2,000 against double-features. George Zehrung, chairman of the motion picture division of the National Council of the Y.M.C.A. and Mrs. Mary Gwynne Owens, president of the National Federation of Women's Club and chairman of the Philly Motion Picture Forum, also tapped double-features, and testified that it was their attempts at selective listing of pictures.

Andy Smith, sales manager of Warners; Eddie Granger of Fox; Sam Gross and Frank McKenna of United Artists, all gave testimony concerning relative number of affiliated and indie accounts their companies served with indies leading in all counts. After hearing legal exchangesmen testify as to the first dates the anti-double-feature clause was enforced in this territory (they ranged between 1929 and 1932), Judge Welsh stated that he would have to decide whether the unity of action on the part of the defendants in enforcing the clause, even at different periods, resulted in collusion and restraint of trade.

## SUE LINCOLN THEATRES

Lincoln, Dec. 10.

Lincoln Theatres Corp., named in a \$31,000 damage suit filed here by Augusta Paper, heir of Nick Paper, participant in "The agreements allegedly violated, according to the petition.

Petition states that in 1925 Paper, owner of the Sun and Capitol amusements, entered into an agreement with L.T.O. to take over the Sun for 10 years at a graduating rental scale from \$275 to \$326 weekly, and in 1928 took over the Capitol for 10 years, for which \$78,768 was involved. The petition further claims Paper was to have control of the Capitol and Rialto, getting 25% of the profits and 25% a week. Augusta Paper, heir designated, brought the action, saying that Paper lived up to the agreement, but the L.T.O. was guilty of neglect.

## CALENDAR OF CURRENT RELEASES

(Continued from page 34)

Mutter Der Kompanie, Die (Ger) (Bavaria), Military farce. Welsch-Feld, Betty Bird, 70 mins. Dir. Frans Seitz. Rel. March 1.  
My Wife the Miss (Hung), Inter-marital farce. Dir. Steven Seakely. 80 mins. Rel. May 15.  
Nade Mos Que Una Mujer (Sp) (Fox), Version of "Pursued". Dir. Harry Lasker. 60 mins. Rel. Nov. 15.  
Oed the Wanderer (Palestine) (Hebrew), Life in Palestine. Dir. O. Halahai, 65 mins. Rel. May 15.  
Ore y Pista (Sp) (Inter-Continent), Romantic tragedy. Dir. Ramon Poon. 80 mins. Rel. May 15.  
Parada Rezarwistow (Polish) (Capitol), Military musical. Dir. Michael Wasylnski. 75 mins. Rel. May 1.  
Peterburg Nights (Russia) (Hebrew), Based on two Dostoevsky stories. Dir. F. M. Dostoevsky. 70 mins. Rel. Sept. 15.  
Pettersen & Bondel (Swedish) (Scandinavian), Comedy-drama with music. Dir. Per-Axel Branner. 80 mins. Rel. Feb. 15.  
Problem of Fatigue (Rust) (Amkino), Scientific study. Dir. I. P. Pavlov. 60 mins. Rel. Aug. 15.  
Prokurator (Polish) (Capitol), Tense court drama. Dir. M. Wasylnski. 80 mins. Rel. May 15.  
Quick, Koenig der Clowns (Ufa) (Ger), Comedy. Eddan Harvey, Hans Albera. Dir. Robert Siodmak. 80 mins. Rel. Dec. 15.  
Rakoczi Indule (Hung) (Danubius), Musical romance, with Paul Abraham, music. Dir. Steven Seakely. 80 mins. Rel. Nov. 15.  
Roman Einer Nacht (Ger) (Bavaria), Romantic mystery. Liane Haid. Dir. Carl Boese. 70 mins. Rel. Jan. 15.  
Romance Tropical (Spanish), First picture made in Porto Rico. Romantic drama. 70 mins. Rel. Oct. 15.  
S. A. Mann Brand (Ger) (Bavaria), Nazi propaganda. Dir. Francis Seitz. 80 mins. Rel. July 15. Rev. May 15.  
Saloon in Kalro (German) (Ufa), Musical comedy. Renate Mueller, Willy Fritsch. Dir. Reinhold Schunzel. 80 mins. Rel. Dec. 15. Rev. Dec. 15.  
Schlemiel, Der (German) (Kinetograph), Comedy. Curt Bora. Dir. Erich Schlemiel. 80 mins. Rel. Nov. 15.  
Simple Tailor (Rust) (Amkino), Drama of Jewish life. Silent with sound track. Dir. V. Viner. 70 mins. Rel. Feb. 15.  
Sobor Las Ocas (Spanish), Historical romance. Dir. Ramon Poon. 70 mins. Rel. March 15.  
Sermant, Le (Fr) (Prorex), Heavy drama of love. Dir. Abel Gance. 90 mins. Rel. March 15. Rev. March 15.  
Sombra de Panchy VIII (Sp) (Cel), Life of the Mexican bandit chief. Dir. M. C. Torres. 70 mins. Rel. March 1.  
Soviet Cossacks (Rust) (Amkino), Newsreel compilation. 60 mins. Rel. July 15.  
Soviets Great New Turkey (Rust) (Amkino), Newsreel compilation. 60 mins. Rel. Sept. 1.  
Spiel Mit Dem Feuer (Ger) (Ufa), Domestic relations comedy. Dir. Ralph Arthur Roberts. 70 mins. Rel. Nov. 15.  
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.  
Tannenberg (Ger) (European), Military drama. Hans Stuw. Dir. Helms Paul. 85 mins. Rel. March 15.  
Tante Gusti Kommandant (Ger) (Capitol), Romantic comedy. Hans Niese, Max Tausend fur Eine Nacht (Ger) (Capitol), Farce. Tude Berliner. Dir. Max Mack. 70 mins. Rel. Feb. 1.  
Tina, Rel. Oct. 1. Rev. Oct. 2.  
Tuchter Der Regiments, Die (Ger) (General), Military musical. Any Ondra. Dir. Karl Lamac. 70 mins. Rel. April 1.  
Trenck (Ger) (General), Military drama. Dir. Ernst Neubach. 80 mins. Rel. April 1.  
Tres Amores (Spanish) (U), Heavy drama. Anita Campillo, Mona Marie. Dir. Moe Sachin. 80 mins. Rel. Nov. 1.  
Und der Lauchter die Puerta (Ger) (Ufa), Musical romance. Wolf Albach-Retty. Dir. Helma Hills. 80 mins. Rel. Jan. 15.  
Unser Fahn Flattert Uns Vorn (Ger) (Ufa), Hitler propaganda. Heinrich George. Dir. Hans Steinhoff. 80 mins. Rel. July 1. Rev. July 17.  
Verkaufte Braut (Ger) (Kinetograph), Smetana's operetta diluted. Jamila Novotna. Dir. Max Ophuls. 80 mins. Rel. April 15.  
Vi Som Gar Kokevagen (Swedish) (Scandinavian), Musical. Rel. April 15.  
Volga Veiga (Ufa) (dubbed English) (Kinetograph), Adventure of a Cossack Robin Hood. 70 mins. Rel. Dec. 15. Rev. Dec. 25.  
Waltz Time in Vienna (Ger) (Ufa), Musical based on Johan Strauss' life. Renate Mueller, Willy Fritsch. Dir. Ludwig Berger. 80 mins. Rel. Nov. 1.  
Wenn Herzen Sich Finden (Ger), Romantic comedy. Charlotte Ander. Dir. Erich Engels. 80 mins. Rel. Nov. 1.  
Wie Mann Maenner Fasset (Ger), Franziska Gaal, Musical comedy. Dir. Carl Boese. 75 mins. Rel. May 15.  
Wie sag ich's Malen Maten (Ger) (Ufa), Farce. Renate Muesher. Dir. Reinhold Schunzel. 80 mins. Rel. Nov. 1.  
Youth of Russia (Yiddish) (Sov-Am), Religious conflict. Dir. Henry Lynn. 70 mins. Rel. Nov. 1.

## Key to Address

Acme, 66 East 14 St.  
Amkino, 723 Seventh Ave.  
Bavaria Film, 49 Fifth Ave.  
Blue Ribbon Pict., 154 W. 56th.  
Capitol Film, 630 Ninth Ave.  
Danubius, 723 Seventh Ave.  
European Film, 154 West 56th.

Filmchoice, 509 Madison Ave.  
Kinetograph, 630 Seventh Ave.  
General Foreign Sales, 723 7th Ave.  
Inter-Continent, 60 E. 42nd St.  
Kinetograph, 630 Seventh Ave.  
Kinetograph, 723 Seventh Ave.  
Prorex Trading, 42 E. 56th.  
Scandinavian Film, 229 W. 42d.  
John Tapernour, 126 West 56th St.  
Ufa, 723 Seventh Ave.

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CULVER CITY, CALIF.

**GUS and ANDY'S**  
**Somerset Restaurant**  
RATES ★★★★★ FOR THEIR  
FOON (NOT WINCHELL).  
—POLLY MORAN  
P. S.—THAT BREAKFAST IDEA  
TIL 3 P.M. SWEDEN.

**GOMEZ and WINONA**  
THIS WEEK (DEC. 7), CAPITOL, NEW YORK

# AFFILIATES ORGANIZING

## No Special MPPA Deals on Recording Fees for NBC Discs or World Library

NBC has given up the idea of trying to obtain a special licensing arrangement from music publishers for discs turned out by the web. Web last week dropped its negotiations with the Music Publishers' Protective Association after learning that if the "dispensation" it sought were possible the contract would not be binding for more than a year.

Instead of the customary mechanical recording fee of 25c per pop number per pressing, the network wanted the privilege of paying a flat licensing sum on each master and also clearing the mechanical rights of the transcriptions it manufactured for use in foreign countries. After several weeks of parleying, NBC became sold on the proposition when it was informed by John C. Faine, chairman of the MPPA and licensing trustee, that the licensing authority he held extended only to the end of 1935.

### Lump Idea

Special rates that NBC was seeking were to be applied to its syndicated sustaining series. To date it has turned out six of these subjects, each composed of 12 programs. With the lump sum idea out, the web will make an accounting of the sustaining discs already disposed of and pay the publishers according to the regular license scale.

Another maker of syndicated sustaining discs that has approached the MPPA on the flat rate thing is the "World Broadcasting System. Latter outfit explained that its library contracts with stations expired in February, 1935, and that before starting to work out new deals with clients it would like to know whether the MPPA would be amenable to granting a different licensing contract. Attitude expressed by the publishers' organization was that it saw no reason for adopting the lump sum method, since the copyright owners collected an additional 25% from the sale of the library stencils to local sponsors.

## No Need for Station, But if One Is Granted Stan Hubbard Wants It

St. Paul, Dec. 10.

KSTP's application for a 100-watt station license for Minneapolis is merely a "nuisance" request.

According to Stanley E. Hubbard, KSTP vice prez and mgr., radio service in the Twin Cities is adequate and there is no need for any new station.

There is no chance for a new station to edge into the St. Paul-Minneapolis scene, Hubbard declared, "but if license application for one should be granted, we of KSTP would naturally want it to protect ourselves."

Hubbard pointed out that a different situation exists in Rochester (Minn.) where radio service, he avers, is sadly inadequate. Backed by the Rochester city council and Chamber of Commerce, a group has applied for a 100-watt station license for the Mayo Clinic town. If license is granted, plan is to backhaul the radio with programs piped from KSTP.

John Gillin East

Omaha, Dec. 10.

John J. Gillin, Jr., manager of radio, WOV, met here this week to attend board meeting of National Association of Broadcasters at the St. Regis in New York. Gillin will spend about a week in the metropolis on contacts and other business and will make connections in Cincinnati and Chicago. Harry Burke will take over the reins locally in the boss' absence.

### N.A.B. Pow-wow

Officers and board of directors of the National Association of Broadcasters started gathering yesterday (Monday) in New York for their quarterly pow-wow. St. Regis Hotel is the meeting place and the talkfest is slated to last two days, starting today (Tuesday).

## NBC'S UNIFORM CONTRACT MAY TAKE WEEKS

NBC's proposed new contract with affiliated outlets has passed through the hands of the station's relations department, and the general committee which had been working on it, and is now receiving the scrutiny of the network's legal department. How long it will take before the station compensation agreement will be launched members of the committee could not estimate. One avowed that it might take weeks.

Heads of several stations associated with NBC called at the relations department last week to get a line on some of the clauses.

### Gillette Auditions

Rockwell-O'Keefe offices auditions for Gillette Blades this week a program consisting of Ruth Etting, Morton Downey, Bowtell Sisters, Mills Bros., Bob Crosby and a Victor Young orchestra. Combination as it stands figures to cost \$8,000. Downey and Ruth Etting will split top billing. It has also been proposed that the series be so arranged as to have the latter two warblers on alternate programs.

If the program proves acceptable to the razor outfit it will be given a weekly hour on NBC.

### Downey on Salts

Morton Downey goes on the Carlsbad "Prudel Salts" program starting Dec. 16. Program undergoes complete revision of talent except for Rod Arlett, who holds over to week with Downey. Harrison Knox, Ruth Everett, Lou Kutzman and the production man, Harry Wallis, are dropped.

Carlsbad will in future have a half hour, Sundays and, 15 mins. Tuesday and the NBC blue web. Downey is reported getting \$4,000 a week for the two shows. He pays the other talent, Guy Bates Post and Ray Senatra, out of this.

### Roland Bradley's Job

Roland Bradley has been appointed program and production director at WINS, New York. He replaces Chester Thomas, who was transferred to WCAE, Pittsburgh. Florence Engel, contralto, is new staff artist. She is a Paul Whitman audition winner.

### Campbell Soup Restless

Campbell Soup is flirting with the idea of dropping the Hollywood Hotel' stanza in January and replacing it with an entirely new show. Program has changed writers three times since its October debut.

## STATIONS FAVOR GROUP ACTION

Undercover Efforts to Line Up Members of Both Major Networks to Deal with Webs Through Committees and Not Individually

### VERY Q.T.

Movement to organize the stations affiliated with NBC and Columbia into an association for netting bartering purposes has during the past two weeks taken on momentum. Prime movers of the project are anxious to corral a substantial membership before NBC puts the finishing touches to its new station contract and starts submitting it for signatures to associated outlets.

Stations lining up with the protective association are pledged to refrain from bargaining individually with the networks and to leave the devising of demand for a more equitable uniform contract to the committee chosen for that purpose from the association's membership. To avoid any tipoff consequences the membership approaches are being made with utmost caution.

Idea of combining network affiliated stations into an organization of their own originally popped up at the Cincinnati convention of the National Association of Broadcasters last September. There was lots of lobby and private accommodation of the proposition but nothing material eventuated. Proposed alliance received a more thorough going over during a get-together of the Edward Petry stations in Chicago several weeks later.

### GETS ELECTRIC CHAIR

318 Murder Condemns 21-Year-Old Radio Musician to Death

Zanesville, O., Dec. 10. Ignoring a plea of an attractive radio entertainer to spare his life, a jury in common pleas court condemned Russell Swiger, 21, radio orchestra leader and musician, to die in Ohio's electric chair. It was the second trial of the youth, who confessed he killed Harold Fleming, 18, in a filling station holdup that netted \$18. A previous jury disagreed.

Grace Mitchell of Pittsburgh, radio entertainer, testified for Swiger.

## Kansas City Star's WDAF Policy Special Rate Encourages Equality of Contrast Between Newspaper, Radio

Kansas City, Dec. 10. Newspaper owned and operated stations in the midwest are reported following the example of the Kansas City Star, trying in newspaper with transmitter in order to spread advertisers over both media. Newspaper owners generally are not too keen about building up the transmitter to such an extent that it overshadows the paper, and strive to keep an even balance. In most spots tie-in is to give advertisers a special reduction on the charges if using equal space in both air and print.

Leading the field in this regard is the WDAF station in Kansas City, which is owned and operated by the Kansas City Star. Offer being made to advertisers gives sponsors a 25% reduction on the radio rate if they spend an equal amount each month for display in the paper.

## Levys Fete Society, Business Guests, Hand Newspapermen Last-Minute Party Call-Off After KYW Opening

### EDITORIAL BUILD-UP

NBC Uses Sustaining Series as Sales Point

NBC's sales department has gone after business from the building material industries in a strenuous way. Broadcasts are being addressed to firms allied with home construction, pointing out what the network has done by way of sustaining broadcasts to stir up interest in the Washington administration's housing movement and arguing that the time is now ripe for the firms to cash in on the movement by advertising over the air.

It's the first time that NBC has followed up a series of programs calculated to come under the heading of "public interest, convenience and necessity" with a drive for business. Network refers to this campaign as comparable to the newspaper and magazine device of making advertising capital after an editorial buildup.

## CBS SPECIAL DIVIDEND OF \$1 SHARE

Directors of the Columbia Broadcasting System last week declared a quarterly dividend of 50c a share plus a special cash dividend of \$1 a share on each of the 399,200 shares of 'A' stock and 253,900 shares of 'B' stock. Both dividends are payable Dec. 27 to stockholders of record Dec. 13.

Two weeks before the CBS directors passed a 50% stock dividend payable under the same conditions. Stock last week was selling at \$34.75 a share.

### Socialite Broadcasters

WMCA, New York, continues to raid Park avenue for its new air voices. William John Warburton, member of the stock exchange, is on Baron Vonage's 'Champagne Cocktails' on Sunday (8). Also Kay Leslie, actress, in private life Mrs. Julian St. Charles Chaguenneau, is heard over same station.

Philadelphia, Dec. 10. KYW went on the air last Monday (3) as a Philadelphia station. At the last moment newspapermen were informed that a party arranged by Leon and L. D. Levy following the ceremonies had been called off. This might have been even Stephen with the press had it not become known that while the press were being handed their hats and told "what's your hurry," a group of about 50 prominent broadcast executives were privately informed that the party was still on but with the newspaper mugs left out.

Resultant steam-up of the press bunch is easily understood. Fourth eaters weren't so anxious to mingle with the Levys' guests but resented the office boy treatment especially after suffering through the official ceremonies which were estimated to be pretty dull.

### Overdone

The program itself, dedicating the new outfit to the local cause following variety of Press-Radio Bureau from Chicago, was an hour long hullabaloo without even time off for a ham sandwich. Show was titled the "KYW Cavalcade," presumably to display the program line-up which the station would feature, and was arranged by NBC in conjunction with the local studio. Starting at 8 p.m. from Philly, using a 30-voice local unit alternately conducted by Sylvan Levin (who subbed for Stokowski on the former Chesterfield series) and Harry Reiser, sent over from New York, the program cut to NBC headquarters for snatches of the night's commercials between offerings from the KYW menage. Included also in the cut-ins were bits from Corrol Gibbons dance unit in London, a west coast salute and another radio squib from Chicago.

The Cavalcade was fraught with longanities, especially the constant solicitations to the Levys, bigwigs of the Columbia Broadcasting System, by NBC officials. Messages from Richard Patterson and David Sarnoff gave the WCAP-CBS owners more praise than NBC's own execs rate. While, at the same time, a bigger laugh was that this 'Cavalcade' merely introduced a line-up of programs and talent to which Philly audience had been listening for years through the combined facilities of stations WFLD and WFEI. Sarnoff gave the WCAP-CBS owners more praise than NBC's own execs rate. While, at the same time, a bigger laugh was that this 'Cavalcade' merely introduced a line-up of programs and talent to which Philly audience had been listening for years through the combined facilities of stations WFLD and WFEI.

It is understood that KYW must carry 85% of WCAP origins, and that the outfit will not be a key link of the red network. In such a case, KYW can do no further service for the local area than has been accomplished previously.

## Seattle, Tacoma, Spokane Chafe at Alleged Delays Of Press-Radio Flashes

Seattle, Dec. 10. Slowness of Press-Radio Bureau to get out important dispatches is giving plenty of palpitation to subscribing stations of Seattle, Tacoma and Spokane.

Failure of aviator Uhm's attempted Pacific flight last week was in Seattle newspaper headlines almost an hour before Press-Radio Bureau dispatch on the event was sent from Los Angeles for broadcasting purposes, according to officials of KOMO and KJR. Same thing happened previously in 'Baby-Face' Nelson story.

Tacoma and Spokane stations run up against same thing.

### Will Rogers Back

Will Rogers resumes for Gulf Oil Dec. 23, doing six consecutive broadcasts this time. Stogmangle and Budd are due back in this Sunday night spot after the six weeks layoff.

### Local Industrialist

#### Gets WKRC's Top Job

Cincinnati, Dec. 10.

CBS home office has appointed Timothy S. Goodman, local industrialist and clubman and a newcomer to radio, general manager of WKRC, the web's 1,000-watt Cincy outlet. Goodman is a former exec of two paper goods firms and at present is a v. p. of the Weir Kilby Corp., manufacturer of railroads frogs and switchers.

He supplants E. S. Mittendorf, who resigned to enter retirement in California. Mittendorf held a chunk of stock in the station prior to his sale to CBS.







# CODE REVISION SHELVED

## Philadelphia Also Rans Snap Out of Long Doze to Meet WCAU-KYW Odds

Philadelphia, Dec. 10. With all plans anent Philly radio stations either completed or well under way, the town bids fair to climb into a well established berth for national recognition.

The entrance of KYW here last week begins a series of house cleaning efforts embracing almost every studio here. The new WIP outfit will be snugly ensconced in ultra quarters by next month, the WLTY-WFI merger has already gone into effect insofar as the financial basis is concerned, and the Radio Center group of WFEW and WDAS is expected to commence reorganization before the year is up.

At present more than 50 CBS network shows are being piped by WCAU weekly. Station handles all originations for the Columbia Dixie web and also produces several variety shows regularly in line with the net's policy of building daytime airtime. Although KYW will not act in key station capacity for the NBC-WFEW chain the studio is preparing to utilize WCAU studios when the occasion demands. Similarly, WIP, associated with ABS, is lining up more than a dozen weekly shows for network consumption. Topping this wholesale inventory, CBS angle came up. WTCB had been giving thought to switching its NBC connection from the red (WFEA) to the blue (WVIZ) link, which realignment would serve to solve NBC's coverage problem in the lower New England area and at the same time make WTCB deserving of an appreciable boost in compensation from the network.

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## HELEN HAYES' 10 MINS. ON HINDS HALF HOUR

Helen Hayes is set for five weeks on new Hinds Honey and Almond Cream show starting first week in January. Stage and screen star to have a 10-minute spot in the half-hour session for dramatic sketches. Supplementing it will be music by Don Voorhees and his orch and vocal choruses by Greta Keller, Viennese songstress. On Sundays from 8 to 8:30 over WABC. When the Eddie Cantor show follows in February on its 26 week run, comedian will be on from 8 to 8:30. Second portion of hour show here. Feature Club Romance with Greta Keller and Donald Stewart. Voorhees orch continues for same duties. A Cinderella tang to this musical serial.

## Bacher's New Berth

W. A. Bacher yesterday (Monday) joined the program producing staff of the Lennen & Mitchell agency. Bacher's recent connections has been the Benton & Bowles and the Blackman agencies. In the latter post he stayed three days.

## CBS EYES WTCB AS N. E. ALLY

CBS would like it could work out a deal with the Travelers Insurance Co. making the latter's \$5,000-a-week Hartford release for the network. Approach to that end has been made by a Travelers exec, despite the fact that Sam Pickard, CBS v.p. in charge of stations relations, has an ownership interest in WDRG, Columbia's present Hartford outlet. With WTCB operating on an unlimited time basis, Columbia figures that an affiliation with the Travelers' mouthpiece would go a long way toward solving its Connecticut, and lower Massachusetts problem in the event of a break with John Shepard, 3d, and the Yankees network. Before CBS angle came up, WTCB had been giving thought to switching its NBC connection from the red (WFEA) to the blue (WVIZ) link, which realignment would serve to solve NBC's coverage problem in the lower New England area and at the same time make WTCB deserving of an appreciable boost in compensation from the network.

## CHESTERFIELD DROPS 3 OPERA SINGERS

Chesterfield is dropping its roster of Rosa Ponselle, Nino Martini and Greta Stueckgold at the end of the current 13-week lap. Program that will replace the operatic setup has not settled upon.

Since the return of the series this season the tendency has been to routine the repertories more and more along popular lines.

## Borden's Claim Step-Child Treatment

## CBS Loses Account When Favoring 95-Station Ford Show—Borden to NBC

## New WCAU-KYW Staff

Philadelphia, Dec. 10. The announcing staff of WCAU, pursuant to the opening of KYW, finds itself flooded with new faces. Hugh Walton, only remaining splinter of the old guard, becomes chief announcer, heading a new group. Initiates are George Hogan of WBBM, Gene Morgan from ABS-WMCA, and Charlie Stark, former station manager of WFEU. Fred Lang was a recent acquisition out of WNAC, Boston.

Of the former group, Morris West is upped to the program depot, James Begley moves to KYW in production-announcing, and Alan Scott leaves the staff to become an artist in the guise of commercial news commentator. Latter signed contract with Spellenburg's department store as a result of the tremendous mail vote on the recent contest between Father Coughlin and the N. Y. Philharmonic which was begun on Scott's sustaining air-cast three weeks ago.

## 10% HOUR CUT FOR TECHS OFF

Understood IBEW Agreed to Lay Off for Time Being Labor Advisory Board Only Branch Holding Out

## FARNSWORTH'S IDEA

Washington, Dec. 10. Long pending revision of the broadcasting code, involving a 10% cut in hours of studio technicians, is virtually dead at present, as far as the Federal Government and the industry is concerned.

Technically in a state of suspended animation, the proposed overhauling, on which a bitter hearing was held last June, probably will remain in an NRA pigeonhole for months to come and may never see the light of day again, unless and until Congress enact a 30-hour-week law for all industries.

While none of the parties involved would discuss the question for quotation, it was learned that the International Brotherhood of Electrical Workers has panned the word along to withdraw pressure for an early showdown and that labor and employers have reached a virtual truce which looks good for many months.

The Labor Advisory Board of the NRA indignantly denied that the hour-cut proposition has been abandoned, but Deputy Administrator William P. Farnsworth showed no disposition to attempt a conference or to try to effect a compromise which will put an end to the prolonged deadlock. Likewise broadcasters are disposed to observe the status quo.

Real explanation, it was learned authentically, is that the IBEW has encountered hard sledding in its unionization campaign and does not intend to press the question of slashing hours until its strength has been increased, particularly in the metropolitan New York area. Union strategists are represented as feeling that to turn on the heat and win a 30-hour week on behalf of studio engineers who have refused to join the brotherhood would be an unwise move.

While Farnsworth declined to discuss the question of immediate action, it was indicated in government circles that the situation is being watched.

(Continued on page 42)

## Small Town Broadcasters Organize, Hope to Have Chicago Sales Office; Lloyd Thomas Elected President

Rockford, Ill., Dec. 10. Corn Belt Broadcasters association, embracing the states of Illinois, Indiana, Wisconsin, Iowa, Nebraska, Minnesota, Missouri and Ohio, was organized here at a meeting of representative station owners and managers at Hotel Faust. Organization will serve to protect and further interests of the broadcasters in the future.

Lloyd C. Thomas, general manager and owner of WROK, Rockford, was named the first president of the organization. Sumner D. Quarten, station manager of KWCR, Cedar Rapids, Ia., is vice-president.

## Kaney, Prexy, Atliss V.P. Of Chi Broadcasters' Assn. As Hogan, KYW, Resigns

Chicago, Dec. 10. Special meeting of the Chicago Broadcasters association was held last week and at which Homer Hogan, former chief of KYW, tendered his resignation as president and member of the organization following the removal of the station from Chicago to Philly.

Sen Kaney of NBC, formerly vice-prexy, moved up to the presidency while Ralph Atliss of WVIZ and WBBM, Rock Island, Ill., WBBU, Anderson, Ind., WTRC, Elkhart, Ind., WLBC, Muncie, Ind., and WCLO, Janesville, Wis. Other stations have signified intent to join but were unable to attend the organization session.

and Edgar D. Bill, executive of WMBD, Peoria, Ill., is secretary-treasurer. An executive board consisting of the officers and one member from each state was named. Leslie Pfefferly, WCB, Springfield, Ill., Sidney Bliss, WCLO, Janesville, Wis.; Roy R. Baker, WTRC, Elkhart, Ind., and Iowa to probably be Reginald B. Martin, WKBB, East Dubuque, Ill., but with studios at Dubuque, Ia.

More than 50 station representatives in attendance, the meeting having been called by Lloyd C. Thomas. It is for the smaller stations to have blanket representation with an office in Chicago, as soon as the organization has made a study of territory and station statistics.

Executive committee is to meet once a month at some designated studio, with the annual meeting of the organization to be held in May. Exchange of ideas, better representation in the National Association of Broadcasters, and protection of rights and interests against the larger stations and the chains are the purposes.

Stations affiliated in the Corn Belt Broadcasters' association include WKBB, East Dubuque, Ill., KWCR, Cedar Rapids, Ia., KWCR, Cedar Rapids, Ia., WROK, Rockford, Ill., WJBC, Bloomington, Ill., WHFC, Cicero, Ill., WCB, Springfield, Ill., WTAD, Quincy, Ill., WMBD, Peoria, Ill., WBBM, Rock Island, Ill., WBBU, Anderson, Ind., WTRC, Elkhart, Ind., WLBC, Muncie, Ind., and WCLO, Janesville, Wis. Other stations have signified intent to join but were unable to attend the organization session.

## A SUMMARY AND DIGEST OF THE YEAR IN BROADCASTING

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IN THE

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# WAX DICS 'EM, WEBS GET 'EM

## Inside Stuff—Radio

Supervision of Lehn & Fink's 'Hall of Fame' program switches to the Blackman agency with the Jan. 6 broadcast. Latter event will mark the debut of both the frame and Helen Hayes on Columbia's Sunday night schedule. Lennen & Mitchell, which did the signing of the actress, will remain in the direction of the 'Hall' when the program's plug changes from Hinda Honey Almond Cream to Lysol. Blackman was recently assigned the entire Hinds end of the L & F business.

Shift of Miss Hayes to Blackman recalls the wordy tangle that developed several weeks ago when William Paley, CBS prez, and the Blackman agency, prevailed upon E. N. Plaut, head of Lehn & Fink, to listen to the addition of an original musical comedy by Lorenz Rodgers and Richard Hart. Mrs. Plaut among others took a liking to the Rodgers and Hart affair, with the result that the L & F president grew cold on the Helen Hayes booking. When the situation was taken up with Lennen & Mitchell that agency took the attitude that there would be no backing out from the Helen Hayes contract as far as it (L & M) was concerned. Lennen & Mitchell averred that it had put the actress under contract for the 'Hall of Fame' and that Lehn & Fink would either back up the obligation or take the entire account, which includes Pebeo elsewhere. Although signed for 13 weeks the contract guarantees Miss Hayes six weeks, with the salary for the latter period totaling \$15,000.

Eddie Cantor is slated to start for Pebeo the first Sunday in February.

Novice radio hours which have always thrived in the hinterland have just struck Manhattan. The trout program now rates so much attention and preparation as the seasoned commercials. While stations have been cordial to amateurs signing up at the desk it took Maj. Bowes WHN break-in and WMCA's Harlem spree to get listeners really debut conscious. WHN sticks to white talent, while WMCA treks up to Lenox avenue for its budding stars.

Maj. Bowes' hour has resulted in cops, clothing salesmen, stenos and housewives discarding their chores and taking a fling at the microphone. The final counting of the calls will come after the broadcast decides who wins out. Six operators are retained on the switchboard every Tuesday night when these free-for-all come on. It is usual for the calls to total up several thousand a night.

Next broadcast of the trick Spatari radio code over WENX, New York, is set for December 17. Station has been toying with this since last summer. Airing to come on between 4 and 5 a. m., and will be picked up by Canadian DX relay.

Purpose is to demonstrate ease with which announcements can be carried in the code jargon. There will be music as the main diet, to be prefaced by English description of the code application. The regular three-minute trade blurs in English can be translated into this signal system of 30 seconds' duration. Those writing it on program will receive copy of code's introduction which explains its rudimentary features.

Leon Goldstein, publicity chief in charge of the preliminary build-up, and is being assisted by Carlo Spatari, creator of the code, and Dr. Herbert Wilson, engineer.

Appropriation made by Hudson Motor Car Co. for the Kate Smith series includes a hefty share for spot broadcasting. Advent of the warbler in each of the towns where she's slated to do her auditioning of local talent will be ballyhooed by a group of broadcasts over the local CBS affiliate.

In drawing up Miss Smith's contract, Columbia overlooked the matter of mentioning that the network program, which starts Dec. 24 and involves a hookup of 74 stations, would have to be rebroadcast at 11:30 Monday evenings, with the result that the singer's manager, Ted Collins, last week put in a request for an added \$10,000. He averred that \$3,000 of this money would be required to cover the musicians' salary for the rebroadcasts during the run of the contract, and that he figured that Miss Smith should receive \$1,000 for each of the extra shows.

WEVD, New York, opening its third year of the university of the air, to make platters of all lectures this semester for other stations. Service to be offered gratis to any outlet making application. Calibre of speakers for the various courses in high, and all are sustaining on the station.

Among those listed to go down the list include Hendrick William van Loon, Fannie Hurst, Heywood Brown and Prof. John Dewey. A 30-minute broadcast was carried on the occasion of the official opening last Saturday (8) from Town Hall. Nazimova, Sigismund Spaeth and Michael Strange assisted on this part of the program.

WBXN, Bronx station in New York, hopes to get its tussle with the Bronx Home News strengthened out by the first of the year. At present the daily comes through with news space but holds out on program listings.

Stunts and other press releases take attention on the city desk, but schedules are dished into the waste basket. Most papers hold out altogether on small station squibs, which make this situation all the more peculiar.

Recent front-page story in VARIETY about Macy's booking bureau gave Marnie Greenwald, p. a. for Jack Pettit, head leader, an idea, and he's tied up a similar arrangement between his boss and Gimbel's, Pittsburgh.

It's all gravy for Pettit, with Gimbel's taking out extra newspaper space to announce the service for their customers, permitting them to hire anything from a hooker to a unit and charge it to their store accounts. All Pettit has to do in return is play a half-hour session on Gimbel's balcony once monthly.

WTMJ, Milwaukee, used the same publicity stunt as WCAU, Philadelphia, except that 12,000 letters in one week answering the broadcast inquiry of whether WTMJ shall pick up Father Coughlin Sundays following removal of KXYW, from Chicago.

Not one of the letters, according to WTMJ was negative.

'March of Time', which is a CBS program, is soon to appear as a series of film shorts. First Division Pictures is releasing the series.

Editorial staffs of Time and Fortune will do their stuff. Typical syndicated Time reporting will be carried into new medium.

To broadcast a concert by the King's Grenadier Guards Band, 36,000 miles of telephone hookups were used in Australia by chain of B-class stations.

## DISCS AS AIR BUSH LEAGUE

Advertisers Try Air First on Wax—Later Graduate to Networks

### EXAMPLES

Chicago, Dec. 10: Despite the resentment on the part of networks against the spot business generally and the special station reps in particular, it appears that the networks are obligated to the special rep and the spot business for considerable chain business. Many network accounts have started as spot accounts.

So much so that the spot field is being now regarded in the radio trade as the bush leagues of the business, developing business for the network big time. Some of these spot accounts that have spread to chains have done so in remarkably short time and are used by the special rep outfits as Exhibit A in selling new business for radio. They point, for instance, to the Boyer Chemical company and its 'Beauty Boy' show which jumped from a single spot show to a full NBC network in the short space of 24 weeks. Boyer started on WFAA in Dallas, and at the end of the first 13 weeks spread to the Texas quality group and at the end of the second 13 weeks went to NBC.

Plough's Hop and Fennel's Plough's Asperin and Fennel's are a very insignificant account down in Memphis, passed over by network salesmen as entirely unlikely for chain sponsorship. Yet in less than a year Plough hopped from a couple of Midwest spots to a prime NBC show with Guy Lombardo orchestra. Plough broke all merchandising rules by taking outlets in towns in which it had no distribution. But after a few weeks on the air started distributing into those cities and found itself arriving with a ready-made list of customers.

In the dog food field two outstanding examples of spot business handling the bush league accounts for the networks are the Morrell 'Red Heart' dog food and the Rival dog food. Bob Morrell's show for Morrell is now NBC after having spent last season on WGN here and several other towns through radio discs. Rival is still spotting its 'Whisper and Sing' show but is at present clearing time on Columbia for a February start.

Quinine Story Grove's Bromo Quinine started spot last year in St. Louis and Chicago but is now on CBS with Art Kassel orchestra and Pat Kennedy. Pinex was a spot account last year, now on CBS with Little Jack Little. Educator biscuit was spotting 'Dick Steele, Boy Reporter' for several months before shifting the show to a regular NBC notch. Grunow radio and refrigerator started spot for a short time before taking to the networks.

These are pointed out by stations and special reps as merely prime examples of the spot accounts which have grown to network proportions. Radio disc men feel the same way about their accounts; that they are building them up so that they can quit radio discs for network.

### Vince Until April

Vince, mouthwash will continue to alternate John McCormack and John Charles Thomas in its Wednesday evening spot on NBC to the end of April.

Let's alternate the Charles R. Warner Co. called it a run for this brand in March.

John T. Clancy, of WTIC, Hartford, in New York last week to market 'Whisper and Sing' about the station's new contract.

## Vermont Stations' Program Struggles; Acts Hardboiled on Coin, Hired Away When Good; Phonograph Increase

### Please Disconnect

Cincinnati, Dec. 10: Records at WCKY contain letter from a woman in Covington, Ky., reading: 'Please disconnect your radio station from my home, as the radio is not installed here any more.'

## HEARST GETS WBAL FULL TIME

Washington, Dec. 10:

William Randolph Hearst is slated to have full operating time for WBAL, Baltimore outlet, which he took over last week from the Consolidated Gas, Electric Light and Power Co. of that city. Thing will be affected by moving WTIC, Hartford, the 1,000 Kc. channel which the latter now shares with WBAL, to 1,040 Kc.

New arrangements will have the Travelers' Insurance Co. multipiece sharing the 1,040 broadcast band with KRLD, Dallas, and also allow the Hartford station a longer operating schedule.

Baltimore, Dec. 10:

Operating acquisition of WBAL by Hearst interests, which purchased station month back from local utilities company, Gas & Electric, Inc., has been deferred till after the Christmas holidays and may be first of year before actually transpires. Hearst was to have taken possession before Dec. 20. Delay is to give present operators chance to clear up the Christmas business, probably the fiscal year as well. Auditors were leaving through ledgers for four days last week at the station.

Boston, Dec. 10:

Pote Bros., owners and operators of WYMX, newest of the Boston outlets, have been approached by the W. R. Hearst organization with a proposition to buy. Thing didn't get to the coin-quoting period because the brothers averred that they were more interested in holding on.

## AYER AGENCY AFTER PHILCO

Philadelphia, Dec. 10:

An open attempt to woo the Philco radio account by N. W. Ayer away from their present agency connection with Hutchins in Rochester was seen last Thursday (8) night in conjunction with the Fred Waring broadcast from Philly. Show was a closed affair staged in the banquet hall of the Bellevue hotel for dealers and press, with Boake Carter doing his nightly news talk for Philco from his table in the same audience.

Carter plug for Ford was tied in with comments about general industrial activities by various manufacturers, naming the motor firm as leading the pack for business upping. Philco account has been with Hutchins for little over a year, previously being handled by F. Wallis Armstrong in Philly for a similar period.

Burlington, Vt. Dec. 10:

Failure of sponsors to show interest in local talent and absence of salesmanship on the part of would-be radio artists is blamed by a local station exec for the absence of localities on Vermont stations. A recent survey showed that the percentage of records being used has increased steadily in the past year.

Artists have a totally different argument, namely, that they are tired of appearing on call from the stations and being told that the publicity alone is worth the effort. Several have refused to face a mike unless paid.

WDEV (Waterbury) uses the largest amount of talent. Station maintains a policy of giving beginners a chance to show their ability. WCAX (Burlington) has developed several local favorites, only to lose them to higher power stations up to his city spot. Don Glenn, formerly rated by the station as top vocalist, is now appearing with Felix Fernandez. Irene Robins has switched to WGY, and the announcer jump to Ray State positions as soon as they are okayed by Vermont fans.

Looking

WQDM (St. Albans) recently changed hands, and the new owners are scouting for talent, but having to depend mainly on records at present. New equipment is being added and the station is going after accounts in northern New York State, where it has stations that section have visited the station.

WYSB (Rutland) and WBNX (Springfield), covering the southern section of the state, have to compete with Massachusetts and New York stations, and it seems to be hard picking. They also report that their featured singers are stolen as soon as they leave town. They are also interested in municipal affairs and allot plenty of time to discussions of city problems by officials.

## Suburban Press Chilly To WFAS, White Plains, But List Web Programs

Westchester County Publishers, including dailies and weeklies, district, continues to cold shoulder WFAS, White Plains by putting the damper on any program listings or news squibs. This goes even when some major event is up for broadcast.

J. Noel Macy is head of a chain which runs the Yonkersville Herald-Examiner; Town and Country News, Mt. Vernon Argus; New Rochelle Standard-Times; Mamaroneck Times; Ossining Citizen-Sentinel and White Plains Daily Reporter. When station takes out paid space in the latter home sheet, a two-inch program squib is permitted to slip by in new columns with the 100 paid inches. Weeklies a bit more lenient.

Listings from the major networks are carried for the suburbanites, but the old cry of space competition is raised when it comes to WFAS. No let-down to sight either. To get its program in circulation regularly, station now has its own weekly give away.

### Outdoor Girl on CBS

Outdoor Girl cosmetics goes Columbia Jan. 6 with a Saturday night half hour over a hookup which includes New York, Chicago, Boston, Detroit, Pittsburgh, Albany, Cincinnati, Elkhart, Syracuse, Toronto and Montreal.

Cast will consist of Gladys Baxter and Victor Arden's orchestra and Kay Carroll doing the beauty expert spiel. United Advertising agency is piloting the program.



# New York Stations Compete for Legit Stars, but Strictly on Cuff

New York stations are anxious to get legitimate stage stars on the air. More anxious to get them than the theatre people are to be had. For the radio station anxiety for stage luminaries isn't intense enough to be expressed in coin. So with the stars it's just a donation for the manager's benefit. And the stars are a bit lukewarm.

However, most of the stations have contacts whose jobs it is to dig up stage personalities. A recent check-up of Broadway shows reveals that 12 stars and 35 featured players are now doing their stuff in the Times Square square. This is the largest contact on Broadway in several years. Just as soon as a new play opens with a star or some featured personality, the radio hops after them for an early interview.

Many such as Walter Huston, Bert Lytell, Tallulah Bankhead, Lillian and Dorothy Gish are former Hollywoodites.

WINS has its own Theatre of the Air which Michael Young presides over three weeks. Young has corralled Eva Le Gallienne and Tallulah Bankhead for his pet hour. Herman Shumlin and Lillian Hellman of 'The Children's Hour' among the latest to be ensnared for a date.

WMCA has Charlotte Buchwald performing a similar duty on her weekly air-bus. William Cauden at WJZ is chief interviewer for that network when celebrities crop up, but he does not confine his questions to stage stars. John J. Kennedy recently had Yvonne Pringle and C. H. Cochran with excerpts from 'Conversation Piece.'

## Dudley Commercial

Bide Dudley at WOR does the job for the Mutual Group on a commercial basis. He brings guest stars down for the Golden Dawn hour and also for the Theatre Club of the Air. WBVD, WOV and WBNX, Bronx, go after the foreign stars to reach their particular listening public.

Broadwayites figuring in the air during the past few weeks include: Violet Heming, Frances Starr, Eve Casanova, Irene Browne, Francine Larrimore, F. C. Nugent, Glenn Hunter, Earl Lammie, Mr. and Mrs. Charles Coburn, Bert Lahr, Cora Witherspoon, Eddie Dowling, and Charles Wininger.

## PHILLY MERGER?

WCAU, WYV, Despite Theoretical Opposition, One Corporation

Philadelphia, Dec. 10. With WCAU of the CBS web, and KYW, an NBC outlet, under one roof and operated by the same management, the two companies will be combined to operate the brace of stations under a single management unit.

Leon and L. D. Levy will incorporate under the title of the Philadelphia Broadcasting Company. This move, it is rumored, is to block any legal complaints from the monopoly angle.

## It's the WOV Building

WOV, New York, rents one floor of a nine-floor building starting Jan. 1. English and Italian programs alternate.

Leontine remains in the WOV building.

## WSYR's 2 New Groups

Syracuse, Dec. 10. WSYR has added two new musical units sustaining Herman and Hilu German Band, and Harold Miller and His Jug Band. Former is spot Monday nights, latter Wednesday nights.

Strenuous efforts being made to keep Herman's identity under cover, even to the use of a screen in the studio when the act is on the air. Herman, however, is said to be Ken Spornon, leader of the R-K-O Paramount's pit band.

Ray Lewis, former sales manager of KQVC, San Francisco, has joined the staff of KJLN and KQW, San Jose.

## Agencies-Sponsors

Gardner-Griest agency, Chicago, not better known. Dunning and Osborne handles the American Rolling Mill account including the radio program.

Packard is making it a second 13 weeks for Lawrence Tibbett on the Tuesday night session over NBC.

J. Walter Thompson last week renewed the Lux, Royal Galatin (Mary Plunkett) and Swift (Sigmund Romberg) shows on NBC and the White Owl (Burns and Allen) program on CBS. Renewals of the Chase & Sanborn coffee spot and Fleischmann twoosome. Rudy Vallee Varieties and Joe Penner are due to come through this week.

General Electric still cogitating over Jack Pearl

Ex Lax has extended the run of its Clark, Block and Sully, and Glavin and Greta Nielsen. Glavin reconsidered his decision to quit after the commercial agreed to make his contract non-exclusive.

Ruthrauff and Ryan, Inc., of New York have been appointed to handle the advertising of R. M. Graves Corp. of Portland, Ore. Radio will be used along with newspapers.

S. P. Hartner, vice-president of Pet Milk Company of Salt Lake City, recently visited San Francisco to confer with Stanley C. Swanberg of Botsford, Constantine and Gardner, Advertising Agency who is in charge of production for the milk company's new series of wax programs to be used in the Rocky Mountain district.

Bill Norvell, formerly commercial manager for KGW, has incorporated Norvell Advertising Agency, Portland, Ore. His largest account is the Star Brewery Company, using 14 Pacific northwest stations by means of wax.

Marion R. Gray Company, shirt manufacturers of Los Angeles, planning radio campaign for the Pacific Coast, to boost a new Gray-co shirt.

McGregor and Solis has produced wax series for the Montana Power Company.

Crazy Crystals, has bought KPO's, San Francisco, Carefree Carnival, coast-to-coast for one year, starting Dec. 30. Program pared to half-hour but will continue same variety idea.

Account was placed through the Bowman & Crane agency.

Lennen & Mitchell agency, New York, has expanded edit radio department to occupy most of one floor.

Sun Oil Co. has renewed for Lowell Thomas on NBC's blue (WJZ), effective Dec. 10. Roche Williams & Cunningham is the agency.

General Foods Corp. has extended for Maxwell House Show Boat over 68 stations on NBC's red (WEAF), effective Jan. 8. Benton & Bowles is the agency.

## Wax Works

Bond Bread is stencilling 26 one-minute announcements for placement on 20 stations. Job is being supervised by B. D. D. & O.

Beechtree's recorded version of the 'Red Davis' serial now spread over 19 stations.

Albers Bros. Milling Company of Portland and Seattle, manufacturers of flapjack and buckwheat flour, start a transcription campaign on 14 West Coast stations. Handled by Erwin, Wasey, Made by Recording, Inc. in the form of 18 five-minute musical programs.

Gene and Glenn 3-Hour Show

Cleveland, Dec. 10. Gene and Glenn, Cleveland faves for seven years, returning from East to stage their annual Christmas broadcasts for three newspapers' benefit funds on Dec. 22. Three-hour staged show to be held in live auditorium, piped through WTAM, by singers for Cleveland 'Press', 'News' and 'Plain Dealer'. First reappearance here in a year.

# New York Radio Parade

By Nellie Revell

There was trouble backstage before opening of radio broadcast. The O'Flynn, Russell Janney resented the changing of some of the times to fit the radio show. He threatens to attend every rehearsal from now on to see that no changes are made. Script called for Charles Webster to portray Russell Janney as narrator but at last rehearsal Janney threatened an injunction if anyone but he played role of Janney. Janney won and played himself, opening broadcast while Webster adorned stage and unless Janney is satisfied that is all Webster will be doing for the next 13 weeks for a jolly check.

## In the Doghouse

Burgess Meredith, Rod Davis on Beech-Nut show on NBC, missed his last Tuesday eve late broadcast. Studio was held open right up to the very minute the first Red Davis speech was to start, at which time in the absence of Meredith, production man Ed Wolfe of NBC played the part and a guard was posted outside the studio to keep Meredith from entering should he arrive. Meredith claims he thought show was scheduled for later hour.

## Bread-and-Butter Logic

Outdoor Girl Beauty Products set a show through United Ad Agency on CBS. Contracts had not been signed but all details were accepted and agreed upon. At the last minute Standard Oil through McCann Erickson stepped in and bought the time previously set aside for Outdoor Girl. CBS answer was Standard Oil (Esso) is using 22 stations and Outdoor Girl only 12. Cosmetic now goes on air full month behind schedule on January 5 at 7:30. Show will consist of Gladys Baxter, Vice Arden cor, baritone, dramatized highlights in lives of outdoor girls in Amelia Earhart, Helen Wills, Babe Didrikson, etc.

## Why Radio Seems Crazy

Supposed prelude to final okaying of Kate Smith commercial called for plenty of jockeying by Hudson-Wass. Sponsor and CBS not agreeing over network alignment, Hudson wanting certain outlet and CBS standing pat on 'all or nothing'. Hudson had settled all contract agreements with Kate Smith show but no contracts were signed. The sponsor's Detroit office is supposed to have broken the story about Smith being set to open Xmas Eve even though no contracts had been signed. This had CBS on spot since they have been looking for sponsor to pay Smith salary, for a long time, and any last minute cancellation would hurt her value. Another angle had sponsor divided into two factions, one favoring Smith and other the Rodgers-Hart musical.

## CBS Makes a Gesture

Tito Guizar of CBS signed by Fox with Tullio Carmanati in new pbs 'Adios Argentina'. Guizar due on Coast in February for about eight weeks. Brillo program will then emanate from Hollywood with wire charges being split equally between Brillo, Guizar and CBS Artist Bureau. This sets precedent since first time CBS Artist Bureau paying wire charges out of its bit.

## Visitors

To CBS: Harry Butcher from CBS, Washington; E. S. Rogers of CFRB, Toronto; Burt Squire, WHK, Cleveland sales manager; H. J. Brennan, boss, and R. M. Thompson, sales manager of WJAZ, Pittsburgh. Allen T. Simmons, owner of WADC, Akron; Franklin M. Doolittle, of WDRC, Hartford; Fred Palmer, of WBNB, Columbus; Earl Winger and Norman Thomas, owners of WOOD, Chattanooga; E. M. Doerfner, owner of KVI, Tacoma; Bishop Sylvester Cannon of the Salt Lake City Mormon Church, owners of KSL in Salt Lake City; and Earl Glade; and J. T. Ward, vice of WLBZ, and president of ABS. To ABS: H. J. (Dad) Brennan, owner, and Roy Thompson, manager of KQV, ABS outlet in Pittsburgh.

## Auditions

American Tobacco Co. auditioned Bryant's Vandouville Circuit for Half and Half Tobacco and 'Secrets of New Scotland Yard' for Lucky Strike at NBC. Sally Shriver of the Leo Reisman cor for NBC sustaining. Dick Liebert for Ludens at NBC. Frank Novak had NBC listening to a children's musical show. CBS listened to Whitney Bolton, drama critic. Don Marquis and Henry M. Neely for Ford Frick spot and burlap. Floyd Sherman and W. C. Sullivan and W. C. Sullivan for new Chesterfield show in place of present lineup to open in January.

## Short Shots

Vincent Beeroff of legit and radio drama, wot in Washington, D. C., last week. Bride native of Capital. NBC wired him wedding gift in shape of call to work on Palmolive show. Bufova Watch Co. and WNEB have representatives in Washington attending Brooklyn debut hearing with an eye to bidding for the wavelength. 'Let's Dance' will be on air for an additional hour on New Year's Eve. Fred Galvin and Campbell Casad under Elliott Stuckel to handle contract for amateur talent for new Kate Smith show. Wilfred Pelletier, Met Opera conductor, now teaching with Metropolitan Opera. Douglas Storer of Rockwell O'Keefe will be N. Y. contact man between Hudson and CBS for the Smith show. Tom L. Riley of NBC Louisville to Radio City replacing Ken McGee. Dickie Dring, Ben and Bopas. News Week Mag making recordings of 'Drama's Destiny' which they will give to Wallace Butterworth to Wallingford, Pa. for parents' golden wedding anniversary during Xmas week. Jack Arthur, for years on air as a singer was called to rehearsals of last week's Palmolive operetta for a part. He canceled to sing, naturally, but wound up with a speaking role and a singing double. Fred Sherman, ex-radio editor of Newark Star-Eagle, is new addition to WOR press dept. Mack Miller is to concentrate on night clubs and tie-ups. Ed Dunham now doing production on 'The Shadow' instead of Bill Sweets.

## Gossip

Jack Denney's new harmony trio billed as Dot, Kay and Em are Dorothy Jenkins of Seattle, Emily Silver of Portland, Miss and Catherine Wroe of Houston. Emil Coleman has two brothers, Adolph and Gregory, in his band. R. L. Ferguson, director of WINS, is out of action with a bad touch of gripe. Henry M. Neely, 'The Old Stage', assisting William Bacher with 'The O'Flynn'. Bacher doing the producing and Neely the script. Dixie Dring, Clupe switch to N. W. Ayer. Studio Manufacturing Co. switched to Donahue and Goe with 15 slots in offering. Jacob Harshbarger on WOR-WLW-WGN switches Sunday spot to 2 p. m. instead of 11:30 a. m. Week day schedule stays as is. Joe Reichman cor to Sherry Netherlands in Cinney after Boston Statler Hotel on Jan. 23. Ed Kemp trying to convince NBC they ought to use two mikes on live broadcasts from the Penn. Plains WOR use plug for mag. better pickup and has had recordings made to prove case. Used four mikes when on air in Chicago. Vicks Open House drops amateur talent after first of year.

## Shelve Code

(Continued from page 39)

ment circles that with the exception of the Labor Advisory Board all the industrial executives are quite well satisfied with the broadcasting industry's co-operation and the increase in jobs which has resulted under the other code. Code Authority report, which showed both a gain in wages and an increase in numbers for technicians, carried great weight in the NRA and several industrial officials feel the government would not be warranted in asking an industry which already has exceeded its former employment level to justify its burdens. Glavin definite assurance of increased income and dependable profits.

Henry Collins, labor advisor, indignantly denied, however, that the IBEW has dropped the issue temporarily, or that code revision is a dead subject. Although reluctant to make definite predictions, Collins said the broadcasting code matter is still very active before us. There has been discussion about it in the past week. Something will develop, although I do not see to what end.

Reports were current last week that a compromise is in the making if the L.A.B. attempts to prod Farnsworth and the Code Authority into action. According to one source, the compromise would involve a reduction of working time to 30 hours without a compensating increase in hourly wage rates, while labor would receive as a concession a definite guarantee that a substantial proportion of wages would be paid in cash rather than in goods or services. Such a trade, it would be agreeable to the NRA and to the industry. Whether either the IBEW or the Labor Advisory Board would go for such a settlement was not apparent. Collins refused to discuss this aspect of the matter, saying 'There is nothing I can give out on such a proposal.'

Taking the stand that the next move is up to the NRA, Marlon Hedges, IBEW head and member of the Code Authority, insisted that his standing pat on its demands is still of value.

The purpose of the NRA was to increase purchasing power. It is useless to reduce hours if pay is left at the same time, Hedges stated. 'We are sticking by the proposal made at the hearing that we desire a reduction to 30 hours a week with a corresponding increase in the rate of pay to give a minimum of \$40 a week for class A stations. We consider that the code was written on the basis of a minimum weekly wage and not an hourly rate.'

Lending strength to reports that the IBEW favors a temporary truce, however, are reports that the Nockles, Code Authority member and operator of radio's WCFB in Chicago, had changed his stand. Nockles blew into Washington last month determined to force the issue and make the Code Authority take a definite position but after conferring with labor leaders adopted a less defiant attitude and the question received only casual attention at the C.A. session.

## London Co's Charter

Albany, Dec. 10.

A New York State business charter has been granted to the Imperial Broadcasting corporation of London, with a capital stock of \$100,000. The charter, which is a corporation papers state the company is entitled to 'hold, patent, license, manufacture, buy, sell and use in electrical devices, radio broadcasts, radio programs and all similar and kindred field in any part of the world.'

Directors are named as Leonard F. Flagg, Clarence M. Davis and Josephine M. Reez, all of New York City, where the company's offices will be located.

## Tenor Gets Job

San Francisco, Dec. 10.

Raymond Marlowe, tenor, signed with A. Carlisle & Co. for a half-hour week program over the Don Lee web.

Charles R. Stewart Agency handled the negotiations.

# Seek Radio-Press Accord in Europe; Brussels Group Offers Compromise

Paris, Dec. 9.—Olive branch was waved at scrapping newspaper and radio interests in Europe by the International Conference on New Forms of Journalism (of which radio is one) at Brussels.

Printed and broadcast news should not conflict but supplement each other, says resolution. The printed kind should supplement the news flashes on the air, and the air flashes should call attention to the papers.

Conference recommended that radio interests in all countries should hire trained newspapermen to handle all news broadcasts. Also suggested that schools be organized to train radio journalists, either by broadcasting companies or by newspapermen's associations.

It was resolved that no advertising of any sort should be mixed with news broadcasts. Conference expressed wish that newspaper ethics, as applied to the printed press, should be extended to the ether, particularly as regards completeness and impartiality of news.

Practical principles must be applied, it adds, within the limitations made necessary by the facts that the number of radio stations is limited and, therefore monopolistic, and that radio news stories must be very short.

Conference also asked that pay and conditions of labor of European newspapermen employed in radio work should be regulated by law, and that the standard be high enough for them to keep their self respect.

News broadcasting requires special technique, said the conference resolution, and it is therefore advisable that certain European stations specialize in this type of work. Also recommends that the best radio news broadcasts be recorded on disks and preserved in disk libraries in all countries, for the good of the profession.

# WHAM Not Giving Gratis Publicity to Theatres

Rochester, Dec. 10.—New policy at WHAM of further airing of theatre publicity gratis.

Lines came out of the Century and Riviera theatres' organ program Dec. 1. Tom Grierson's daily broadcasts from the RKO Palace end Dec. 15.

# Canadians Had to Rely on Yankees For Wedding of Duke of Kent

## Rules Out Santa Claus

White Plains, Dec. 10.—Westchester kids are too sophisticated for the Santa Claus gag, so WFAS, White Plains, has erased any St. Nick impersonations from its holiday programs.

'Sorcerer' is also out for airing.

Winnipeg, Dec. 10.—Canadian Radio Commission was freely criticized by local radio listeners for its failure to broadcast the wedding of Princess Marina to the Duke of Kent, while dial-twisters turned to American stations for a first-hand account of the royal affair.

Thousands of fans who rose at the eerie hour to glue an ear to a loud speaker for first information on the wedding of the century, felt their own government-owned broadcasting system should have accorded them the privilege of hearing the ceremony without having to cross the boundary line.

Officials of the C. R. C. met this criticism by pointing out that radio fans were given the benefit of a steel tape recording, first at 9 a. m., and then at 8:30 p. m. They defended their action by stating in their opinion radio listeners would much rather listen to the recorded accounts of the wedding at a more suitable time of the day.

Reception from nearly all the American stations was exceptionally good.

## Byrd Finishes Feb. 6

Regular broadcasts of the Byrd South Pole expedition wind up on CBS Feb. 6. Explorers start back for the United States about that time, and on their arrival Grapevine will stage an elaborate affair over the air, with the proceedings likely to run two hours. Account is passing up the expedition's homeward journey because of the added uncertainty of reception en-tailed.

With the Feb. 6 broadcast the series will have completed a run of 65 weeks.

# KSTP Mentions Brands, Avoids Word 'Whiskey'

St. Paul, Dec. 10.—KSTP has okayed hard liquor but with a string tied. Program billed as 'Benz Bouquet,' plugs the many Benz brands, mentions 'wines and liquors,' but says nary a breath about whiskey or gin—that is, by name. All the good old brands with which the tipplers have become acquainted during Benz's 75 years in likker biz are recited.

House ranks high in its field, doing its own blending and catering to class. Program reflects high tone, trotting out a 16-piece orchestra which is composed entirely of symphony musicians.

Stunt made its debut Friday (30) from 10:30 to 11 p. m. and is in on a 52-week contract. To date two programs have hit the air waves, and so far there have been no blue-nose delegations and not one letter of protest or complaint.

# NBC ASKS IMPROVED STATUS FOR WRC

Washington, Dec. 10.—Scramble for better or new air facilities continues. New stations were proposed by Hartford Broadcasting Co., Hartford, Conn., 1200 kc., 100 watts; Nashville Broadcasting Corp., Nashville, Tenn., 1370 kc., 100 watts; Howell Broadcasting Co., Rochester, N. Y., 1210 kc., 100 watts nights and 250 days; Robert Lewis Sanders, Palm Beach, Fla., 1420 kc., 100 watts; Garden City Broadcasting Co., Garden City, Kan., 1210 kc., 100 watts; and Walter L. Stricker and Chris Larsen, Rock Springs, Wyo., 1210 kc., 100 watts.

Attempting better coverage to compete more effectively with CBS in the national capital, NBC applied for permission to up power and raise the transmitter of WRC, its main Washington outlet. Chain asked for permission to boost from 500 watts nights and 1 kw. days to 1 kw. nights and 5 kw. days.

Other power-increase applications were:

W.A.A.B., Boston, from 500 watts to 1 kw.; KTUL, Tulsa, from 250 watts night and 500 day to 1 kw.; WGBI, Spartanburg, from 250 watts to 1 kw.; KFYR, Bismarck, N. D., from 2½ to 5 kw. days; WKBF, Indianapolis, from 500 to 1 kw. nights; WIND, from 1 kw. nights and 2½ kw. days to 1 kw. nights and 5 kw. days; KFRU, from 500 to 1 kw. days; WBCM, Bay City, Mich., from 500 to 1 kw. days; WGH, from 100 to 250 days; WCAZ, Carthage, Ill., from 100 to 250 days, requesting facilities of WDZ; and KGIX, Las Vegas, Nev., from 100 to 250 days.

One station which previously asked permission to shift frequencies, WAFI, Birmingham, filed a new application asking unlimited time instead of sharing with KVOO at night, while another station, KDPN, Casper, Wyo., asked for authority to shift from the 1440 kc. channel to 450.

# WSYR, SYRACUSE TRIES LOCAL CELEBS

Syracuse, Dec. 10.—WSYR, local NBC outlet, is going in for local 'names,' newspaper and otherwise, at the instance of Fred R. Ripley, program director.

Joe Beamish (Joe Cook), Sunday Post Standard columnist, has been given three weekly spots, Tuesday, Thursday and Saturday nights at 10:30, for philosophic humor, and accordingly Beamish will forego his customary Florida winter junk.

William Pitts, Herald staff writer, is on Mondays and Fridays at 7 p. m. as the Minute Message Man.

It's a spoken editorial a stunt believed here as new to radio.

Paul Huber, former president of the Syracuse Technology Club, has been given the 7:20 p. m. spot Saturdays for a topical discussion, the stunt being conservative.

Rev. C. M. Thompson, pastor of the Delaware Baptist Church, with a mixed quartet in 'Meetin' at the Crossroads,' is heard Saturdays at 7 p. m. Station thinks it has a potential Seth Parker in the cleric.

# WBBM, WJJD Grab Off Most of KYW Accounts

Chicago, Dec. 10.—With the moving of KYW from Chi to Philly the bulk of that station's accounts was corralled by two transmitters, WBBM and WJJD. The former station got the gravy item, the daily 120-minute 'Musical Clock' for Marshall Field stores.

WJJD, the Ralph Atlass station, pushed up with a United Remedial account which runs one hour daily for six days each week and the Hy-dro account. The Atlass WJJD station in Gary drew the top K.Y.W. performer, Uncle Bob.

# Minstrel Revival on Radio; Pubs Scurry For Oldtime Tunes

Spread in popularity of the minstrel how on the air has developed a scramble among music publishers for rights to old numbers of that genre whose registration periods are about to expire.

Several major publishers are extending this quest for re-copyrights to the entire field of popular music. Two of them each maintain a rep in Washington whose job is to dig through the records of the registrar's office for copyrights on the tunes which these firms seek particularly to add to their libraries are those which are in frequent use over the air.

Under the copyright law of the United States the complete ownership of the manuscript reverts to the writer after 28 years. Statute also allows the author to renew the copyright and assign it to any publisher within one year of the original copyright's expiration date.

# Household St. L. Show So Ed Guest Can Double

Chicago, Dec. 10.—Charles Daniel Frey agency here is sending the entire Household Finance program down to St. Louis tomorrow (Tuesday) for a public broadcast from the 3,500-seat Auditorium there.

Behind the one-time switch is the request of the St. Louis Globe-Democrat to Edgar Guest, who syndicates into the paper, to come down to Missouri for a speaking engagement. Guest didn't think he could travel to both Chicago for the radio job and to St. Louis for the speaking date, so the agency decided to move to St. Louis for the single shot to enable Guest to manage both.

# Nine-Year Air Partnership In San Francisco Ends

San Francisco, Dec. 10.—John Wolfe and Ned Tollinger (John and Ned), patter and harmony team, have broken their nine-year partnership. Wolfe and Ned Maxwell got to Chicago to join Maxwell's wife, Bobbie Dean, in a new script which will combine dialogue and music.

Tollinger will remain in Frisco to pilot Caravan Carnival in his new sponsored spot.

Shift breaks up several combos. Wolfe and Maxwell in 'Life of Rellys' and 'Gentle Liar' with Maxwell and Walker.

Greig, Blair Travel

San Antonio, Dec. 10.—H. G. Greig of New York and John Blair of Chicago, who have been Greig Blair & Sleigh, toured last week through south and southwest. Looked the situation over.

# WIP, Philly, Changes

Philadelphia, Dec. 10.—Murray Arnold, WIP announcer, moves to studio's publicity berth, replacing Jerry Crowley, effective today (10). Crowley was handling the program dept. along with the p. a. task. Rearrangement gives John Hayes, another speller, the program directorship, while Crowley moves to head the sales staff.

Replacing Arnold in announcing is Howard Jones, former word-slinger at WTAR, Norfolk, and WNAC, Boston.

# Canadian Circulation

Vancouver, B. C., Dec. 10.—Figures issued by the Radio Branch of the Department of Marine for the month of October, show that about 5,000 more British Columbia radio licenses are necessary to equal the total for the fiscal year 1933-34.

Figures for Vancouver show an improvement with more licenses taken out to date than last year. So far the total is 26,323 compared with 25,409 for the whole of last year and still a few months yet to go to the end of the fiscal year.

With an estimate of 40,000 radio sets in Vancouver it is obvious that many are still being operated without a license.

# Doc Young's Television

St. Paul, Dec. 10.—Official opening of Northwestern Television Institute held Monday (8) had plenty of celebs on hand. Headquarters in the Sexton bldg., Minneapolis.

Broadcast of opening exercises were piped out over WDGY via remote control. With institute's lab open to the public for the entire week, and with demonstrations and exhibitions on most of the time, more than 4,500 curious filed through the portals.

Call letters are W9XAT. E. F. Sparks is vice prez and actively in charge. Dr. George W. Young, owner of WDGY, is also head of this plant.

Daily television program broadcasts are slated for Dec. 15. Stand-alone motion picture film will be broadcast, with pic going out over W9XAT and the sound through WDGY. The two will be synchronized and sent out over a special device for broadcasting film which is patented by the firm.

# LEO REISMAN

ON

# PHILIP MORRIS

TUESDAY, WEAF, AT 8 P.M.

Featured Soloist

# CHASE & SANBORN HOUR

—BARITONE OF CHICAGO OPERA CO.

# Little Theatre Actors On WGAR Commercial

Cleveland, Dec. 10.—A bit skeptical about effectiveness of department store advertising on air at first, the May Company, largest in Ohio, is now recognizing it by increasing its radio time on WGAR and going into the legit field for talent.

Two of leading players in Cleveland Play House, one of outstanding repertory companies in country, are being signed by May's special series of Christmas dramas. K. Elmer Lowe to be leading man with Dorothy Faxon opposite him.

James Church, former NBC production man, is writing and directing sketches labeled 'Finding of Dickens' Christmas Carol' and 'Bell Founders of Spain.' 'Uncle Harry Hooford and Jackie Hughes, a sustaining feature on WGAR, also joining May Company's holiday commercial in addition to doubling in store's toy department.

# Grace Moore Series

Grace Moore will come under the W.G. Channel banner exclusively Jan. 1 for a 13-week run on NBC's blue (WJZ) link. It will be a Tuesday evening half hour, originating from Hollywood. It's the program supplementing the account's Willard Robison-Mildred Bailey combination on the same network and the Freddy Martin etanace on CBS.

J. H. McKee, Cecil Warwick & Cecil's radio director, leaves New York Dec. 17 to spend six weeks on the West Coast getting the Grace Moore series under way. Also to make picture, under the auspices for the resumption of Non-Spl (Charles R. Warner Co.) on the air.

DOUGLAS

# STANLEY

CHASE & SANBORN HOUR

—BARITONE OF CHICAGO OPERA CO.

WEAF—Coast-to-Coast Network

SUNDAYS—8 to 9 P.M. EST

Exclusive Management

GEORGE E. DILWORTH

Hotel Park Plaza

80 West 77th Street, ENdliott 2-3700

## Here and There

Sam Pickard, figuring on ducking for Florida in another week or two.

W. W. Smith, mgr. of WTAM, Cleveland, incapacitated by a nervous breakdown.

Beatrice Lillie tagged for this Thursday's (13) Fleischmann round of the clock.

Max Zeis, member of WTAM's Hum and Strum team, was married last week in Cleveland to Esther Vigody.

John M. Sherman given formal and "permanent" appointment as Northwest District Inspector for the Federal Communications Comm. with headquarters in St. Paul, Dis-

trict includes Minnesota, North and South Dakota, northern Wisconsin and northern Michigan.

Sidney Anderson, former gossip and theatrical columnist for "Cleveland Press," auditioning at WTAM for series of five-minute programs of round-the-town chatter.

Larry Ruller, announcer, has been made publicity director of WHK, Cleveland, under John Vorpe.

Lloyd Venable, former contact for Stearn street-car ad company, added to WGAR sales staff. Wayne Mack also appointed WGAR's dramatic director.

John Patt, WGAR manager, in Detroit for conference with Leo Fitzpatrick and G. A. Richards, co-owners of Cleveland station.

Philip S. Brook new addition to announcing staff of WGY.

WDGY, Minneapolis, will celebrate its 11th anniversary on Dec. 23 with a special broadcast and a whale of a shindig.

W. H. Wharton, 11 years in show biz, 16 in radio production and advertising, and formerly with KGSR, KWK and KMOX, now selling WDGY time.

Al Sheehan, WCCO, Minneapolis, artists' bureau head, escaped unhurt but got his car all smashed up in a collision on a drive in from Winona last week.

Hugh Aspinwall, homey philosopher, late of CBS in Chicago, replacing Tina and Tim for Mantle Lamp Co. on WCCO, Minneapolis, starting Thursday (13).

Bertram Lebehar, Jr., has joined the sales staff of the American Broadcasting System. He was with WOR, Newark, for four and a half years.

Jack Van Valkenburg of KMOX, St. Louis, and Earl Gammons of WCCO, Minneapolis, in Chicago last week.

Louise Squires and Harry Lang playing 15 different roles in their Idio Roomers break-in over WINS, New York.

Ezra McIntosh, program director at WYNY, Aachen, the father of baby boy born on Thanksgiving Day.

Dr. Leon Levy at the Arcadia theatre, Philadelphia, to see Pat Nevers of his speech with the local Mayor at KTW opening last week.

Carleton Morse, author of "One Man's Family," is building a new home near San Mateo, California.

Tom Mitchell is back on staff of KGO, San Francisco, for Rainier Beer. Returns from KYA.

Milton Wood, former NBC Barker, is now at KOIN, Portland.

Brick Holten, formerly NBC Portland, now with KFCR, San Francisco.

Mrs. George Whitney, wife of George Whitney, Musical Director of KFCR, San Francisco, was killed in an auto crash Nov. 26.

KJBS, San Francisco, new 500 watt transmitter went into operation December 9.

Loren Watson, Jr., formerly with WIDX, Utica, new announcer at WFAS, White Plains, N. Y.

Paul Monroe goes to WRG, Washington, for a post as announcer. He was with WTIC, Hartford, for six months.

Walter Johnson, commercial manager, WTIC, Hartford, announced his forthcoming marriage in February, 1935.

## New York Ad Agencies

(Radio Production Executives)  
N. W. Ayer & Son, Inc.  
500 Fifth Ave., N. Y. C.  
Douglas Coulter.

Batten, Barton, Durstine & Osborn, Inc.  
383 Madison Ave., N. Y. C.  
Arthur Pryor, Jr.  
Herbert Sanford

Benton & Bowles, Inc.  
444 Madison Ave., N. Y. C.  
E. M. Ruffer

Blow Co., Inc.  
521 Fifth Ave., N. Y. C.  
Milton Blow

Blackett-Sample-Hummert, Inc.  
230 Park Ave., N. Y. C.  
Frank Hummert.

Blackman Co.  
122 E. 42d St., N. Y. C.  
Carlo De Angelis.

Campbell-Ewald  
1750 Broadway  
Louis Dean

Cecil, Warwick & Cecil, Inc.  
230 Park Ave., N. Y. C.

J. H. McKee.

The Paul Cornell Co.  
580 Fifth Ave., N. Y. C.  
L. S. Caskin.

Samuel C. Crost Co.  
33 W. 44th St., N. Y. C.  
Arthur Anderson.

Erwin, Wassy & Co., Inc.  
420 Lexington Ave., N. Y. C.  
Charles Gannon.

William Esty & Co., Inc.  
100 E. 42d St., N. Y. C.  
William Esty.

Edward Thompson.

Italian Broadcasting Co., renewal for one year, using spot announcements.

WBNX.

H. F. Oettinger, three times weekly for period of one year, presenting German music.

WBNX.

C. W. Schreyer, Inc., Saturday half-hour programs of music for 13 weeks.

WBNX.

Gerhard Haach-Fritz Hafer, Saturday half-hour programs of music for indefinite run.

WBNX.

Rappaport's Victory Shop, six times weekly for 13 weeks.

WBNX.

Marine Catering Corp., nightly series of dance music by remote control.

WBNX.

Howard Credit Jewelers, four 15-minute programs weekly on week-to-week basis, featuring harmony duo.

WNEW.

Carolyn Laundry, three 15-minute programs weekly, for four weeks.

Placed through Montrose Advertising Agency.

New York Evening Journal, three spot announcements weekly for indefinite run.

WBNX.

J. C. Curtis Company, 15-minute periods twice weekly for 13 weeks.

with Bill Barry, tenor, featured.

WINS.

LINCOLN

Famous Story Twelve spot announcements, one a day.

KFOR.

Paramount Laundry. Participation in the noon organ program for one month.

KFOR.

Pia-Mor Party House. Ditto for two months.

KFOR.

White Motor Co. Twenty-eight announcements, one a day.

KFOR.

Managers. Twenty-six day and 20 night spot announcements.

KFOR.

Leader Beattie Shoppe. Three spots a week for one month.

KFOR.

Wood & Sons. Twenty-six spot announcements.

KFOR.

Lincoln Bowling Parlors. Three spots.

KFOR.

Willard Tablet Co. Seventy-four announcements.

KFAB.

Carl Anderson, Inc. Participation in "Time and Tune" morning program for one year.

KFAB.

Greenberg Optical Co. (Omaha), 104 25-word night break-in.

KFAB.

Kester Solder. Fifty-two announcements.

KFAB.

Wahoo Livestock Commission. Two announcements a week, indefinitely.

KFAB.

Ben Simon & Sons. The Nebraska-Kansas State football game.

KFAB.

PORTLAND, OREGON

Psychotona, six 15-minute programs a week, one month; placed by Izzard Agency.

KGW.

Meier and Frank, six 15-minute programs a week, one month.

KGW.

Bernard's Jewelry Shop, six 15-minute programs, daily.

KEX.

Robinson & Deino Co. haberdashers, six 5-minute programs, three per week.

KEX.

Worthcutt Bros. Co., 100-word announcement, six a week, one year.

KGW.

Catholic Book & Church Supply Co., 50-word announcement, one year.

KEX.

Rogers Food Store, six 5-minute programs a month, one year.

KEX.

Ball Brothers, two 5-minute programs weekly, one month.

Apple Agency.

Occur Furniture Co., one half-hour dramatic show, one year.

KGW.

and 25-word announcement weekly, one year.

KGW.

Union Oil Co., Lord & Thomas, three 50-word transmissions nightly for two weeks.

KGW.

## New Business

(Continued from page 40)  
announcement per day for six days over KOL and three spots on KOMO between Dec. 9 and 23. Weller Service.

Bon Marche Photo Dept., 12 spots, Dec. 4-19. Pearce Knowles. KOMO.

Ransen Baking Co., eight announcements on KOMO, Dec. 3-7.

Liberty Orchards Co. (Aplets), seven spots between Dec. 7 and 21.

Erwin Wassy, KEX, series of 13 15-minute programs, one a week on KOMO and two a week on KJR.

Utaher Society, 15 minutes each Sunday, to run indefinitely. KJR.

WHITE PLAINS

Mrs. Owen Kidare, five-minute programs for "indefinite" period.

WFAA.

Naegeli Shops, Inc., five spot announcements for one month duration.

WFAA.

Henri Modes, five-minute fashion talks presented by Catherine Bouthier, placed through Associated Broadcast Advertising Company.

WFAA.

Cafe Internationale, two announcements weekly for indefinite period.

WFAA.

Beatrice Sherman, series of two spot announcements for five weeks.

WFAA.

Garcion, Manire & Cie, series of daily announcements for indefinite period.

WFAA.

NEW YORK CITY

Pertusini Co., daily announcements in Greek, Polish, Spanish, German, Jewish and Hungarian for period of 13 weeks; placed through J. Walter Thompson.

WBNX.

Italian Broadcasting Co., renewal for one year, using spot announcements.

WBNX.

H. F. Oettinger, three times weekly for period of one year, presenting German music.

WBNX.

C. W. Schreyer, Inc., Saturday half-hour programs of music for 13 weeks.

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KEX.

Ball Brothers, two 5-minute programs weekly, one month.

Apple Agency.

Occur Furniture Co., one half-hour dramatic show, one year.

KGW.

and 25-word announcement weekly, one year.

KGW.

Union Oil Co., Lord & Thomas, three 50-word transmissions nightly for two weeks.

KGW.

Milton Gumbert, furrier, 35 5-minute programs a month.

KGW.

Columbian Optical Co., 30 25-word announcements a month.

KGW.

Pauline Parker, dentist, 13 spot announcements, one month.

KGW.

Stone-Margulis, jeweler, 20 15-minute programs a month, one year.

KGW.

A. and C. Feldheimer, three 25-word announcements; placed by Adolph Block agency.

KGW.

Dr. Frank N. Robinson, six 15-minute transmissions; placed by Izzard Co.

KGW.

Neel McGinnis and Tommy Tynan, KSTF engineers, will stage a double birthday party this year.

Neel will be 28 and Tommy 31 on the same day, Dec. 24.

LEON

BELASCO

ARMOUR HOUR

FRIDAY-WJ22-9:30-10 P.M.

NIGHTLY, CASINO DE PAREE

Broadcasting—Coast-to-Coast—CBS

Direction, HERMAN BERNIE

1610 Broadway, New York

Tommy "Cecil"

MACK

ON TOUR

DE LUXE THEATRES

Management, HERMAN BERNIE

1610 Broadway, New York

fred allen's

"TOWN HALL, TONIGHT!"

as

HOPE OF SMILES

PORTLAND HOFFA

LIONEL



# RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

## Outstanding Stunts

SHIP REPORTER SHOWS  
KYA, SAN FRANCISCO

Ship Reporter Broadcasts

KYA has originated a system of news broadcasts from the decks of arriving and departing ships of the Dollar Steamship Line, which is sponsoring the program. The programs go on as soon as the vessels dock here from the Orient and at sailings fifteen minutes before they depart from Hawaii, the Philippines, and Asia. Interviews are handled by Dean Maddox. Program is piped from Dollar Docks. On inbound steamers from the Orient, Maddox and technicians board the vessel at quarantine grounds and during the trip up the bay from the harbor entrance to the docks Maddox has ample time to frame his subjects and material. Before the steamer is completely moored or the gangways opened, the radio equipment is heaved ashore, connected, and the stuff is on the air.

wire. Radio advices from the incoming ship detail the prominent passengers aboard, so the interviewer is able to make up his program of celebs before he goes aboard. At departure Maddox remains aboard until the last call. Reflected in the first time an American steamship company has tried this stunt.

## Life Begins at 7

WPBL (NBC) has found a substitute for its "Top of the Morning Club" program which went off the air as the station's eye opener when Ted Doolittle resigned. It's "Life Begins at Seven," featuring Bob Keefe of the station staff; program mixes a comedy with a comedy and stunt continuity by Keefe.

## Ohio Checks Up

On the Mollie Minstrel program over the NBC red loop, listeners are now being invited to visit the New York studios for one of the broadcasts. Applications for tickets must be sent to the company's Ohio plant, rather than in care of the NBC, New York.

## Road Condition Reports

With snow blanketing the state, ice and sleet conditions obtaining and many delays incident thereto, WKXB came through over the Thanksgiving holidays by giving a summary of road conditions, probabilities of snow and travel conditions in general.

## Legion's Membership Push

WOC started something new in membership drives when it turned its mike over to the Davenport post of the American Legion, which fired the opening gun of a membership drive via the air. Program was marked essentially with everything of a martial character, but was principally devoted to outlining features that marked the drive, meetings, entertainments and plans to contact over 2,000 ex-service men in the city.

## These Gen. Mills Premiums

Schenectady. General Mills, on the "Betty and Bob" disc serial, is hyping sales and checking listeners' interest by frequent changes in household articles offered to femme diners. Following a \$10.000 limit, contest a \$2.50-value rock crystal syrup pitcher is hung out as bait, to be secured by sending sales slip for two packages of Bisquick and twenty-five cents, to cover packing and mailing costs. Then comes an offer of a \$2 salad service set, obtainable by forwarding a sales slip for a package of Soft-Ax-Silk Cake Flour and cents.

## Christmas Card Giveaways

Schenectady. Proctor & Gamble, on its "Camay" program over the NBC red loop, is now offering a packet of 10 Christmas cards to listeners who send three-wrappers, plus a dime to cover the cost of mailing and wrapping. Cards, announced to be worth five cents, offered in order to get women to purchase and try the soap. Some three wrapper requirement made in P. & G.'s \$1,000-a-year-for-life letter writing contest on Camay. Naturally, type of offer stimulates sales, gives the company a big mailing list, and furnishes a check on pulling power of the broadcasts (on the network as well as over individual stations).

## Dramatic Station Story

Lincoln. Dramatizing the rise of KFAB here from 250 watts ten years ago to its present 5,000 now was done on an anniversary program Tuesday (4) originating in the studios of KFAB and being aired over the entire CBS chain. On the program were the KFAB concert orchestra (30 players) and the Great Cathedral choir, Al Poska, program director, and John Schaffer, announcer, handled the production end. Kimp, a half hour, 10:30-11 p. m.

## Train Interviews

Davenport, Ia. WOC picked up arrival of Rocky Mountain Limited en route to the west coast recently via the Notre Dame train. Elmer Layden, native son and Fighting Irish coach, on for brief talks; also members of the grid squad. Leo Kautz of Daily Times, Johnny O'Donnell of Davenport Journal and Maurice Corbin of Rock Island Argus spoke from the platform.

## White Elephant Exchange

Cleveland. Radio exchange service for housewives, started by Ethel Hawes and Ben Levin during their morning WGBA programs, has resulted

## Chicago Ad Agencies

Radio Production Executives

Aubrey, Moore & Wallace, Inc.  
410 North Michigan Ave.  
J. H. North  
F. G. Ibbett.

Batten, Barton, Durstine & Osborn  
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, Weasy & Co.  
230 N. Michigan Ave.  
William Weddell.

Fredericks & Mitchell, Inc.  
360 N. Michigan Ave.  
Karl Frederick.

Charles Daniel Frey  
331 N. Michigan Ave.  
Larry Triggs.

Gundlach Advertising Co.  
400 N. Michigan Ave.  
Irving Knobloch.

Hanft-Metzger of Ill.  
520 N. Michigan Ave.  
S. J. Andrews.

Hays McFarland  
513 N. Michigan Ave.  
Hays McFarland.

Henri Hurst & McDonald  
520 N. Michigan Ave.  
N. L. Funtan.

Frances Hooper  
400 N. Michigan Ave.  
Frances Hooper.

Kaestor  
360 N. Michigan Ave.  
Ben Frost.

Kirtland-Engel  
646 N. Michigan Ave.  
R. M. Kirtland.

Lord & Thomas  
913 N. Michigan Ave.  
Ed Alechrie.

Lewis Goodkind.  
Matteson, Fogarty, Jordan  
307 N. Michigan Ave.  
H. L. Waller.

McCann-Erickson  
910 N. Michigan Ave.  
Raymond Atwood.

McJannet  
228 N. La Salle St.  
Gordon Best.

Morris, Windmuller & Enzinger  
200 N. Michigan  
George Enzinger.

Carroll Dean Murphy  
35 E. Wacker Drive  
James Shebel.

Needham, Louis & Brorby  
360 N. Michigan Ave.  
Helen Wing.

Neisser-Meyerhof  
400 N. Michigan Ave.  
Walter Rubens.

Reincke-Ella Younggren-Finn  
520 N. Michigan Ave.  
Rusa Williams.

Roche, Williams & Cunningham  
ham, Inc.  
Strauss Bldg.

William Roche.  
Rogers & Smith  
20 N. Wacker Drive.

Everett Opie  
Rutherford & 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 Marvin.

George Allan.  
Wade Adv. Agency  
208 W. Washington St.

Walter Wade.  
Young & Rubicam  
221 No. La Salle St.  
D. G. Scheider.

Carlynn Plude and Ernn Brown have joined the WROC barn dance hour to harmonize hilly-billy songs.

In some novel laughs for station's staff receiving requests. One listener wrote in that she would like to exchange a prize appeal for a typewriter. Some guy said that he would trade a case of pre-prohibition gin for a fairly good suit—but no takers. Fuy-off was a request to exchange a lover's seat, well used, for a comfortable bed that didn't have any broken springs.

## Little Theatre Stuff

Davenport, Ia. WOC is co-operating with the Davenport Drama Alliance, a group of players formed from other theatrical organizations. In the city, through broadcasts of excerpts from the station of plays and skits that will be presented by the organization.

## Gen. Foods Gives Local Sponsor 2 Periods as Exchange for Sun. Time

St. Paul, Dec. 10.

Filled niches on KSTP's schedule had several sponsors in a froth until switches were effected—and now everybody's happy.

General Foods wanting to air Jack Benny over KSTP but found the Sunday night spot occupied by Jueter Bros. men's clothes. Foods promptly offered to give Jueter two 15-minute week-time spots, on Tuesday and Thursday, for the one 15-minute Sunday night period. New deal begins Dec. 16.

Similarly, Johnson Wax has bought Knox Cakes' Cystex 4:45-5:00 P. M. Sunday niche in order to air "The House of Wax." New arrangement effective Dec. 23.

## 35 CANADIAN SHOWS ON WXYZ REGIONAL

Detroit, Dec. 10.

Michigan Radio Network, with WXYZ, Detroit, as the key station, is now making use of approximately 35 programs of the Canadian Radio Commission each week. Those who find fault with the amount of advertising mixed with their radio entertainment are left without grounds for grumble in these shows.

While the entertainment character of the Canadian programs has improved considerably in the last year, WXYZ's program department, headed by Bruce Beemer, station manager, makes it a point to bring only the best of the CRC productions onto the Michigan web as international exchange features.

Among the orchestral programs being taken from Canada are the Royal York orchestra, under the direction of Rex Battle (Toronto); the Chateau Laurier concert orchestra, headed by Gene Fogarty and G. R. Markowski (Ottawa); Mount Royal orchestra, directed by Charles Dornberger (Montreal); and Gilbert Watson's Old Barr' orchestra (Toronto).

Variety programs from Canada being carried regularly over the Michigan Radio Network include "One Hour With You," featuring Alvin Karpis' orchestra with Le Trio Lyrique (Montreal); "Say It With Music," orchestra under the direction of Russ Gerow with Lorne Hitchins, Banjo Trio and vocalists (London); "City and Romance," with Geoffrey Waddington's concert jazz orchestra, the Guardsmen Quartet, and several of the Dominion's foremost radio singers (Toronto); "Mastering the Ceremonies," featuring Doc Guy, CRC radio comic, with vocal and instrumental ensembles under the direction of Isaac Mannott (Winnipeg); and "The Blue Philharmonic," featuring Berkley Chadwick conducting (Montreal).

In return WXYZ is feeding two shows, "The Band Box Revue" and "Half 'Round the Clock," both half-hour variety presentations, and several lesser programs to the Canadian network each week.

## Lucy Spencer Sorams

Pittsburgh, Dec. 10.

Lucy Spencer, on KDKA for last couple of years as "Kay Dean," specializing on programs with femme appeal, has resigned to go south, but her job has been assigned to Jane Gragan, for some time a station announcer. Latter will be known as Jane Ross.

Mrs. Spencer went to KDKA from WCAB, where she was known as Alice Abbott, a nom de plume later assumed by Stephanie Diamond, who left WCAB a couple of months ago to hit the networks on Joe Penner program.

## Jackie Merkle In East

Jackie Merkle, eight-year-old child mentalist from vaude, is in New York after a season on various radio stations through the Middle West.

Tried out for the Manhattan radio fraternity on Major Woods' amateur show over WIN last week.

Ben Hawthorne, goes on WTIC, Hartford, as the time announcer, and Murray O'Neil joins the commercial department.

## TEAM BAD BUT RAP POOR B.O. ON RADIO

Palm Springs, Cal., Dec. 10.

Pacific Coast intercollegiate conference heads began annual conference here today. Chief topic is probable elimination broadcasting games due to starvation faces this season. Probably giving up \$60,000 radio fee as not offsetting rotten biz reflected in games.

Top mob for season was 60,000 attendance at USC-California game with Notre Dame Saturday drawing only 35,000 attendance. Real reason for low bid was miserable USC team, but conference solons blaming radio. Growing popularity of pro game as result of sensational play in its first season on coast is another headache, but conference can't do anything about that.

Harriet Lee, "Songbird of the Air," after seven weeks' illness returns to her broadcasts on WTIC, Hartford.

COLUMBIA  
RADIO  
TIMING  
SYSTEM  
Presents  
**MARK WARNOCK**  
MUSICAL DIRECTOR  
**BORDEN'S**  
45 MINUTES  
HOLLYWOOD  
Thursday Night  
at Ten, EST  
CBS-NETWORK  
Chicago, New York, and  
other stations

**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

**MOLLY PICON**  
"Variety"  
This program is now one of the best of its kind.  
W M C A  
Wed. 7:30 P. M.  
**JELLO**  
GEN. FOODS

**KEN AND HIS BANJO HARVEY**  
Dorchester, Mass., London  
Indefinitely  
DOUBLING TROADERO CAFE  
RECORDING FOR HIS MASTER'S VOICE (BRITISH VICTOR)  
Radio Direction  
Phil Force  
Harry K. McWilliams  
Personal Friend Representative  
**RUBINOFF**  
Symphony Concert, Cincinnati  
Thanks to Rubinoff, Phil Rubinoff and Bob Faber

**OW'S YOUR SCRIPT?**  
Brighten up dull spots in your program.  
Original material and "script doctoring" service furnished by Author of National Network Shows.  
Comedy Sketches  
"Gag" Consultancy  
Dramatic Dialogues  
Write Box 50, Variety, New York

HOTEL BILTMORE NIGHTLY  
**JACK**  
**DENNY**  
AND HIS ORCHESTRA  
WED. 11 P.M. THUR. 12 P.M. FRI. 12:30 P.M.  
CONOCO OIL  
Wednesday, 10:30 P.M., WJZ

**ROY FOX**  
AND HIS  
**BAND**  
ON TOUR  
B.B.C. NETWORK

**CHARLES PREVN**  
Conductor  
REALSILK'S  
SILKEN STRINK CONCERT  
N.B.C.—SUNDAYS  
8-8:30 P.M. CST. 8-8:30 P.M. POT.  
10-10:30 P.M. MT.  
For Rep. W. BIGGIE LEVIN  
150 W. State Parkway, Chicago

TASTYEST STARRING  
**SAM HEARN**  
Every Sunday at Noon for 30 Minutes WJZ  
Management ROCKE PRODUCTIONS

## Radio Chatter

## New York

## Midwest

Amos Phipps, assistant superintendent of the Syracuse Rescue Squad, who has been in the air for six years with a gospel hymn program, was honored with an anniversary party at the Hotel Syracuse Dec. 6, WSR clearing a full hour, 7 to 8 p.m., to broadcast the program by special arrangement. WSR's chief announcer, was m.c.

Countess Elsa Von Bachelie now over WJEN for beauty spots in the film, 'War is a Racket'. Mrs. Carl Akeley guest on Dale Carnegie's program over WYEP last Sunday (9).

Tom Fildale of Chicago visiting home offices of ABS this week. Leslie Frederick is new WYCA announcer.

When 'WHAM's' cooling system went haywire recently, operators Charles Snyder and 'Yo' Seller investigated and found a sheep in the outdoor spray pond blocking the specialty.

Specialty on the Tower Clock program over WHAM, Rochester, had Tom Griferson playing the organ at the RKO Palace the afternoon of Nov. 10, playing a piano in the studio. Earphones enabled them to synchronize.

Freddie Carlone, orchestra in at the RKO, Rochester, has an air spot over WHAM.

Frank Reynolds, Borden Ice cream 'buzzer' on WHEM, called on WHAM friends on way home from Colgate-Syracuse football game.

Emerson Markham, m.c. of WG's fall programs, is playing the same role on the General Electric Company's Saturday night 'Community Chest'. Emerson, announcer on the company's 'Institutional' staff-artists stanzas, merely slipped on and off the community shows.

In addition to their income from p.a. dates, The Vagabonds, of WGY, and their derivative lives from the sale of a song book, at fifty cents per copy.

Victor Graff and Sally Osman made it on the air for WOR in a comedy sketch by Ethel P. Richardson. They recently returned from Toronto. Graff has done a short subject work for Warner Bros.

A new 'yodel' number written by Johnny Marvin is titled 'There's a Bed Beneath the Deafening Storm'. When Forrest Williams sang and piano-played on his 'Turntable' M.C. commercial over WGY on Thanksgiving, it was the sixth consecutive year he had broadcast on the heavy eating day.

A new trio drawn from the personnel of the Chickadee Orchestra and broadcasting over WGY consists of Bill Pritchard and Freddie King, tenors, and Nancy May, baritone. King did vocals with Johnny Johnson's unit at the same spot because of the 'Chickadee' orchestra band, organized his own combo.

Jolly Colburn begins a series of vaude dates for Loew, starting Dec. 14.

Charles Ferdinando starting a group of special foreign nights on Wednesday at the Montclair, the first to be a Spanish night. The first, a Kutsumoto, took place at the St. Moritz for warbling duties.

Olga Albani east for Decca recordings.

Gene Riss enlarging his Manhattan Town spot.

Joe Reichman opens at the Statler in Boston on Dec. 6.

Two winners over WMCA's Amateur Night in Hartford, Conn. Gertrude Green and Alma Greasy are first entertainers inserted in the station stage programs as added attractions.

Plante's Eddie O'Neil now presenting full hour operetta over WINS on Sundays with Vincent Savoy as musical director.

Al Grobe, WINS, engaged to Sylvia Ruben of Buffalo.

Monroe Heltlinger, brother of Mike Heltlinger, in WJEN publicity department.

Leo Reisman giving talks now in addition to his regular series of proms and college parties.

Judy Thomas, cousin of Paul Muni, is a new WJEN singer.

People's National Bank and Trust Co. of White Plains sponsored the annual Thanksgiving football tilt between the Junior Athletic squad and the South Bend, Ind., Centrals over WFAS.

Georgia Backus presents some special holiday programs for WFAS, White Plains.

Ferne Porter comes to the WMBC staff as receptionist. Ruth Streed, former program director of station WMBC, now at WHBF, Rock Island, Ill., as producer.

Station WMBC, Peoria, has set aside the hour of 11 to 12, Saturday night, for a tour of the city's night clubs, cafes and dance halls, giving an hour's 'round the town' program, using a battery of announcers and engineers.

WJFM now installed in sumptuous new quarters, one block north of old city.

Edward Kirby, WJFM, announcer, claims it's that 'it' in his voice that brings in the fudge, neckties, hankies, from the ladies.

Jim Matheny, sales promoter for WKFB, practices his fast foot-work at ping pong.

Patriella Cook, home economics expert on WFEM, offer a home-made fruit cake as contest prize and wonders if that's why entrants are so shy.

Tom Devine builds scrim for better broadcast of his Indiana Roof band over WFBM.

Police drive on improper parking has boys at WKFB using the ankle route to go to work.

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station. She will have a Thursday night program and also be on the Sunday Night M. Jinks.

J. B. Doyle, radio-editor of 'Looking Post-Enquirer', is in L. A. looking over programs.

Robert Sherwood, who has been producing programs at Coast studios is at KHJ, Los Angeles, as announcer.

Robert Swan, announcing the Burns and Allen CBS programs from KHJ here over CBS.

Hubbell Robinson of Young & Rubicam in L. A. long since taken care of some spots for Peis Napha.

Irving Mitchell, actor-producer with Henry Dufy.

Harold Brock, NBC publicist, went to bat for Victor Noble, radio ed of the L. A. Post, when he was hospitalized from the effects of an auto smashup.

Virginia Karns, KFWR staff artist, off for the festive board at Art.

Capt. Harry Signor's L. A. Police band completed a year of weekly concerts on KFWR and has been hospitalized from the effects of an auto smashup.

George Fischer is handling KFWR's remote from Sherry's.

## New England

Edward Vanner and Hervey Curry vocalists have been awarded 15 minutes twice a week by WDEV, Waterbury, VT.

Wiene Robbins, who was auditioned for the 'Three Little School Maids', has left for Schenectady.

The 'Goodies' program at WEEI, Boston, featuring Del, Jack and Ray, now performing before Saturday audiences on limited quota of broadcasts.

'Clearcut' show moves to new 7 p.m. Thursday spot, starting 13th.

WCSH joins other New England net to present Nat. Nat. Nat. on 7 p.m. Saturdays at 7 p.m.

Walter Leavitt's 'Teddy Bears' are shooting for a West Indies cruise.

C. W. Burton, WEEI, Boston, station boss, on a diet, whittling down the girls.

Roy L. Harlow, assistant to pres. of Yankee net, is a composer of many tunes and collects rare books and music.

Leland Rickford, new ad-in-chief, has authored three books of poems.

When Joe Rines played an out-of-town thespian all in for him on one show while he scrambled back to town for Sullinger hour broadcast over WJAC.

Caroline Cabot doing 'The Christmas Shopper', new seasonal series, on WEEI, Monday, Wednesday, Friday at 10 a.m.

Russell Dorr, baritone, sang on Morning Patrol Tuesday (27) over NBC web.

Miss Ruby Rand, 22, fiancée of Bob Freeman, WEEI announcer, is now studying piano at Northwood.

Plot was William F. Melcher. But Mrs. Melcher and Freeman witness a 'Rhyming Reporter' of WEEI, seen around studio a lot lately in hunting toots. Moore laughs off ribbing because his date reads: Two sparrows, one Rhode Island red, bouquet of posties and Xmas trees.

Louis Whitcomb of WEEI hoarse from hockey hooting.

Howell Cullinan of Boston Globe, former news announcer over WEEI, is now a radio announcer at WEEI, spilling some inside stuff on his eight years on ether.

New England Conservatory sent back on the air over WJAC Wednesday (5) at 8 p.m. Nicolas Sioniksky, organizer of the Boston Chamber Orchestra, is now a radio announcer for the next Conservatory broadcast (12).

Sam Skolnick, trumpeter, joins the Sam's band in Boston.

C. W. Burton, WEEI station manager, and Fred Hawkins hunting at Belmont, Mass.

Bob Emery back on NBC net over WEEI Sundays, 10-10 a.m. in 'Glimpses of the World'.

Brown Sisters, collaborating Artists, will play at the Globe of Joseph Thompson get new spots at WICC, Bridgeport-New Haven.

Edith Joseph, Stamford, authors of 'Radio Rose', WICC's first original musical comedy, plotting sequel instalment. Edith Joseph, author of 'Radio Rose', WICC's first original musical comedy, plotting sequel instalment.

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## Pennsylvania

Billy Hays leaving town for a southern band trip under Mannie Sacks management.

Vincent Travers' band now in at the Pennsylvania State University, the 'Pep Boys' shows now emanating from the nitery floor twice weekly.

Ralph Wonders in Philly for Art. Band gets a CBS wire.

Kate Smith's new trio discovery, the Wallace Sisters, have signed with the Collins and the gals are appearing in Philly at the Arcadia.

Ace Pancoast has left the WPEN organist band to sign on the S. S. All in Pun show via the same studio. Rosa Gross now playing the pipes.

Only Polish kiddies program on the air is at WRAX, Philly foreign language station, which also carries similar shows for other nationalities. Show is m.c. by Stan Moderski.

WIP is now carrying the Joe Frassetto band from the Cafe. The station will begin to pipe shows from the local studios to the ABS web within three weeks.

Vic Diehm, Station Manager of WAZL, Hazleton, was 32 on 14th. 'Tiny' Hamrick, continuity-director, completed the 50th Ray Hughes clock 29 on the same day. Came the 10th and Wilbert (Bud) Markle, public events specialist, was 27.

With the broadcasting of the F. & M. Gettysburg football game on Thanksgiving, WGAL, Lancaster, completed the team through every game. Bob Posey did the spilling on all the teams.

For the first time since the opening of WAZL, Hazleton, Manager Vic Diehm got a chance to go on the air in his favorite coat, the other night. He did the spilling on the windup and semi-windup of the team's first fight card in many months.

Emily Weyman, former local warbler, start pianist at KOL, now singing discovery in Sol Torchin, a newspaper dealer.

KYV is the Susquehanna Mountaineers; first sustaining, the Tell Sisters.

Franklin Lamb, WIP vice-pres., to Florida and the sun.

Esslinger's Beer signs Jan Savitt's band and a WIP show, singing away at amateur idea. Program airs Thursdays at 10 p.m.

Phil Waco of the old vaude troupe, 'The Waco Brothers', has joined the WJEN 8:30 Revue.

Jerry Stone and Harold Davis are the new hosts of the 'Parker WIP did a Columbia announcer's audition last week.

Mary Jane, new movie broadcast of chatter to a 52-week contract, via WIP.

Xochebe Elkins back from the coast to resume her old Town Tatter show on WIP. Program was most popular announcement almost three years ago.

Tom Livezy now p.a.ing for station WIBC, between announcing chores.

## Pacific Northwest

Earl Glade, managing director of KJZZ, Seattle, m.c. and conductor of the program, will be the unveiling of the Pioneer Monument erected at Salt Lake.

Two second season of broadcasts direct to the public schools which KJZZ is presenting in co-operation with school authorities started recently.

Old Songs of the Church, new program over KOIN. Sponsored by an undulating establishment, with guest singers.

Dave Drummond, staff writer for KOIN, turning out Oregonian on Review.

Bobby Jones was slated to talk over KOIN last week but had a cold.

A lot of radio amateurs who live in the vicinity of KOIN have been appearing for interviews by Line Miller, director of special programs.

Ferry Askan appeared last week on KOIN as the Merryman's program over KOIN.

Dell Randall, formerly with KOIN, now program director and chief announcer on staff of KSLM.

Leslie Werscheul presented Charley Will Flinn, a program on KOIN, with two 14-inch carota beans, picked 14 years ago in the Virgin Islands.

Ed Craney, manager of KOIR, Butte, Mont., in Portland to visit station of KOIN and KALE.

Clarence, a professional man, has joined the staff of KHQ and KGA in Spokane as news commentator, and has been named an editorial column of the air.

H. M. Pelts, formerly manager of KIQ of Wenatchee, and before that a manager of KIDP of Great Falls, has joined KIDO, Boise as sales manager.

Clarence, a professional man, has joined the staff of KHQ and KGA in Spokane as news commentator, and has been named an editorial column of the air.

KSLI, Pocatello, Idaho, has been

granted permission to employ additional antenna system.

KGBU of Ketchikan, Alaska, is another station to apply to Washington for increased time on the air.

Donald Wilko, formerly with the commercial department of station KOIN, has joined the staff of KUJ, Walla Walla.

Two of the OSC campus bands have broken into big time radio. The two are Jim Dierks and Dave Longtin's, both made their debuts over the NBC and CBS networks during the summer couple weeks.

The orchestra are regular weekly features of station KOAC.

Jimmy Cook has been added to the announcing staff of KOIN.

Art Kirkham, chief announcer for KOIN, was presented with two malarial ducks for his ladder from a well-placed advertiser.

Walter Gade, formerly chief announcer at KVI, Tacoma, has joined the announcing staff of KJZZ.

Ed Jensen, sales manager for KJZZ, recently addressed the students of Puget Sound College, describing his radio experiences.

With the idea of presenting plays in material adapted from Oregon, the KJZZ radio station has been organized. The Guild presents a play each Wednesday.

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## Iowa

Paul O'Tree has joined the staff of entertainers WJOC, Davenport.

B & G Battery and Electric Co. is sponsoring a variety program over WJOC, Davenport, weekly, the presentation to go 13 weeks.

Runge mortuary, Davenport, has signed a contract with Dick Vinal for his 'Drifting Back to Dreamland' organ program over WJOC, four nights a week.

WKBK, Dubuque, has signed the Midwest Timmerman Co., Dubuque, for Grunow period two nights a week.

WOC, Davenport, has opened its make-up studios in Davenport, three seats splitting an hour and a half for broadcast purposes thus far.

Tri-States Theatre, takes a part in the 'Movie Parade' program, sponsored by Tri-States Theatre.

WFO's favorite studio expression is 'KSO-what!'

Charlie Flieger now started on his first KSO-kids in the state have started Plager Stat morning clubs.

W. H. Mahan, general manager for Iowa Broadcasting, back from three months in the East.

Marjorie Caspe, hostess of radio studios, publishing a second book of poems, with title, 'Sin, Gin and Lehighen'.

Harvey Sunday programs heavily promoted by local stations. Thanksgiving programs ditto.

## British Columbia

Norman Botterill newest staff addition at CPAC.

Prof. Mizar, who talks on astrology, philosophy and answers questions, has been engaged to marry. Now on CKMO.

Bill Cranston has left CPAC and joined the staff of KJZZ.

Fred Gores, leader of the Gasco Band, CKWX, was formerly master of the 'Engineers' Brigade Band.

Terry Gates has been appointed manager of station CJOC.

Barbara and Fred Garst, Garst, have been named the Half Hour with Shakespeare program for CKMO.

Jack McEwen entertains the kids by producing a program on the explanations and descriptions of novel tricks and stunts. CJOR is his headquarters.

H. S. Barber of the research department of KPO was a visitor to the CHEW studio recently.

Johnny Jackson, network baritone, is doing m. c. duties on a series of jamboree programs with the 'Engineers' Brigade Band.

A new dramatic serial entitled 'Romances of the Caribbean', authored by the author, started last week on CJOR.

Billy Hassell will begin the Santa Clara Fund Auctions program for CKCD.



## Shuberts and Harry Kaufman May Buy In on New N. Y. French Casino

The Shuberts and Harry Kaufman may be in with Jack Shapiro and Harry (Haring & Blumenthal) on the renamed Earl Carroll theatre, which becomes the French Casino for its Xmas Day opening with the Cliff Fischer-J. C. Stein revue, 'Folies Bergeres', switching east from the French Casino, Chicago.

Shuberts and Kay want to buy in Shapiro-Blumenthal's end because the originally scheduled \$40,000 reconstruction costs of the Casino have reached \$115,000. Ending has come has been ripped out, it overhauling the orchestra floor too much, and only a narrow balcony retained for a bar, with most of the cabaret-theatre seating capacity confined to the lower floor and the boxes.

Fischer and Stein are bringing in their 'Bergeres' on a guarantee and percentage arrangement, which is geared to yield the attraction around \$15,000 on a \$40,000 gross. Guarantee is around \$7,500, with percentage on everything, including food, liquor, the attraction producers putting up nothing but the show.

Joe Moss of the Hollywood cabaret-restaurant on Broadway and Harry Kannen, a gas station owner who has been wanting to invest in the Broadway alterly operations, want to have come in with the Shuberts and Kay on the venture, but in view of Moss' competitive Hollywood they were eliminated. Their alliance with the Shuberts figures in that a deal is still pending for them to take over the Winter Garden and convert it into one of the cabaret-theatres. Instead, if Shuberts ally, it will eliminate the W. G. as competition for three years, that being a condition of the arrangement. Another element is the program advertising in the Shuberts houses.

'Folies Bergeres' just closed at the French Casino, Chi., and is playing a fortnight's engagement at the Palace (RKO), Chicago, prior to opening on Broadway with its original company.

Meantime a new foreign show to succeed the 'Folies' into the French Casino, Chi., arrived last Friday in New York. It's of a Venetian character to augment the Johann Strauss orchestra. Strauss is the third of that family, the sole surviving member of the famous waltz king. New show numbers 17 people, all rehearsed and produced abroad under Fischer's telephonic and telegraphic direction to his Paris and Vienna agencies. Fischer came in from Chi. to meet the troupe.

Julius C. Stein, prez. of the Music Corp. of America, Fischer's partner in the venture, arrives today (Tuesday) from a European tour. He flies to Chi. immediately to attend the premiere of the new revue tomorrow (Wednesday).

## Russell's Colored Ork Will Tour Thru Russia

An offer to tour the Soviet Republic with his colored Old Man River orchestra has been accepted by Louis Russell. Plans are being formulated to ship the music crew abroad to appear in Russia during the summer of 1935. Deal made through the Soviet-American Bureau, located in the Rockefeller Center.

On conclusion of tour in the Soviet, Russell plans an additional tour of Europe touching the principal European capitals.

## Campbell to S. A., U. S.

London, Dec. 10. Jimmy Campbell (Campbell-Connelly) sails from here Dec. 29 for Argentina and Chile on C-C business, arriving in Los Angeles Feb. 18, 1935, and in New York March 10. Betty Balfour, local picture star, who is Mrs. Campbell, accompanies him.

Campbell-Connelly has set 15 filmscripts, which Campbell-Connelly has produced and some of these songs are to be placed in America as Campbell's arrival in the U. S.

## ROBBINS-BERLIN PEACE

Compromise Deal on 'Ziegfeld Walk' Song

Hollywood, Dec. 10. Jack Robbins-Irving Berlin, Inc., controversy over Conrad-Jack Scholl's 'Ziegfeld Walk' number for William Anthony McGuire's Universal Picture has been compromised by a deal whereby Robbins publishes and pays Berlin, Inc. a royalty. Battle resulted from fact Scholl is a contract writer to Berlin, Inc., while Robbins claims Conrad under contract. Studio claims the publishing rights a la Zanuck in 'Folies Bergeres' mixup, and awarded the song to Robbins.

## Casino de Paree Suing Rose for 100G Defamation

Casino de Paree, Inc., is suing Billy Rose for \$100,000 damages as result of the latter having notified Loew's and other booking circuits that any booking attempts of the (Casino de Paree) were nullifying his (Rose's) material would be prosecuted on copyright grounds. The Broadway cabaret-restaurant in suing for the 100G, alleges that Rose damaged their show booking chances.

Rose's reason for enjoining the booking offices was on the ground that his material, costumes and scenery would be utilized, although he had been ousted from the Yermie Stern syndicate as the show producer when Lew Brown succeeded him.

"This comes on the heels of a series of suits which Rose first started against the C. de P. and the Billy Rose Music Hall, Inc. (since renamed the Manhattan Music Hall), New York, for alleged sales of a branch of Loew's, etc. Corporations put in counterclaims besides sundry other defenses.

## 3 TUNE PRINTERS SPOT REPS ON WEST COAST

Los Angeles, Dec. 10. New coast reps have been put up by three sheet music publishing houses. Sig Busley, after several weeks in New York, returned here as rep for Broadway Music Co., Clarence of Freed, brother of Arthur Freed, song writer, has been given two local assignments. He represents Southern Music Co. and Kornheiser & Schuster.

## Patron Killed in Omaha Nite Club

Omaha, Dec. 10. Arthur Joerns, salesman, was fatally stabbed in a scuffle which occurred Sunday (2) night in Dante's Inferno, nite club recently opened on downtown 13th street. Joerns died at a local hospital where he had been taken by his brother, Paul, two days after the stabbing.

Case did not come to police attention until day after the nite club argument, as doctors who attended did not report it. Joerns at first gave no hint as to where the brawl took place or as to his assailant. Later story filtered out that it all happened over a wink from femme patron of the club.

After questioning, police absolved Jim Farhat, operator, and Harry Mehan, manager of the Inferno.

## Lee Back at Crawford

Chicago, Dec. 10. Marvin Lee has rejoined the staff of his former De Sylva, Brown & Henderson, now known as Crawford.

Will handle midwest trade and radio exploitation out of Chicago.

## Most Played on Air

To familiarize the rest of the country with the tunes most on the air across New York, the following is the listing of the songs most played on the cross-country networks last week, in relative standing, according to the sum of combined plugs on WEA, WJZ, WABC and WMCA.

Stay Sweet as You Are Continental  
Winter Wonderland  
Object of Affection  
Earful of Music  
Be Still My Heart  
Out in Cold Again  
P. S.—I Love You  
Invitation to Dance  
Dancing with Shadow  
Once Too Often  
Flirtation Walk  
Sweetie Pie  
Difference Day Made  
Follow Secret Heart  
Sally's Coming to Town  
Circle Rhythm  
Growing Fonder of You  
Take Number 1 to 10  
Love Just Around Corner  
Rain  
Wild Honey  
Believe It Beloved  
Mr. and Mrs. Is Name  
Once Too Often  
La Cucaracha  
One Note of Love  
You're Builder-Upper  
Don't Let Brother You

## 20 NITERIES IN SAN ANTONIO

San Antonio, Dec. 10. This berg's niterly list swelled to 20 with two more toasting in the hat Friday (7). Gay Niteries in the Beethoven hall is featuring a 'Drunkard' company, from the Coast, floor show with singing waiters with Frank Shaw brought from Frisco to M.C., and Mac Rogers' band.

"Olmec-Dinner-club," formerly swank night club on outskirts of city, opened with Leonard Keller band. Jack Beckman m.c.'ing floor show featuring Collette Sisters, Dorothy Van Alst, Gypsy Byrnes and Enters and Borgia.

## BEAUVEL AND TOVA DOUBLE

Beauvel and Tova doubling in the Empire Room of the Waldorf-Astoria. No favor, with Henry King's orchestra and at the Central Park Casino with Eddy Duchin's band.

First time a dance team has appeared at these two night spots at the same time.

## Chi's Nocturnal Side Roars Again After Slumbering for 10 Years

By Dan Goldberg  
(This is the third of a series on the night life in the principal cities of the U. S.)

Chicago, Dec. 10. After a 10-year hibernation, the niterly business of Chicago and the midwest is crawling out of bed and doing a bit of late-stretching. In 1924 this town was a roaring nite club haven; Joe Lewis was at the Frolics; Sophie Tucker was at the Green Mill; Texas Guinan was the far north side's Kelly's Stables was packing them in. That was 10 years ago.

And today, history is repeating itself, with Joe Lewis at the Royale-Frolics; Sophie Tucker at the Chez Paree; and Kelly's Stables a lively place once more.

Just 10 years ago the North American cafe was a loop week the basement spot reopened after an eight-year layoff and is now popping into gross as the Red Lion Inn. Ten years ago the Rainbow Gardens was the far north side's big money maker, playing top names and bands. And today, after having gone through a decade as a prize-fight arena, a jai-lai court and an empty barn, the Rainbow Gardens is

## Publishers Tell Chain Stores Central Distrib. Okay If They Pay For It

### Turn Down Southern's Status Upping Request

Application made by Southern Music Co. for a boost in rating was turned down at a meeting last week of the publishers' classification committee of the American Society of Composers, Authors & Publishers.

Attitude taken by the committee was that there was nothing to warrant upping the firm's status at this time. Southern Music came in for a classification lift several quarters ago.

## CHI SHOWMEN'S BURN AT MCA COMPETITION

Chicago, Dec. 10.

Cafe men and local theatre circuits are in arms over the tactics of the Music Corp. of America in dealing with cafes and shows by going into business itself. This started when J. C. Stein, president of MCA, took over a cafe here, booking in the 'Folies Bergeres,' this becoming competition to the cafes and hotels that he had been selling the same kind of attractions. Hotels and cafes claimed unfairness in opening up as direct competition to them. Theatre circuits felt the same way.

Theatres are now burning over the General Motors stunt which will have name bands throughout the country in sales rooms and booked by MCA and deemed in direct competition with the theatres.

## ROBBINS IS U. S. REP FOR 'TRAPEZE' DITTY

Los Angeles, Dec. 10.

Picture companies will have to clear world rights to the revived attraction ditty, 'Man on the Flying Trapeze,' through the Robbins Music Corporation, this company having made a deal to represent B. Feldman & Company of London in this country.

Feldman was recently awarded copyright ownership to the song by an English equity court.

Robbins corporation is represented in Europe by Abe Meyer Synchronizing Service.

again riding the crest of public popularity as the French Casino and turning in weekly grosses of \$25,000 and better.

Many of the old nite club names are gone: Fred Mann, Al Kearney, Jake Adler. But Al Quodbach is still here and is coming back into the business after a three-year absence when he reopened the old Opera Club as the Club Ciro on Jan. 1. Mike Frietas is here with his Chez Paree rating as the top niterly in this territory. Al Roth gets a steady play at his Blackhawk, and Frank Berling and the Byrdes have nothing to worry about with their College Inn at the Sherman hotel.

No question that Chicago and midwest nite club business has renewed life and vigor. And no question that the repeal of the prohibition amendment is the guiding factor in the rejuvenation of the business, which was considered laid out and ready for burial. Not only has the return of liquor aided the big clubs, but it resulted in the sprouting of a number of tiny clubs throughout the city, all playing shows and bands.

Many of these clubs started out (Continued on page 57)

Unless the chain stores agree to operate the project themselves, the pop music industry will make no move toward shipping through a central channel as proposed by the syndicates. Representatives of leading publishing firms decided upon this stand at a meeting last week in the offices of the Music Publishers' Protective Association.

Sentiment at the meeting was strongly opposed to entangling the industry in another co-operative proposition of the Music Dealers' Service, Inc. category. Publishers also expressed themselves as unwilling to service the chain stores through any of the jobbing organizations now in business.

Among proposals turned down was the offer of Music Sales, Inc., Warner Bros., subsidiary, to permit its shipping facilities to be used by the buyers to the syndicates. Publishers didn't like this idea for two reasons; one, that Music Sales was part of the WB publishing enterprise, and the other, that Music Sales had a claim of its own, the Kress stores.

Last week's meeting put itself on record as willing to co-operate with the chains to the extent of getting a central shipping bureau started, provided the syndicates agree to assume all expense and management after a brief period. Majority opinion was that the chains will reject this proposition.

Question as to whether drastic steps should be taken to prevent the further dropping away of chain stores accounts for many of the viewpoints at the get-together. Several publishers held that the loss of chain store outlets would not seriously affect business, because the buyers would then turn to the retail retailers as a source of sheet music. Other publishers aired the opinion that in the majority of chain stores the music counter is an important fixture and that as long as there was a demand for the merchandise the syndicates would continue to maintain their song-sheer departments.

## MUSIC HALL REMOVES BROWN'S NAME FOR WB

At Warners' request, Lew Brown's name came off the Manhattan Music Hall ads and marquee in connection with the new revue which Brown staged for the Yermie Stern syndicate. This was because Warner Bros. is financing the Lew Brown regular legit musical, 'All Star,' which opens Thursday (13) at the Hollywood theatre on Broadway, a block away from the cabaret-theatre. WB feared confusion in the public mind, hence Brown's name was played down in all ads and confined to the programs within the Manhattan.

Brown is to do the new show at the Casino de Paree right after his WB musical gets going. Although there was some mild tiffing with Stern because Brown had been too tied up in Boston with 'Calling All Stars,' and the new Brown cabaret entertainment at the Manhattan not given all the attention which Stern thought it merited, matter has been adjusted. As soon as the new show opens, Brown's name will be concerned more with the cabaret revues at the Manhattan and the C. de P.

Joe Lewis and the C. de P. are headed by Joe Cook or Ruth Etting, or both. Yermie Stern wants these names and other talents to succeed the present line-up headed by Milton Berle, who is now in Chicago for a B&K vaudeville extended stay.

Peggy Taylor meantime has been brought back to the C. de P. show. She is now playing at the Casino on Broadway. She'll double between both with her adagio threesome.

Carl Fischer has put out a compilation of laments written for Pacific Coast Borax's NBC program, 'Death Valley Days,' by Sterling Sherman and Roy Kistman. It's tagged 'Songs of the Gold Miners.'

Ferdie Grofe opens with Arthur Boran at the Drake hotel, Chicago, Dec. 21.



## Sheet Sales Hit 10,000-Day Mark In Xmas Rush

Sheet music business in November received no better than a fairish run for its investment up to the final lap, when the orders started piling in. First week of December found some of the new releases selling at the rate of 4,000 to 10,000 copies a day. Seasonal appeal of Fela's 'Santa Claus Has Come to Town,' particularly, helped turn the trick in a big way. Other newcomers behind the hefty push were 'Star as Sweet as You Are' (Crosby and Ford) and 'Winter Wonderland' (Donaldson).

Of the blue ribbon six for November, four tunes were from pictures. 'Continental' (Harms) derives from 'Gay Divorce' and 'Cha Cha' (Fox) from 'Caravan.' 'Pop Goes Your Heart' (Witmark) from 'Happiness Ahead' and 'One Night of Love' from the film of the same name.

Among the runners up in sales for the preceding month were 'Lost in a Fog' (Robbins), 'Be Still My Heart' (Broadway), 'Sweetie Pie' (Felsa) and 'I Love You' (Korsheder). Another ditty that showed signs with the turn of the month of reaching elixir proportions was 'Flirtation Walk' (Witmark).

Advertising campaign carried on by Decca in the sheet music business served to inject a lot of life into the disc counters. Also of help from this source has been the \$5c call, which wound up November with Guy Lombardo the best bet of the month and Bing Crosby a close second. Jolly Coburn led off Victor's list, while Hal Kemp did top honors for Brunswick.

### Chi Biz Steady

Chicago, Dec. 10. Business continues on a so-so pace, but yet on even keel as far as sheet music is concerned. Trade continues to get steady, and is going along steadily with no sharp rises or declines. No big changes in the blue ribbon list either, with 'Love in Bloom' taking the expected slide-off and 'Alabama' rising to first place.

Not on the best-seller schedule for November, but certain to be next month, are 'Santa Claus Is Coming' (Felsa), which is rising fast and heralded as the No. 1 song for December, and 'Star as Sweet as You Are.'

Disc men are feeling much better and trade gives some healthy indications. Of particular interest is the fact that standard tunes are dropping out of the best-seller catalog and novelty tunes are taking their place. Straight pop numbers can be heard at any time on the radio, but the novelty songs are not so easily heard, therefore the shift of records to this type of material.

### Coast Brisk

Los Angeles, Dec. 10. Brisk trade ruled in both record and sheet music fields during November. Sheet publishers came through with a couple of genuine hits; Decca hit the field with a bang-up line of its pop pressed discs; Columbia, which has been weak for several months, late in the month of popular recordings, and October leaders continued in strong demand.

In the Los Angeles and Southern California areas, Decca swept into the sheet music field, with its local factory branch, topping 1,500 discs on its initial month's turnover. In spite of this avalanche of trade, old lines continued in brisk demand. In the sheet music field 'Object of My Affection' was the big noise, with retailers keeping the wholesalers busy supplying the demand. Leader topped the field by a wide margin, with 'Star as Sweet as You Are' running second, but trailing the Berlin hit.

### Returning West

Mrs. Jack (Robbins) Robins, who came east suddenly for some necessary dental work, is rejoining the music publisher in Hollywood for the Xmas holidays, leaving the two Robbins boys in New York.

Robbins' relapse following a bad tooth operation, has caused some complications in New York, necessitates a prolonged rest at Palm Springs, Calif., over the winter.

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING NOVEMBER 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	'Alabama' (Leo Reisman Orch.)	'Alabama' (Leo Reisman Orch.)	'Alabama' (Leo Reisman Orch.)	'Object of Affection' (Jimmy Grier Orch.)	'Alabama' (Leo Reisman Orch.)
Song—No. 2	'Continental' (Harms)	'Love in Bloom' (Guy Lombardo Orch.)	'Love in Bloom' (Guy Lombardo Orch.)	'Love in Bloom' (Guy Lombardo Orch.)	'Star as Sweet as You Are' (Crosby and Ford)
Song—No. 3	'Out in Cold Again' (Fredric Martin Orch.)	'Rain' (Fredric Martin Orch.)	'Rain' (Fredric Martin Orch.)	'Rain' (Fredric Martin Orch.)	'Santa's Coming to Town' (Donaldson)
Song—No. 4	'His Cha Cha' (Fox)	'Lost in Fog' (Robbins)	'Lost in Fog' (Robbins)	'Lost in Fog' (Robbins)	
Song—No. 5	'Pop Goes Your Heart' (Witmark)	'Out in Cold Again' (Fredric Martin Orch.)	'Out in Cold Again' (Fredric Martin Orch.)	'Out in Cold Again' (Fredric Martin Orch.)	
Song—No. 6	'One Nite of Love' (Donaldson)	'Continental' (Harms)	'Continental' (Harms)	'Continental' (Harms)	

### 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	'Hands' (Flirtation Walk) (Hal Kemp Orch.)	'Sad Tales' (Duke Ellington Orch.)	'Object of Affection' (Jimmy Grier Orch.)
BRUNSWICK—No. 2	'Needle in Haystack' (Continental) (Leo Reisman Orch.)	'Rock and Roll' (Boswell Sisters)	'Night of Love' (Grace Moore)
BRUNSWICK—No. 3	'Night of Love' (Circibiribi) (Grace Moore)	'Star as Sweet as You Are' (Jimmy Grier Orch.)	'Be Still My Heart' (Freddy Martin Orch.)
BRUNSWICK—No. 4	'Star as Sweet as You Are' (Take Number One to Ten) (Jimmy Grier Orch.)	'Breaking Ice' (Louis Pirna Orch.)	'Solitude' (Duke Ellington Orch.)
BRUNSWICK—No. 5	'Water Under Bridge' (Must We Say Good Nite) (Fredric Martin Orch.)	'Water Under Bridge' (Freddy Martin Orch.)	'On Observatory Hill' (Ozzie Nelson Orch.)
BRUNSWICK—No. 6	'Star as Sweet as You Are' (Give Three Cheers for Love) (Lanny Rosa)	'Hands' (Hal Kemp Orch.)	'Lost in Fog' (Connie Boswell)
COLUMBIA—No. 1	'Hands' (Is It Singer or Song) (Lucienne Boyer)	'Hands' (Lucienne Boyer)	'Serenade to Widow' (Reg. Forsythe)
COLUMBIA—No. 2	'Object of Affection' (Mississippi Moonshine) (Paul Pendarvis Orch.)	'Star as Sweet as You Are' (Little Jack Little)	'Continental' (Lud Gluskin Orch.)
COLUMBIA—No. 3	'Of Dreams' (Let's Have a Jubilee) (Mills Blue Rhythm Band)	'Hands' (Lud Gluskin Orch.)	'Happens to Best of Friends' (Benny Goodman Orch.)
COLUMBIA—No. 4	'Say When' (Love Comes Swinging Along) (Harry Richman)	'Growing Fonder of You' (Ted Weems Orch.)	'Guacacacha' (Lud Gluskin Orch.)
COLUMBIA—No. 5	'Continental' (Guacacacha) (Lud Gluskin Orch.)	'Invitation to Dance' (Paul Pendarvis Orch.)	'Moon Glow' (Benny Goodman Orch.)
COLUMBIA—No. 6	'One Little Kiss' (Growing Fonder of You) (Ted Weems Orch.)	'Tom Boy' (Red Norvo Orch.)	'Talkin to Myself' (Ted Weems Orch.)
DECCA—No. 1	'Alabama' (Guy Lombardo Orch.)	'2 Cigarettes in Dark' (Bing Crosby)	'Alabama' (Guy Lombardo Orch.)
DECCA—No. 2	'2 Cigarettes in Dark' (Bing Crosby)	'Star as Sweet as You Are' (Guy Lombardo Orch.)	'2 Cigarettes in Dark' (Bing Crosby)
DECCA—No. 3	'Very Thought of You' (Bing Crosby)	'Pop Goes Your Heart' (Ted Lewis Orch.)	'Very Thought of You' (Bing Crosby)
DECCA—No. 4	'Love in Bloom' (Guy Lombardo Orch.)	'Lost in Fog' (Dorsey Bros. Orch.)	'Love in Bloom' (Guy Lombardo Orch.)
DECCA—No. 5	'You're a Builder-Upper' (Casa Loma Orch.)	'You're a Builder-Upper' (Casa Loma Orch.)	'You're a Builder-Upper' (Casa Loma Orch.)
DECCA—No. 6	'2 Cigarettes in Dark' (Ted Lewis Orch.)	'June in January' (Bing Crosby)	'2 Cigarettes in Dark' (Ted Lewis Orch.)
VICTOR—No. 1	'Continental' (Irresistible) (Jolly Coburn Orch.)	'Continental' (Jolly Coburn Orch.)	'Drunkard Song' (Rudy Vallee)
VICTOR—No. 2	'Alabama' (If I Had Million) (Dick Himber Orch.)	'Alabama' (Dick Himber Orch.)	'Alabama' (Dick Himber Orch.)
VICTOR—No. 3	'You're the Top' (Get a Kick Out of You) (Paul Whiteman Orch.)	'Drunkard Song' (Rudy Vallee Orch.)	'Continental' (Jolly Coburn Orch.)
VICTOR—No. 4	'Wild Money' (Once Too Often) (Jan Garber Orch.)	'Porter's Song to Chambermaid' (Fats Waller Orch.)	'Don't Let Bother You' (Fats Waller Orch.)
VICTOR—No. 5	'Drunkard Song' (Lost in Fog) (Rudy Vallee Orch.)	'College Rhythm' (Jolly Coburn Orch.)	'College Rhythm' (Jolly Coburn Orch.)
VICTOR—No. 6	'How Can You Face Me' (Sweetie Pie) (Fats Waller Orch.)	'Over My Shoulder' (Ray Noble Orch.)	'Lost in Fog' (Rudy Vallee)

## NIGHT CLUB REVIEWS

### Manhattan Music Hall

(NEW YORK)

Low Brown is the new entrepreneur at Yermie Stern's cabaret-theatre which has been reclaimed from the Billy Ross sponsorship and renamed the Manhattan Music Hall. With Rose's name dropped along with his revue, Brown, no novice showman, proves the show biz adage that there's no copyright on talent. Billy Ross had a good entertainment at this spot, but so has Brown.

Five years ago Joe Moss' Hollywood restaurant on Broadway and 48th street marked the end of so-called Yellow Peril of Broadway—the showmen's rivalry with the name bands like B. A. Rolfe which packed 'em in at a \$16 lunch and an \$85-\$1 dinner, giving out tiptop dancipation and a few acts with the chop suey. They owned Broadway until N.T.G. revues at the Hollywood (nudes, lookers, talent, names, et al) started clicking at no cost.

Last year the Casino de Paree started this cabaret-theatre idea and, as significantly, impressed itself as the death knell to vaudeville. They may go for vaudeville as a combination with feature pictures, but there's no reason any more for patronizing a straight variety theatre when, for the same price, there's a good table d'hôte, a hook of girls, a show and two dance bands thrown in with it.

Here they are given Al Trahan with Lady Nixons Cameron, who headline a tiptop vaude show which includes Chilton and Thomas, Carolyn Marsh, Al Ezzog's newest find, Milton Watson, 6 Rose buds (beeftrusters), Nate Eagle's

Gentlemen (six midgets who work opposite the hefty femmes), a line of 24 girls and a dozen showgirl look-alikes. The show is a special production endowed it by Low Brown who, with Harry Akst, wrote the special material. Scenery by Clark Robinson, costumes by Billi Livingston, executed by Veronica, dance bands headed by Leon (Snook) Friedman and Max Fisher, with Lou Forman, former Palace theatre pit maestro, forming the variety acts as he used to do for the Palace stars.

Trahan, toppling, is the comedy hit of the bill. Working hard to make his mark he hokum with a fine sense of classic English to save the audience for their enthusiasm, and they go for it in a big way. Just not to make it too serious, Trahan switches back into argot periodically and in that wise has 'em all interested. His pianoforte knockabout, with Miss Cameron as excellent foil, is punchy stuff and they go for it up like a crepes suzettes dessert.

Cardini, suave card manipulator, probably the best on the boards today, is no stranger here. He was at both establishments in the past (including the kindred Casino de Paree around the corner, which is under same management) and he still gasps 'em with his intricate digital manipulations of the pasteboards. Chicago's most famous colored couple, who have been clicks abroad, bring a new sense of Harlem top values to Broadway. They are a good example of a personable mixed pair, both are equally expert in their legmanias. Carolyn Marsh, Al Ezzog's newest, warbling and, is going to go places. She's in the 1934 manner of ultra-

modern hotelcases, whipping over those mid-Siegal vocal arrangements in zippy manner. She's a looker besides, young and a bet for pictures.

To take the place of the Small Time Cavalcade, Brown has contrived a neat Amazon-and-midgits routine (six each), with a couple of saucy lines in the parodies. The six Rosebuds are the beeftrusters and Nate Eagle's Gentlemen are the six midgits.

Opener, 'Not Nute But Clean,' is the reverse of the title so far as the nudity is concerned; a novelty starter-off. Finale in a nude tableau, but in between it's legit talent.

'Don't Want to Get Hot' is another in reverse English, Carolyn Marsh's first number, for she gets plenty hot. 'Feel It in My Bones' and 'You Get A Lot of Help When You're in Love' are her other vocal opportunities, handling most of 'em solo with chorus back-up, excepting the last which has Milton Watson opposite.

Watson is another likely looking flimsical bet and could further his chances by a little application in details such as a fresh (not prop) gardenia; a pearl collar-button instead of the glint of the gold that catches the eye; well-shod patent leathers, etc. He has a basically good front and undeniably effective voice.

Same show for dinner and midnight; the 2 a. m. frolic is completely new including a revival of

'Broken Down Bouquet,' an old Lew Brown cafe floor classic that harks back to the early post-Violated days, when Brown's Melody Box over a west 52d street garage was one of the town's hot spots.

The newswires are out at the Music Hall because of License Commissioner Moss' technical insistence on a theatre license, on top of the cabaret license, but Clarke, Wheeler and Morgan still dispense old-time ballads in the Barbary Coast saloon in the basement. The Whining Well remains as a boob-catcher at 25c, a peek for a flash of the nudes. Clark Robinson's murals besides his stage settings are another aesthetic asset. Warren O'Hara is production manager; stage director, Carlton Winkler.

As-Old-Favorite, and the new arrival, the Jan Garber and His Orchestra. Heard over the NBC netting from the Flamingo Ballroom in Chicago, Jan always thrills, but even more so this season with: From the Edie Cantor 'KID MILK' 'WHEN MY SHIP COMES IN' 'SHOULDER' 'AN EARLY 'TUSQU' 'GRAY VIOLETS' 'JUST ONE TOO OFFEN'

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# NVA San at Saranac Lake Much Improved Under the New Regime

By JOE BIGELOW

**SARANAC LAKE, Dec. 10.**  
Thanks to a thorough reorganization, which began at the NVA Sanatorium on the hill from a house of hate to a home of health, things are now more like what they should be here. It is only six months since the new order began, but in those six months much progress has been made.

The NVA San was dedicated purely to the welfare of those from whom the rigors of a life in the show business took a toll, but only until recently has it really been devoted to such a pursuit.

The San was opened about six years ago. It cost in the neighborhood of \$1,000,000. Physically, it is a magnificent institution and one of the show spots of the beautiful Saranac Lake region.

It has always looked like the million that it cost, but in reality its value to the cause to which it was devoted has been, up to now, worth much less than \$1,000,000. Built in a period when careless extravagance in the wrong direction was the NVA's established policy, the San maintained that policy for its first five years with no less disastrous results. Born amidst the political intrigue that permeated all NVA affairs, it inherited that affliction and, in turn, passed it down to the patients. The San had a \$1,000,000 sanatorium in which to be cured, but lacked that element which is of first importance if a cure is to be effected—peace of mind.

The task with which the new and present regime was faced six months ago was to make the \$1,000,000 San give \$1,000,000 value in return to the cause; to rid the place of the numerous political intrigues that had been the cause of the badly dented morale; to rid the patients of a frame of mind that precluded chances of recovery.

It is a tribute to the valiant efforts of Mrs. Morris, Dr. Karl Fischeil and Harold Rodner that these things have been accomplished. They have done wonders. Rodner's competent and businesslike executive methods, Dr. Fischeil's artistic medical supervision and Mrs. Morris' humane social activities are the elements that changed the San from "Mrs. Murphy's Country Club" as it was facetiously called by the patients, to one of the finest health centers of the east.

## 60 Patients

Patients now number 60, double the average total under the previous regime. Conditions, food and treatment are better, yet the operating cost has not increased. Improved conditions at no added cost have been made possible by elimination of many useless extravagances of the past.

An impression to be gained by anyone after an inspection of the San is that it was designed as a golf club, or social lodge, rather than a sanatorium. The architects who designed it, with apparently little knowledge of the requirement of a sanatorium, were liberal in providing space where it wasn't needed. Capacity of the San is now 80, but any other extra space can be comfortably accommodated at least 100.

In addition to wasted room, there are other oddities that question the judgment of the architects who built the place. There is a Turkish bathroom with reducing cabinets and weight-removal devices, in an institution where the loss of weight is the last thing in the world anyone wants. There is an operating room so inadequately equipped it can be used for anything but operations. There is a motion picture projection booth which has been in place for months, but neither projector nor films to project. This latter, in an institution endowed by picture exhibitors, was a paradox of paradoxes. Through the good offices of Leo Friedman of Loew's, who arranged with Earl for the installation of picture equipment, the film problem has been settled; but the other oddities must be overcome and time and money only can do this. Mrs. Morris, Dr. Fischeil and Rodner are working hard to overcome them.

Mrs. Morris is the "mother" of the San, every patient's angel of mercy. She listens to their troubles, soothes

(Continued on page 48)

## Add Tough Jobs

**MINNEAPOLIS, Dec. 10.**  
A union stagehand received a salary of \$75 for the week for sitting in the audience at the St. Paul Uptown theatre. Union required the house to employ the hand when it played a single vaudeville act. There wasn't any room on the stage for him, all the available space being taken up by the sound equipment, so he planned himself on a seat in the auditorium. His only duty was to be there.

## Killing Vaude Goose in L. A. In Its Infancy

**HOLLYWOOD, Dec. 10.**  
With the success of the Sunday Night Frolics at the Wilshire-Ebell, town has gone Sunday vaude comedy screwy, with two more planned to start within the next fortnight. Result will probably be the flopping of the entire idea due to competition and lack of talent.

New starters are Ben Bard and Ray Desuere, who open at the Music Box next Sunday and Sunday, and Arthur Klein, who was set to do the same thing at Pantages Hollywood, but who has switched to the Carthy Circle, planning to start in two weeks.

With nowhere to go on Sundays, the Wilshire-Ebell has been moderately successful with an average take of \$900 for the single shows. Bills have been in and out, but it has at least been a place to gather on Sunday.

With the talent strictly limited, the two new ventures are going to have a tough time to escape reputation of acts. Outside of a few picture names and recent arrivals who are stage struck, acts available here have all been played to death and are in the coast defender class.

Levey office is bringing two acts weekly from the east to fill the bills, but operators of L. A. houses playing vaude are souring on the opposition and are refusing to allow acts to double.

It's also felt that local vaude enthusiasts and the regulars combined will just about fill one house, so it looks as if the boys are out to kill the goose.

## 17-Yr.-Old Lass Will Lead an All-Male Band

Alex Hyde is building a new band around Una, Mario, 17-year-old hotelmaid from the Chez Paree, and the B&K, theatre in Chicago, formerly known as Una Vilion.

She'll head a male rhythm band, unlike the Ina Ray Hutton all-female combo which Hyde also co-sponsors.

## Twin Cities Now Stage-Conscious; Six Vaudefilm Houses a New High

**MINNEAPOLIS, Dec. 10.**  
Comeback of flesh here has been one of most sensational theatrical developments ever recorded in Twin cities. There have been a few times when the two towns held more vaudefilm than now. In contrast, a year ago there wasn't any, and the only stage entertainment was an attraction for the circus, a vaudeville act and Gayety stock burlesque. In Minneapolis three theatres are using a vaudefilm policy regularly. They're the Orpheum, State and

## Springfield's Vaudefilm In 2 Spots for 1st Time

**Springfield, O., Dec. 10.**  
The nation's representative American city now has two theatres offering stage bills for the first time in its history. Both are first-run houses, showing pictures in conjunction. Regent shows five acts of RKO vaude on Fridays and Saturdays, and Parkland shows vaudeville units for four days starting Sundays. Both houses are Chakere-Warner owned. In addition, State, another Chakere unit, has started organ interludes of 15 minutes per performance on Fridays, Saturdays and Sundays.

## KOLB AND DILL ARE REUNITED

**Oakland, Dec. 10.**  
Kolb & Dill, once the 'Weber and Fields of the West,' are teamed again, this time in a new line, the hotel-floor-show business. The growth of the old-time melodramatic productions.

Team starts current week at the Hotel Leamington here for a week stand, reverting to their old ditch comedy routine and planning comedy skits as well as general m.c. work.

## Van Schmus and Music Hall Deny Adagioists' Charges

**RADIO CITY, Inc., and William G. Van Schmus, vice-president, and the Music Hall, O., 20, before they had finished the week's engagement. According to their complaint, Van Schmus, before layman witnesses, scored them as an 'indecent, lewd, immoral and lascivious' act and then took them out of the show.**

Suit asks for \$250,000 for defamation of character, and another \$250,000 for damages incurred through loss of work in other theatres as a result of their being cancelled at the Music Hall.

## FIRST SNOW CASUALTIES OF SEASON IN IOWA

**Cedar Rapids, Ia., Dec. 10.**  
Snow and ice played havoc with vaudeville acts at the Iowa here last week, two of the five acts failing to arrive at all for the opening day. Only two acts arrived unscathed by the storm—the Mullen Sisters blew in by train from Kansas City, while Medley and Duprey arrived from Cincinnati before the storm hit.

The Three Theatrons got as far as Lowden, and at 3 a. m. did a pack horse stunt getting their trunks to the railroad depot, leaving scenery and costumes abandoned in a snow drift. Dick Nash and Midgie Fately failed to show up, being snowbound at Marshalltown; Graden Boys and Co., snowbound at Brinnell, missed a number of shows.

## Chi's Chisel Boys Eat

**CHICAGO, Dec. 10.**  
Small-time agency getting best break in years—Over the taverns now using talent booked through the penny-ante reps.

It's coffee money, but it comes regularly. Jointing change shows 'Troy' to be difficult to hold in acts because of long hours and small pay, but the office-in-the-hat boys are accustomed to such things.

## Claire to Baltimore

**BALTIMORE, Dec. 10.**  
Having recovered from a three-week illness, Claire, 34, is making out of the Fox, Brooklyn, as Mrs. Ted, Claire opens Dec. 13 in Baltimore at the Century for Loew to m.c. the locally produced an audience of 100,000. It's called 'O. K. Baltimore.'

Norman Clark of the Balto Post-News dramatic desk wrote the special material for the local talent.

# Forkins Claims Dows Held Out Part of 'Cocktail Hour' Salary

## Rep Show Definition

**WASHINGTON, Dec. 10.**  
While it isn't an official interpretation, here is the definition of 'rep show' on which the Blue Eagle depends.

A presentation by a theatre company of a repertoire of several plays, two or more usually being presented within a week. Such plays are condensed versions of full-length plays, running in their condensed form less than an hour and usually about 10 or 15 minutes. In conjunction with such presentation, there is often interspersed between the acts oloos, specialties, feats of legerdemain, etc., sometimes followed by a 'concert.'

Lexicographer who authored this is Deputy Administrator Farnsworth.

## 'Girl' Show's Injunction Vs. Troy Stop Order

**Troy, N. Y., Dec. 10.**  
Attempts by city authorities to prevent further performances of Jack Mason's Playboy Revue, with its cast of 11 female impersonators, at Echo Tavern in North Troy, met another setback Saturday (8) when Supreme Court Justice Elmer J. Staley issued an injunction temporarily restraining Police Chief John Conroy from enforcing a hastily-passed ordinance requiring the written consent of the chief for all theatrical and athletic shows in places selling liquor.

The Common Council rushed through the bill and Mayor Cornelius F. Burns signed it, at his home, after efforts to have the show by arresting the troupe on a charge of wearing disguises without a permit had failed. The attorney for Thomas J. Dunn, 35, proprietor of Echo Tavern, succeeded in effecting his release through habeas corpus proceedings before Supreme Court Justice Foster at Albany, the judge ruling that a written information was necessary.

Several shows were missed that week, and one was 'out' last week after Chief Conroy had refused Dunn a permit. At the hearing before Justice Staley, Dunn's lawyer contended that the ordinance was unfair and illegal. He said that there was nothing indecent or immoral about the show, and 'the police never have taken the show seriously. Furthermore, the lawyer argued, the ordinance was illegal, because the State ABC and the Legislature alone had the right to prescribe the conditions under which liquor could be sold. Having paid a license fee of \$600, Dunn enjoyed a vested right to sell liquor, declared the attorney, who added that the revue troupe had a 10-week contract running from Nov. 1 at \$475 per week.

Assistant Corporation Counsel Joseph F. Purcell contended that the law had been passed to 'protect the welfare and morals of the city of Troy.' He said that the female impersonators had 'unsavory reputations' and that if the word got around the ill was off, Troy would be 'taken up by people of that type of morals.'

Judge Staley held that there were only two questions at issue: Whether the city had the power it assumed by the ordinance, and whether the city had that power, is reasonable. The temporary injunction runs for a week.

## Chi's Chisel Boys Eat

**CHICAGO, Dec. 10.**  
Small-time agency getting best break in years—Over the taverns now using talent booked through the penny-ante reps.

It's coffee money, but it comes regularly. Jointing change shows 'Troy' to be difficult to hold in acts because of long hours and small pay, but the office-in-the-hat boys are accustomed to such things.

Al & Belle Dow, indie bookers, may be hailed before License Commissioner Paul Moss on the complaint of Mary Forkins, producer, and Rae Samuels (Mrs. Forkins) that the bookers held out part of the 'Cocktail Hour' unit salary when it played 'Fay's Philadelphia,' the week of Sept. 14 last. Deduction of \$218.15 on the claim that it was for extra stagelands needed for the unit.

Matter will be brought before Moss if the Dows had not settled by last night (Monday) on a balance of \$101.75, rest of the deduction having been paid. Early yesterday the Dows offered to settle, but on weekly payments, claiming that they are broke.

When Forkins called the Dows last week and threatened to bring the matter up before Moss unless the money was paid, Dow's lawyer, Louis H. Robinson, threatened in turn to have Forkins brought up for extortion by the State Bar, who attorney for the producer and Rae Samuels.

Investigation by Commissioner Moss on the Dows' methods in booking a show for the Brooklyn Merchants' and Salesmen's Club banquet at the Waldorf-Astoria, N. Y., Oct. 28, is still being pressed, although the License Department has received but one affidavit so far, this from Estelle Taylor. According to the complaint against the indie bookers, the Dows were paid for booking the show but did not pay the name acts, whom it is alleged they had been promised a benefit.

## Estelle Taylor's Affidavit

In her notarized letter to Commissioner Moss, Miss Taylor claims she went to the Waldorf-Astoria as a favor to Jack Mandell, Loew agent, but was not told what kind of a show it was. Mandell, who appeared before Moss yesterday (Monday) to verify Miss Taylor's signature, gave the Dows an affidavit swearing that they did not tell him it was a benefit.

Other agents who gave the Dows affidavits similar to Mandell's were Harry Romm, M. S. Benham and Ferd Simon. They do business with the Dows and provided some of the name who appeared at the show gratis. According to one of the agents, he did not know that the Dows were being paid to book the show until he saw a card at the Waldorf-Astoria where a member-friend of the club running the organizational banquet told him that the Dows were getting \$600. He then approached Belle Dow on the matter, but she swore that she wasn't getting a dime for the show. At a hearing before Moss, however, Al Dow admitted they received the \$600, \$800 of which went for talent and the rest for champagne and liquor for the acts.

Commissioner Moss is trying to secure affidavits from Arthur Tracy (Street Singer), Mary McCormack, Al Lefroy, and the Dows, to Marie on whether the affair was misrepresented as a benefit, and whether they received payment.

## HAL LE ROY SUES HIS FATHER FOR \$65,000

**HAL LeRoy is suing his father, George H. Schotte, for an account of \$65,000, the damages he claims which he turned over to his parent for banking. Agreement was to continue this arrangement until the date reached 21 years of age. Sum of \$65,000 figures in the suit.**

Father has since withdrawn all his money from New York. Now LeRoy is attaching his father's account in Chicago, where his father formerly lived. Suing through Alred B. Carb, with trial coming up late this month.

## UNIT REVIEWS

FOLIES BERGERES  
(PALACE, CHICAGO)

While playing as a unit, the Folies Bergeres is not available for any theatre in the country at this time other than its current fortnightly date here. Going direct from the local Palace to the French Casino (former Earl Carroll theatre) in New York for a nite club run. After years of international build-up there is little question that the name "Folies Bergeres" is both office and particularly in Chicago where it has been playing for the past five months at a \$250 minimum at the local French Casino. For \$35 and \$50 this show must figure as an entertainment bargain and the public want to realize it. Business is capacity and looks to remain capacity throughout the week. Four shows on the opening day and had a two-hour waiting line outside. Doing five shows daily for the rest of the week and counting every possible

seat will manage a new high for present 55c policy at a gross of \$28,000-\$29,000, which means every seat occupied for every performance.

This is a fine show for anybody's money. It was a splendid eye-filling show on the nite club floor with plenty of action, scenes, flash, costumes, performance and dances. And if anything the show plays better on a stage, though the Palace stage was pretty crowded with the hanging pieces and revolving platform. At the French Casino (nee Rainbo Gardens) the troupe had a big dance floor for the revolving stage. Company is cramped here and it caused some shortening of the big ballet numbers.

It's a fine show, well exploited. Ads the smartest in this town in years for any show or picture. On the other hand, it's essential that the pertinent objection be noted. For almost a year show business has been dodging a fusillade of sharpshooting by professional reformers and church. The picture industry instituted several voluntary changes in the production of films. It is therefore a surprise for RKO to sponsor a number of scenes which have no place in a family-house.

Nudity is legit in the French Casino but in a theatre which must maintain a following, long after the "Folies" will have gone, it's rather reckless. That the show is more daring than ever seen on a picture house stage was demonstrated by the several times that the Palace audience cracked up. The apple dance had this audience give forth an audible gasp. Women giggled and men whistled.

Plenty of good solid entertainment in the show; plenty of really socko costuming and so much forth-

right nudity is unnecessary. The apple dancer might just as well have covered up some without hurting the dance. The posing scenes could have given the brasserie manufacturers a dose of a break and still have been eye-fillers. But other portions of the show offer real performance and showmanship. The specialists went for such performers as Emile Boreo, the only English-speaking performer on the show, who throughout the running time and led the show together with shrewd showmanship, again literally wowing them with his brand of "Black Eyes" as sung by various nationalities. Also there is Gloria Gilbert, a remarkable stut dancer for only a minute or so, but socko!

Snake dance was another outstanding number. And finally the excellent corollion specialty. These are the four outstanding items in the show. It runs 75 minutes.

Picture, "Wednesday's Child" (Radio). Gold.

PLATINUM BLONDIES  
(ORIENTAL, CHICAGO)

Chicago, Dec. 7.

While the business is groping for money attractions, along comes "Platinum Blondies" with some writers all over it—money—whether in a Loop house or over on Main Street. With a title that must attract, show figures as a hit class over any other unit. But after it's got 'em inside the stalls the show delivers, where other units have failed.

At the Oriental customers were crowded in tight on the first day. Show is a comedy and can play anywhere, any time.

Through 50 minutes, the 42 silver-tops went through in expert style. Top honors are awarded to the team of Boice and Marsh, two gals who know what comedy is all about. Girls can handle every type of comedy and gagging, even handling blue lines and a first class of dexterity, making them laugh without offense. Another girl team of talent is the Dawn Sisters, who twist and turn through an eccentric dance routine that had this audience chuckling.

Standard performer for years is Chick Kennedy, with her impressions of stage and screen celebs. She's added a couple of new numbers. Miss Kennedy not only handles her own act, but works throughout the show as m.c. and does a clean-out-the-job of it. Other stand-out single performer is Dorothy Slisson, who is in for a fine bird specialty. And the Leo Sisters are in for a splendid acrobatic dance number.

There is an eye-filling line of gals in a couple of new numbers, the picture number standing out particularly.

Behind the entire show is the 11-piece girl orchestra headed by Sarah Jones. All blondes, these girls handle the show far better than would be generally expected from a femme band. All young, easy on the eyes and expert on the instruments.

All in all, a money unit and with excellent exploitation possibilities. Gold.

SHOW OF SHOWS  
(PITT, PITTSBURGH)

Pittsburgh, Dec. 7.

For years, Raynor Lehr has been playing the sticks from coast to coast with tab shows. That's where this one belongs, in the hinterlands, and producer-star is making a mistake in bringing it around to the key-spots.

Everything about this one, production, material and talent is irrevocably small-time. Blackouts are old, most of them stemming from burlesque, drops are threadbare, chorus poorly trained and costumes are poor. Out where shows bring in the soil-tillers for miles around, where a bare leg is still a bare leg, Lehr's Show of Shows will probably be a minor riot. Here, however, it's that, too, in a different sort of way. Whole thing is so wheezy it gets laughs where no laughs are intended.

Acts include, in addition to Lehr himself, Nat (Chic) Haines, the LaFons, Joe Roberts, Four Blenders, June Burnett, Fraxer Brothers and Betty Lawrence. Best of lot are Fraziera, who do some expert hand-to-hand muscle stuff and register most legitimate kick in the outfit. Blenders, male quartet, garbed in cowboy regalia, have nothing to offer until their encore number, an imitation of song stuff in Walt Disney's "Three Little Pigs" and their best number of all.

A ventriloquist turn is fairly effective, but remainder of specialties are pretty drab. After a whole dance session, doing numbers called out by audience plants, which no doubt would get in the sections where this unit is headed, or should be headed for. Production numbers are pretty flat, and aren't helped any by line's constant inclination. Duties of Haines, rotund comic and formerly identified with musical comedy—he was last in "Hello, Dolly!" with Chic Sale—are limited to a few appearances in sketches. Strictly for the sticks. Cohen.

## NEW ACTS

WASHBOARD SERENADERS (4)  
Musical  
11 Mins.; One  
State, N. Y.

This type of makeshift band made the smaller Harlem clubs the "hammer" rage a few years back. Spotted in a bad show here, the four colored boys virtually took the house by storm with their hot brand of music on a kazoo, guitar, piano and a makeshift washboard-cymbal contraption.

Besides playing, two of the boys sing—in the manner pro audiences take to immediately. One of them is a "Fuzzy Knight" without a piano, while the other goes from falsetto to an imitation of Bing Crosby, and both are oke all the way.

At this catching the boys were called back for two encores, "Black Eyes" in jazzique and "St. Louis Blues." Then one of them had to come back for a certain speech. There could be no question about the showstop and there was no milking.

They're dressed like street archers, caps, shirts and baggy trousers. Look okay for anywhere. Scho.

POPS AND LOUIE  
Song and Dance  
8 Mins., One and Two  
Orpheum, N. Y.

Two colored lads seen around before with unit, but now doing a turn of their own. Open in one, doing a harmony into a dead mike. This mike business is being done to death and there's no particular reason why they should use it in this act.

Boys don't really get started until they go into two against a black velvet drop and toss their heels around. That's when they're in their own. The hoofing routine is fast and zippy with some spectacular acrobatics and a whirlwind finish. Held deuce spot on this bill.

AL SAMUELS REVUE  
20 Mins., One  
Orpheum, N. Y.

Al Samuels and four girls present a potpourri of talk, songs, and dances that's well mounted acoustically. Opening in three, idea starts off as a sort of backstage rehearsal with Samuels telling the girls that they're due to go on, and putting them through a last minute try-out. Going to one, two of the girls do a sister routine with a number and steps. Then to a full stage, against a gold and velvet drop, Samuels and the other two girls do a dance routine.

Next is an imitation by Samuels of Ray Bolger, followed by an impressionistic Indian dance by two of the girls, then the full troupe against a futuristic animal drop. Act seems to have plenty of novelty, but needs work to whip it into shape. Comedy talk is the sagging element. If they correct that and speed it up they'll have a good act.

JACK FULTON  
Singer  
10 Mins.; Two  
Coliseum, N. Y.

Having made quite a name for himself as crooner-soloist with the Paul Whiteman ork, Jack Fulton left that combo early this fall for an NBC commercial on his own. This, also, is his first time in vaude solo.

An offstage voice announces him as "by courtesy of the National Broadcasting Company, also mentioning his Whiteman connections. Traveling part after Fulton has sung a few bars of "Sylvia," a Whiteman fave, to show the tenor behind a mike in two.

He has an excellent mike voice, stage presence, a good selection of songs and fine appearance. Receptionists go out there in the middle of a five-act show.

Marcus Loew  
BOOKING AGENCY

General Executive Offices

LOEW BUILDING  
ANNEX

160 WEST 46<sup>TH</sup> ST.

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## J. H. LUBIN

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## MARVIN H. SCHENCK

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GEORGE  
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HEADLINING

## RKO PALACE, NEW YORK

THIS WEEK (DEC. 7)

Direction PHIL OFFIN (Simon Agency)

## HARRY A. ROMM and N. T. G. Present

The Most Colorful and Entertaining Unit  
30 Stunning Girls and a Company of 45

A SURE BOX-OFFICE ATTRACTION

## N. T. G.

(Niles T. Granlund)

and His "MIDNIGHT FOLLIES"

The Paradise Cabaret Revue presented on the stage exactly as it appeared at the famous PARADISE CABARET in New York

with

## VANESSA

FRANK

## CONVILLE

With SUNNY DALE

## EARL JACK and BETTY

After a Year's Run at the Paradise  
and Still Going Strong

## MAY JOYCE KADER

THE GOLDEN GIRL—Washboard Serenaders

LOEW'S STATE, NEW YORK

This Week (Dec. 7)

ENTIRE LOEW CIRCUIT TO FOLLOW

Personal Management

HARRY A. ROMM

Paramount Theatre Building, New York



1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

selling song-books. Many acts have been netting \$5 usually on this type of work. I believe Kincaid is outstanding angle.

**East Is Snooty**

Seems to be no barn here. As far as act and variety are those in Pittsburgh WAE, in Wheeling on WVW and in Charlotte, but in eastern Pennsylvania, New Maryland, New Jersey, Ohio, and elsewhere the showmen and the other New States there's nary a barn. Same goes for the far no and only KXIN holds up a dance flag for the entire w

**Akron, D**

day night here. Chicago to have after the going to WLS Custodians of the armory relish the idea of having the merriest place called a barn. Moreover that will be it. Square and round and including the Follies and Flumer. Show other features will be he WAE at 10 p.m.



# THEATRE SHORTAGE

## Equity 'Opposed to Sunday Shows Under Any Consideration'—Gillmore

Albany, Dec. 10. Executive committee of the New York State Federation of Labor, meeting here Tuesday (4) heard Frank Gillmore, president of the Actors' Equity association, vigorously sock a proposal to seek a law that will permit Sunday legit shows. Plan, which labor is prepared to have presented before the 1935 Legislature, would give cities local option in the Sunday show matter.

Gillmore, addressing the committee, insisted that if Sunday shows were permitted actors and actresses would be required to work seven days a week because "we have no faith in the theatre managers to the point where we honestly believe they would give us a day off each week."

Asked by Thomas Murtha, secretary of the New York City stagehands' local, whether Equity would agree to the proposed Sunday play if the actors were guaranteed one day off each week, Gillmore replied: "We are unalterably opposed to Sunday performances under any consideration."

Other resolutions discussed included: regulating use of juvenile bands and orchestras in connection with public functions, including political rallies; employment of projectionists on picture machines used for educational purposes. This would include machines used for visual education in public schools; repeal of all laws creating fee-charging private employment agencies and extension of the system of federal-state-municipal free employment agencies.

Albany was chosen as the 1935 convention city of the state labor federation. Meeting will take place next August.

## KERN-HAMMERSTEIN ON SCORE FOR ROSE PLAY

Jerome Kern and Oscar Hammerstein 2d will probably do the score for the circus play with music which Billy Rose is contemplating producing next spring. Ben Hecht and Charles MacArthur, who originally authored it as a film scenario, did the stage version.

This venture differs from the Hungarian play, "The Circus Queen," which Rose saw abroad and which he intended doing in America. New piece is likewise set in a circus, to be played under canvas, with an authentic big time show as part of the dramatic action.

## Fowler Too Busy, Skolsky Will Write Play Himself

Being a half portion in size, Sid Skolsky thought he had had a play in his system and steamed Gene Fowler into writing the other half. That was before their frozen fight from the coast. Upon reflection Fowler decided he wouldn't have the time to collab with Skolsky, because he is going back to Hollywood to make enough coin to take a long cruise with the wife. Both were confined with grippe after arrival.

Scrivners squawked about how cold the plane was and discovered that for winter flying the seats in the tail of the ship are better. Both were confined with grippe after arrival. One incident was the plane dropping about 1,000 feet when hitting an air pocket. Both fell out of their seats. "But I fell on Fowler," declared the columnist.

## KATH CLIFFORD'S LEGIT

Former Silent Film Player Producing on Coast

Hollywood, Dec. 10. Kathleen Clifford, ex-screen name in silent, announces taking a seven months' lease on the Wilshire-Ebell theatre starting Jan. 7 as a legit play laboratory. She, with her rich husband backing her, says no subscriptions to be sought and intends paying actors Equity scale, authors standard royalties, etc.

Initiator is Mr. Claymore's "Steps Out" authored by herself and Douglas Z. Doty. Original plays only will be a fixed policy.

## Guild Wants 80% From Theatre on El. Bergner Date

Several angles to the deal where-by the Theatre Guild will present Elisabeth Bergner in New York in "Elisabeth Mc Neve" instead of Arch Selwyn and Harold E. Franklin (Franklyn). Charles B. Cochran, original producer of the London hit, okayed the switch last week and Guild at once started fishing for a house.

Guild was aware that it is unlikely "Escape" can make a profit during its 12-week engagement on Broadway because the contract calls for 80% coming off the top—10% of the gross to the star and similar percentages to the author and Cochran. But the Guild needs a strong attraction to bolster its own production schedule and insure satisfaction among its subscribers. "Valley Forge," second production of the group this season, opened at the Guild Monday (10), and the third, "Rain from Heaven," is in rehearsal.

"Escape," which is due at New Year's, is the first dramatic importation by the Guild. With the idea of lessening the long possibilities, such heavy sharing terms are requested that few theatres are interested in booking the show. Guild is reported asking 80% of the gross and unusual participation in expenses by the house.

Understood Guild proposes to up the admission scale for the Bergner engagement. Boost, however, would not include subscription tickets, unless "Escape" is closed as an extra attraction. Figured the show must have \$10,000 weekly as its share to pay off.

## 'Paths' to Move

Abe Cohn and Eddie Scanlon are making a deal with Matty Zimmerman of Leubang's for another house for their "So Many Paths," current at the Ritz. Later has "Piper Pays," Harold Berg production, slated to open Dec. 24.

The Ritz, incidentally, was being gagged to be renamed the Irving Kaye Davis theatre. His "Paths" current was preceded by another play of his authorship, "All Rights Reserved," which closed on the Saturday before the Thursday premiere of "Paths."

## Byington Vice Seeley

Baltimore, Dec. 10. Spring Byington late last week replaced Blossom Seeley in "Piper Paid," legit play by Sarah E. Smith and Viola Brothers Shore, which debuts tonight (10) at the Maryland here.

Would have been Miss Seeley's first legit straight drama role.

## 100% OCCUPIED BY NEW YEAR'S?

Fifteen More Shows Being Readied Than Houses Available—Quick Flops May Make Room

### 46 THEATRES

For the first time in five years, all legit theatres on Broadway will be occupied by New Year's, according to present bookings. There are 15 more attractions being readied than there are available houses. Likely there will be a theatre shortage for at least a brief period. However, figuring the percentage of failures among new attractions, there should be theatres open for booking by mid-January.

Total number of houses available for legit shows is 46 as against 69 previously, latter figure not taking in two out spots and two little theatres (Hopkins and President). Among the 23 theatres currently ex-legitimate are six houses which could be readily reconverted to show usages but the others are out, being used for grind pictures, burlesque shows, free radio performances and night clubs.

There are 31 attractions on the list this week. Withdrawals of some current attractions will permit some of the unbooked shows to secure berths, but the others will probably take the road for several weeks.

Latest list of legit theatres includes three built for pictures—Center, Hollywood and Warner. Latter house is being remodeled and will be ready for bookings late in February.

### Theatres

Houses occupied or due to get shows are: Adelphi, Ambassador, Astor, Barrymore, Belasco, Biltmore, Booth, Centre, Civic, Cosmopolitan, Broadhurst, Broadway, Cort, Elliott, Empire, Exchange, Forrest, 46th Street, 4th Street, 49th Street, 46th Street, Fulton, Guild, Hollywood, Imperial, Little, Longacre, Lyceum, Majestic, Mannfield, Martin Beck, Maquet, Meyer, Morosco, Music Box, National, New Amsterdam, Playhouse, Plymouth, Ritz, Royale, Shubert, Vanderbilt, Winter Garden, Warners.

Former legit houses now with other policies: Apollo, Avon, Bayes, Belmont, Bijou, Cassino, Cohan, Comedy, Eltinge, Gaiety, Globe, Golden, Harlan, Hudson, Johnson's (Venice), Lyric, Liberty, Manhattan, New York, Selwyn, Times Square, Waldorf, Ziegfeld.

## Ina Claire Gives a 'Party'

Sets Not Ready, Lines Unlearned, She Refunds Coin but Lets 'Em Watch Rehearsal

Trenton, Dec. 10. Ina Claire gave a 'party' to a thousand persons in McCarty's theatre, Princeton, who had gathered Saturday night to witness the premiere of Sidney Howard's new play, "Ode to Liberty."

Immediately before the curtain went up Miss Claire came out and said: "I'm going to give you all a party."

She then retired, and the manager explained that because the show had not been properly whipped into shape, the cash customers would get their money back.

"I am also ordered to announce," the manager went on, "that the play will be given immediately, but that it will not be a premiere. Please call it a rehearsal. You are

## First Defeat for Dramatists' Guild In Hertz's 'Waltz of Fire' Complaint Vs. Harmon-Ullman; Loses 2 Out of 3

### 'Fraid?

Shuberts have a new attitude regarding theatres. A manager talking of renting a house last week was told that the business of authors closing plays this season had Jake and Lee worried. Producer was told that he would have to guarantee that his show would open and so state in his theatre rental contract, being liable for a couple of weeks' rental in case something happened to it.

Fact that there's a theatre shortage currently may have something to do with it, also.

With the Dramatists' Guild whipped in the arbitration suit over 'Waltz in Fire,' matter now goes into the hands of the legit Code Authority and may be threshed out all over again. Producers on Broadway feel that their chance is now open to make headway in the old fight against the scribblers and feel that they can gain considerable advantage and possibly even a revision of the minimum basic agreement. It is the first time that the writers have legally lost in a battle with the producers.

Matter became legal history last week when two of three scheduled arbitration suits were heard and won by the producing team of Sidney Harmon and James R. Ullman. The third case was amicably settled just prior to opening of the arbitration.

Trouble arose out of the proposed production of 'Waltz in Fire,' by Harmon & Ullman. Play was authorized by David Hertz and was to open on Oct. 31, 1934. The author and the Dramatists Guild, acting for the author, ordered it closed on Oct. 29 because production was allegedly "inadequate." Producers folded the play, paid off the cast and filed separate charges against the author, the Dramatists' Guild and Zita Johann, star of the show.

First case to be tried last Wednesday (5) was that of the producers against the Guild. Brock Pemberton, producer; John Rumsey, president of American Play Co., and Hermann Hertz, head of the Steinway Piano Co., were the arbitrators, Irion chairman. John J. Wildberg and Philip Wittenberg acted as co-producers for the producers and William Hamilton Osborne was attorney for the Dramatists' Guild. Decision of the committee was that the Dramatists' Guild's arbitrary exercise of power and the failure of its officers to discuss or confer with the managers entitles the managers, Sidney Harmon and James R. Ullman, Inc., to damages of \$500 plus all costs.

Second case, the next day, was the producers against David Hertz, the author, and proved to be more complicated, going over well into the third day. Arbitrators in this case were Pemberton, Robert E. Sherwood, playwright, and Lewis A. Hird, president of the New York Rotary Club, Hird as chairman. They found that Hertz was "ill advised" by the Central Play Co. and by the Dramatists' Guild and was unjustified in sending the letter of Oct. 29 and his requests and demands of Sidney Harmon and James R. Ullman, Inc. were unwarranted and unreasonable." Arbitrators did away with the Harmon & Ullman demand for restitution of the \$15,000 invested in producing the play, but awarded the producers a six-month extension of their contract on ownership of the play. That is tantamount to a payment of \$500, which the producers would have had to pay for the six-month extension ordinarily under the minimum basic agreement.

Johnann Compromise The third case was against Zita Johann and was for \$1,500. Miss Johann, as star of the play, had an iron-bound contract at \$750 per week for a minimum of four weeks. That was paid her from the bond put up by the producers at Equity. Producers, however, wanted the return of half of that sum, or two weeks' pay. A private settlement was made with Miss Johann, paying the producers an unnamed sum of money and the producers promised.

(Continued on page 57)

## Pickford May Do 'Farmer' on Coast Tour for Duffy

Henry Duffy has a deal on with Mary Pickford to star in "The Farmer Takes a Wife," which he plans to produce here shortly after the new year.

Play would go into El Capitan here, and the Curran in Frisco, with possibility of other coast dates to follow.

## 'Hand in Fog' Actors Win \$2,000 Award in Bout with Macloon

Equity arbitration of salary claims against Louis O. Macloon, producer of "Hand in the Fog," which folded in Frisco last year, resulted in an award of the full amount to the five cast members. Back salaries aggregating \$2,000 are involved in the verdict. Those sharing in the award are Helen MacKeller, George MacQuarrie, Vernon Steele, Robert Warwick and Cyril Delevant.

Actors were represented on the board by Robert Emmett O'Connor, Macloon by Mitchell Lewis and Capt. Samuel A. Purviance was referee. Charles Miller, coast rep for Equity, presided.

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## Two Brit. Troupes Wind Up B'way Dates Successfully; D'Oyly Carte Got Average \$21,000 for 15 Wks.

Two attractions from Britain wind up on Broadway this Saturday (15) with favorable engagements. Box office record of the D'Oyly Carte Opera Company is a standstill; exponents of Gilbert and Sullivan averaged over \$21,000 weekly during the 15-week date, booking have been materially extended over the original arrangement with the Martin Beck theatre. Dublin's Abbey Players started mildly at the Golden, but perked up in a week, troupe holds over this week. Takings were about 60% of the original four week date last fall, but okay.

"When The Plough and the Stars" went to capacity last Wednesday (5) attraction's sponsors were surprised. It was the first sell-out house had since the Irish actors arrived. Heretofore "Juno and the Paycock" was the favorite draw. In business, it is attributed to the attention given Sean O'Casey and his "Within the Gates," he having authored "Stars and Juno." "Playboy of the Western World" has been difficult in popularity here by both the O'Casey plays.

Attempt to widen the Abbey-regency met with failure. A new play would draw about \$600 and on the next night when one of the older favorites was on, the takings would jump to \$1,600.

Difficult to judge the draw of the Abbey group out of town. In Toronto the business this season doubled that of last year. Then on the next date played attendance was well under a year ago. Business last week for the Abbys jumped \$2,500 for an approximate gross of around \$12,000. Next booking for the Irish players is the Majestic, Brooklyn, Newark having been cancelled because of the added week on Broadway.

D'Oyly Cartes will open out of town in Philadelphia Dec. 24, being booked at the Forrest for three weeks. Colonial, Boston, will follow for four weeks or longer. Week stands in the East will precede Canadian dates, which will carry the G. & S. bunch up to sailing time at Easter.

Biggest three days drawn by the D'Oyly Cartes was with "Patience." Show was not on the schedule, but the production was sent on from London after the troupe landed. It's the one G. & S. piece which is not popular over there.

## ONLY TWO MORE SHOWS LINED UP FOR CLEVELAND

Cleveland, Dec. 10.

Only two legit shows lined up for the town's remaining drama house the Hanna, which is having stock trouble.

Katharine Cornell's "Romeo and Juliet" was brought in for the current week on a last-minute booking, breaking her jump back to New York. "Roberta," slated for Christmas week, is the other sole road show.

Renowned that Green Room Club, backing stock at Hanna, is having difficulties with backers that may force it to move to another location. Frank Foxcroft has resigned as secretary of the club to handle the show for the Cleveland Convention, starting Dec. 26.

## PLYMOUTH PORTER JAILED

Leon Hall, colored porter at the Plymouth, New York, for about eight years, was arrested and charged with felonious assault when he struck a taxi rasher after a night performance of "Black Victor." Charge was reduced to disorderly conduct and Hall received a suspended sentence, but was jailed on a second charge, that of violating the Sullivan law. Porter used a blackjack.

The rasher was also pinched.

"Sarotoga Chips," comedy by Damon Runyon and Irving Caesar. Jack Curtis and Carlton Hoagland will produce.

## Montclair Setup

Morris S. Schlesinger, who formerly ran the Broad Street and Shubert, opens the Montclair, Montclair, Christmas with legit. Rowland G. Edwards will be in charge of the stage. Maxwell Hornell, who used to be house manager of the Broad, will assist Schlesinger in management and Fred Gregory, former treasurer of the Broad, will run the box office.

## ANOTHER TOUGH BREAK FOR FRANKWYN

Harold B. Franklin is virtually washed up with legit, declaring that he is tired of producing shows for glory. Last week the Frankwyn company, in which he and Arch Selwyn are the principals, drew an unlucky break with the only promising attraction in their several presentations, when Charles Winninger fractured an ankle during a performance of "Revenge With Music" at the New Amsterdam, New York.

Winninger was able to appear on crutches from Wednesday until Saturday (8), at which time it was decided to suspend the show for two weeks, "Music" being dated to resume Christmas night. Closing will not involve the managers in salary liability, Equity ruling that the accident was an act-of-God. Rules give managers the privilege of laying off one week prior to Christmas, without casts getting paid. In the case of "Music," the lay-off is merely an extra week. Doctors are reported saying Winninger will be able to work by Christmas.

Theatre is being operated by the Dry Dock Savings bank under a mortgage in possession arrangement. Bank reviewed a detailed statement of all accidents. On the form filled out by Edward Flohn, New Amsterdam manager, the answer to the question, "Statement of the injured person," was that the actor was, "The show must go on."

"Conversation Piece," Noel Coward operetta with Yvonne Feint opening at the Broadway Theatre, after seven weeks. Engagement ended in the red and show will be sent back, proposed road dates being called off. With "Continental Varieties" also closing, Frankwyn's activities are at a standstill, save for a participation interest in "L'Algon" at the Broadhurst.

## Says Equity Closed Show Because No Coin, Producer Sues for \$100,000

Suit in which a one-time producer seeks 100 G's damages from Equity came up for trial in the New York Supreme Court yesterday (Monday). Robert Du Roy is the complainant and 'Right to Happiness' the show. It played one week and two days at the Vanderbilt, New York, in 1931.

Former manager charges that Equity forced the show to close, thereby causing financial loss for the engagement and further damage because the picture rights reverted to the author, show not running its full three weeks. Play was also called "Disillusion," and its estimated pace was less than \$2,500.

"Happies" opened April fool's day (1931). A Thursday, Dec. 13, headed by Ann Sutherland, received no money on Saturday, nor during the following week. Players, except Miss Sutherland, waived the salary

## Kennedy Stages 'Merrily' Coast Debut for Curran

Los Angeles, Dec. 10.

Although no cast set so far, Homer Curran plans to put "Merrily We Roll Along" into rehearsal next Monday (17). John Kennedy, being brought here from New York, will stage.

"Merrily" is slated to make its Coast debut here in the Belasco in early January, with San Francisco to follow.

## TRENTON LEGIT TRY FLOPS ONCE MORE

Trenton, Dec. 10.

Efforts to reestablish Trenton as a legit town have again failed. O. D. Wilkinson, owner and operator of the State theatre, tried both this season and last to regain for the house some of its old prestige, but both attempts proved a failure. State finally shutting down Saturday night (8) after five weeks of Wee & Leventhal shows.

Cut-rate inducements, whereby customers offered one or two seats for 40c, and 60c, failed to attract sufficient customers to warrant continuance of the shows.

House did miserable business throughout the five weeks, despite the fact it was the first time in years that Broadway stars were brought to Trenton.

Wilkinson has promised a "new change in policy" with an announcement that house will re-light on Christmas Day with a musical comedy.

## PASADENA SETS JORY IN 3 EX-B'WAY PLAYS

Hollywood, Dec. 10.

With a bow to the box office, Pasadena Community Playhouse, has Victor Jory for three plays, first to be produced shortly after the holidays. All are New York successes instead of the usual A-list pieces produced at the Playhouse.

Pieces are "Success Story," "Connecticut Yankee" and one to be selected. "Yankee" will be the first musical show attempted at the Playhouse outside of the home revue affairs.

## Majestic, B'klyn, Back

After a year of pictures, the Majestic theatre, Brooklyn, has reverted to legit road work. This week Ruth Draper is the attraction, house getting the Abbey Players Christmas week.

House is owned and operated by George Nicholas and E. D. Stair of Detroit.

## Luescher Ahead

Mark Luescher will be in advance of the D'Oyly Carte Opera Company when that troupe comes to town, this month. It being the first time in 21 years that he has acted in such capacity. Luescher publicized the Gilbert and Sullivan troupe through its Broadway engagement.

## Sixtieth Anniversary Gambol Gets Lambs \$15,000; 1,300 Attendance

### K. C. Starts

Kansas City, Dec. 10.

This town will get its first road show this season on Christmas day, when the Ziegfeld Polles opens a week's engagement at the Shubert. "Green Pastures" will be here the same day for a one-day stand at the Shrine Temple.

"Pagan Lady," with Lenore Ulric, is announced for the Shubert in January.

## ONLY 3 DUCAT AGENCIES LINE UP

Only three of New York's theatre ticket agencies signed applications for licenses from the legit Code Authority last week. More brokers are expected to fall in line, but most of the so-called independent group are expected to refuse and will attempt to do business regardless.

Those agency men insist it is impossible for them to continue in business if conforming to the ticket control rules. They explain that the present method of allotting tickets has nothing to do with allocation of ducats. Real reason for agencies ducking the control system appears to be the bar against gratuities, which they claim is a necessary feature of the business.

Rules prohibit theatres doing business with unlicensed agencies and are subject to a fine of \$500 for each violation. Licensed agencies who breach the rules are liable to revocation of the permit or license and the forfeit of \$500, represented by a surety bond.

"Deadline" for filing applications for licenses was set back one week, new time limit being Wednesday (13). More time was given the brokers because of the difficulty some experienced in securing bonds. Reported some agencies were refused bonds by surety concerns, unable to prove they were being regularly allotted tickets and could show an appreciable number of ducats on hand. Posting negotiable securities or cash is the alternative. Agencies who signed are: Lehman-Brooklyn, and Harry and Tyron's (original Fifth avenue).

## 'Rosebuds' Tries Again; Booked in Pittsburgh

Pittsburgh, Dec. 10.

"Gather Ye Rosebuds" will do double duty at the Nixon, opening here Dec. 27 to round out the last half of Christmas week and continuing through all of New Year's week. Max Gordon production closed Saturday night (8) in Washington and will undergo considerable revision before reopening in Pittsburgh for another tryout engagement. Place is to be offered locally as the second subscription play of ATS series.

Nixon, dark last week, also shuttered first half of current session, lighting Thursday (13) for a three-day engagement of Katharine Cornell's "Romeo and Juliet" at \$3.50 top, stiffest tariff ever charged for Shakespeare here. After that it goes dark again until "Rosebuds" comes in.

One bright spot in legit darkness here this season is the nice showing of George Sharp's production of "The Drunkard" at Fort Pitt hotel. Sharp, former stock impresario here, has been in town week and is still going strong, with producer figuring on a No. 2 company in a Miami spot for winter months.

"Touch Wood," by C. L. Anthony, will be Crosby Gaige's second production of the season. Opening scheduled for early January.

By Jack Pulaski

Greeted by some 1,300 guests, the Lambs, celebrated its 60th anniversary at the Waldorf-Astoria, New York, with a public Gambol Saturday (8) night. Frank Crumit, Shepherd of the club, m.c'd smartly throughout the show that followed the dinner seated at \$8 to \$25 plus extra coin from concessions yielded about \$15,000 to the club.

Celebrities were introduced between acts and spotlighted. Nearest to the heads of the clubmen was Frank L. Hagan, Lambs' treasurer, whose generosity tilted the actors' clubhouse over many a financial rough spot. Crumit, in introducing him, said Hagan is the best friend the Lambs will ever have, even though he's a stage struck sailor, which proved an inside laugh to members.

At the "Repeal Dinner" last December the Lambs proved they could put on a real show by eliminating some of those ensembles that slowed down the Gambol. Saturday's performance was even better, one of the best running shows in the club's history. It was put together and spotted by Crumit, Ralph Riggs and Arthur Hays Sulzberger.

Standing out was Ed Wynn, who contributed in four sections, his laugh-getting turn before a miphonograph, with a "The Great Struggle" being punctuated when he exited to change nitty costs and hats. Wynn's spoken opera was called "The Great Struggle." "Mortgage Off the Club," followed Arthur Schwartz, who planned his leading compositions. Katharine Carrington singing the finale, "The Great Struggle," and "Revenge With Music." Lambs do not permit women in their shows, but exceptions are at public Gambols.

Rudy Vallee followed Wynn, and also scored, warbling two numbers. His "Six Women" is a coking lyric, and it stood out. One of the funniest, "What Became of the Floradora Boys?" too, was a bell-ringer. It had those lads as a waiter, doorman, street cleaner, and so on—the girls go. "The Great Struggle" was the best. Bert Kalmar and Harry Ruby delivered that one.

"The Home," done some time ago prior to the show, was a sentimental sketch that belonged. A K. man and woman who once appeared in a western company of forty-five minutes from Broadway are charged with indications at the Percy Williams Home. One is 78 and the other 60.

"What Became of the Floradora Boys?" too, was a bell-ringer. It had those lads as a waiter, doorman, street cleaner, and so on—the girls go. "The Great Struggle" was the best. Bert Kalmar and Harry Ruby delivered that one.

## ERLANGER ESTATE TAX CUT BUT COIN HELD UP

Washington, Dec. 10.

Estate of Abraham L. Erlanger received a \$27,824 cut in inheritance taxes last week from Internal Revenue Bureau.

Following decision of the Board of Tax Appeals, bureau abated the Erlanger estate's liability \$26,214 and gave credit for \$1,709 in surplus payments, but because an appeal is pending declined to grant a cash refund.

## Revamp 'Sky'

"The Sky's the Limit," a radio comedy slated to open at the Fulton this week, was put over until next Monday (17). Understood that Billy K. Wells was called in for script revision, especially in those portions handled by Joseph Smith and Charlie Dale.

Play, written by Pierce Johns and Hendrick Boornsen, is to be presented by Raymond Golden.

# 'Cheer' Stays at \$25,000; 'Romance' Oke \$8,500; Loop Legit Biz Perks

Chicago, Dec. 10. Legit business continues good in the Loop and now there are shows going strong. The opening of 'Ah, Wilderness,' with George M. Cohan at the Erlanger. This is the first of the Theatre Guild productions, opening tonight (3). Already selling into the fourth week and likely to be two Theatre Guild shows running at the same time, which will necessitate putting 'Peticoat Fever' into the Harris. 'Fever' is the Theatre Guild's second show with Dennis King and Olan Monson.

'As Thousands Cheer' and 'Romance' hold over and continue to good business. Best general legit pace these days has been in three fine three weeks that the Auditorium done with Midsummer Night's Dream. Auditorium has returned to life this year.

**Estimates for This Week**  
'As Thousands Cheer,' Grand (1,200; \$3,300).  
'Ah, Wilderness,' Erlanger (1,200; \$3,300).

'Romance,' Blackstone (1,100; \$2,300) (3rd week). Eugene Lyons carrying the house, and, with good notices, will stick awhile. Running around \$8,500, fine.

## 'STARS' AT 18C; BENNY, 7C, BOSTON

Boston, Dec. 10. Lew Brown's 'Calling All Stars' closed its third week in Boston Saturday (8), way ahead of the Jack Benny 'Bring on the Girls,' which also closed last.

'Pursuit of Happiness' at the Hollis is still holding forth, going into its seventh week.

Walter Hampden opens at Colonial Dec. 17 in repertoire for one week. 'Petitcoat Fever,' with Leslie Howard (Gilbert Miller), is slated for the Shubert Dec. 24. 'Point Valaine,' starring Lunt and Fontanne (Noel Coward), comes to the Colonial Christmas night. D'Oyly Carte Opera Co. headed for Colonial with Gilbert-Sullivan Jan. 14.

**Estimates**  
'Calling All Stars,' Shubert. Doctor and nurse in its two and a half weeks in Hub, now leaves for New York. Plans house of \$18,000.

'Bring on the Girls,' Plymouth. Left town after two weeks run. Second week a puny \$7,000 for Jack Benny and his farcure.

'Pursuit of Happiness,' Hollis. Drew a fair \$3,800 in its sixth week. Scheduled to go out after this week, but if his booms it will stay through pre-Christmas.

'Rain from Heaven,' Jane Cowl and John Halliday. Show opened at Plymouth Monday (10).

## Pittsburgh Playhouse, Semi-Pro, Gets Started

Pittsburgh, Dec. 10. With a large list of donors and an encouraging subscription sale reported already covering first week's budget, Pittsburgh Playhouse gets under way tonight (10) at Frick School theatre with a week's engagement of 'Art and Mrs. Bottle.'

Co. is headed by Florence Henry, Robert Gill and Helen Wayne.

Idea of sponsors is to build a regular art center around the playhouse, with plans already made to build a community center. No interest is indicated. Group now has a couple of resident actors on permanent payroll, in addition to Helen Stout, director, and Frank Stout, scenic designer, and expects to add others in near future.

Organization plans to present five plays, at intervals of a month, during the initial season.

## Ulric in No. Caro.

Charlotte, N. C., Dec. 10. Lenore Ulric is in North Carolina with her 'Fagan Lady' road company. She plays Charlotte today (10).

Company has played to fair business in North Carolina.

## 'Tree' \$6,000, Mpls.

Minneapolis, Dec. 10. With critics' praise, the play, 'Green Bay Tree,' final week of Drama Festival at the Shubert wound up to a fair approximate \$5,000. This week-end was highly profitable. W. A. Steffen now has house, with no announcement of play yet forthcoming.

Ziegfeld 'Follies' comes into the Metropolitan Dec. 16 for a week. Mail order advance sale is big.

## 'VALLEY FORGE' AROUND \$10,000 IN BALTO.

Baltimore, Dec. 10. 'Valley Forge' scooped up estimated fairly good, \$10,000 at Ford's last week at \$2,750 top. Balcony biz was extremely light; best biz roosting on lower level at top figure.

Though gross was somewhat reduced by fact the play came on in only three days' notice and ran through a week, during which the burg was studied with social bursts of size and prominence.

Ford's shrouds currently, with nothing definitely set beyond D'Oyly Carte time for a week in February. Thought, however, that a show will be routed in for Christmas.

'Piper Paid,' starring Edith Barrett, premieres tonight (Monday) at the independently operated booked Maryland. Top \$150. Maryland also has the pre-Broadway break-in of the Harry Moses production 'Old Maid' set for week of Dec. 31. Play is dramatization by Zoe Akins of an Edith Barrett novel.

Edith Barrett and Helen Menken. Guthrie McClintic will star. Show will be most important premiere the town has had to date this season. After a year here will go into the Empire, N. Y.

In an unusual University Triangle show will come in for a single night, Dec. 27, at the Maryland. First time a triangle production has been seen into any house other than the uptown concert hall, Lyric.

## ENGAGEMENTS

Thomas Mitchell, 'Fly Away Home.'

Leslie Howard, Peggy Conklin, Humphrey Bogart, Walter Connolly, Esther Woodruff Leeming, Ross Hertz, Tom Fadden, Frank Milan, Ed Dwyer and Mito Bond, 'Petitcoat Fever.'

Blanche Sweet, Chas. Dow Clark, in an unusual production, 'The Milkmaid,' starring Frank Milan, Robt. Boulton, Jas. Dooey, Robt. Potterfield, Robt. Hudson, 'Petitcoat Fever.'

Lillian Latham, Lester Loneragan, Lester Loneragan III, Lenora Loneragan, Helen Freeman, John Davidson, John McKillop, Clifford Demore, Robt. Thorne, Arvid Paulson, Lydia Kane, 'Mother Lode.'

Herbert Rawlinson, John M. De Villard, 'The Milkmaid,' starring Constance Carpenter, 'Music Hath Charms.'

Pickens Sisters, 'Thumbs Up!'; Nace Kondo, Carl Huntington, 'Peticoat Fever.'

Cyrena Smith, Bert Whitley, Jane Fox, Lee, Marvin Lawler, Olga Vernon, Bert Thorne and Strawbridge dance group, 'Fools Rush In.'

Ben Field, George McKee, Lill Zehner and Montgomery Clift, 'Fly Away Home.'

## Santa In Dutch

(Continued from page 1)

ing technical and saying as since there is no Santa, the matter of billing a 'real' one was nullified. Bureau called it unfair tactics, and station said it wouldn't cease announcing its Santa on the air.

But just when the newspapers kept accepting the wording in ads. Papers continued printing the words, but station requested to bureau's demands and the word went off program last Friday (7).

But just when that angle was satisfactorily settled, WBAL, which has similar account for another department, splashed out in newspaper spreads with billing of 'Santa' (himself) on WBAL. Since ads didn't appear framed in that wordage till week-end, Business Bureau has not as yet done anything on this new violation.

## Shows in Rehearsal

'Laburnum Grove'—Gilbert Miller and Shuberta.

'Gather Ye Rosebuds'—Max Gordon.

'Point Valaine'—Noel Coward.

'Old Love'—Crosby Galge.

'The Petrified Forest'—Gilbert Miller.

'Baby Pompadour'—Dreifuss and Gernhardt.

'Mother Lode'—Bushar and Turk.

'Old Maid'—Henry Moses.

'Fly Away Home'—Bamberger and Klavans.

'Bright Star'—Arthur Hopkins.

'Music Hath Charms'—Shuberta.

'Sky's the Limit'—Raymond Golden.

'Birthright'—Harmon and Ullman.

'Portrait of Gilbert'—Grisman and Oshrin.

'Fools Rush In'—Leonard Sillman.

## PHILLY IN FOR BUSY WEEK AHEAD

Philadelphia, Dec. 10. Philly went back into the doldrums last week as far as legit was concerned.

Forrest was dark; the Garrick had an amateur outfit presenting Victor Herbert's 'Red Mill'; both the Broad and Brainerd had holdovers, and the Chestnut had Ruth Draper. Last named was a very real disappointment, although the audience did pick up in attendance as the week went by. Opening was pitiful, and week's gross was not \$5,000—pretty sad compared to the capacity trade Miss Draper did at the Broad and Walnut in her last engagements here four and five years ago.

Sam Nirdlinger decided to hold 'The Pursuit of Happiness' for one more week at the Broad. That will give it a 15-week run, amazing in Philly these days. Last week started mildly, but with last times' announcement picked up healthily and achieved a \$6,200 week. It will definitely leave this Saturday as another booking, Edith Barrett in 'The Piper Pays, is in for next week.

'The Milky Way' is doing nicely at the Erlanger and will get the predicted four weeks or more. Slightly Delirious 'is just struggling along at the Walnut.

This week ends considerably more activity. Eddie Dowling's 'Thumbs Up' is in for another week, a two-week stay. 'Stevodore' is at the Garrick for a like period, and 'Peticoat Fever,' new play with Dennis King, is scheduled at the Chestnut.

Miss Barrett's vehicle is alone next week, but Christmas week will find usual renewed activity. D'Oyly Carte company starts a three weeks' run at the Forrest. 'Lover, Dangerously,' Shubert's importation from London, is in at the Chestnut for a fortnight, and 'One Sweet Afternoon' is scheduled at the Broad. For New Year's week the Garrick, which will probably be dark Christmas week, will have the Irish (Abbey Theatre) Players, and 'Point Valaine,' now Coward play with the Lunts, comes to the Chestnut.

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**Estimates for Last Week**  
'Pursuit of Happiness' (Broad, 14th) Held for another week as expected, but out Saturday definitely. About \$6,200 last week. 'Piper Pays' in for single week of 17th.

Robt. Draper (Chestnut)—Very disappointing compared to her last week. \$4,000. Down around \$5,000, although showing steady pickup all week. 'Peticoat Fever,' Irish (Abbey Theatre) Players, and 'Point Valaine,' now Coward play with the Lunts, comes to the Chestnut.

'The Milky Way' (Erlanger, 2nd week)—Improved nicely and will get at least a four week run and maybe more. Around \$5,000.

'Red Mill' (Garrick)—Amateur outfit in opera revival. 'Stevodore' in current in two week show, and with a very big subsidized advance.

Slightly Delirious' (Walnut, 2nd week)—Mystery, how this one is holding on, but it's inexpensive. May go out any minute.

# Slump Sets in, but 'Waltz' Holds Up, \$42,000; Heavy Holiday Cards

Seasonal pre-Christmas slump set in on Broadway last week. Natural for amusements to taper off after Thanksgiving, but the drop appears to be more marked than usual. Saturday was particularly disappointing, probably partly blamable on the first of the winter.

There were exceptions such as 'The Great Waltz,' which got \$42,000; 'Anything Goes,' credited with \$31,200; and, among the straight shows, 'Personal Appearance,' a fiftener. 'The Children's Hour' held its pace, too, and by the holidays should be capacity.

First full week of 'Revenge With Music' approximated 22's, which was promising at the New Amsterdam. 'Revenge' was off two weeks because of an injury to a lead (Charles Winninger). Last week's arrivals were light, but except 'Post Road,' which has a moderate coin chance at the Maquet; 'So 'Bright Star' and 'Harvest' stopped after three nights.

Incoming cards are loaded with attractions, 28 or more premieres in January. Next week (before Christmas) has five new shows listed, with less than a dozen closed down the holiday week, while week of Jan. 7 will have another six. And, added to this week's four-show week, all available legit houses should be tenanted by them.

Due next week: 'Romeo and Juliet' (Katharine Cornell), Martin Beck; 'The Night of the Hunters' (Pat O'Brien), Lyceum; 'Mother Lode,' Cort; 'Sky's the Limit,' Fulton. Dec. 14: 'The Night of the Hunters' (Pat O'Brien), Lyceum; 'Mother Lode,' Cort; 'Sky's the Limit,' Fulton. Dec. 15: 'The Night of the Hunters' (Pat O'Brien), Lyceum; 'Mother Lode,' Cort; 'Sky's the Limit,' Fulton.

The D'Oyly Carte wind up at the Beck this week, as do the Abbey Players, at the Golden. 'The Petrified Forest' is running at the Baltimore. 'Conversation Piece' folded at the 44th Street last Saturday, at which time 'A Roman Servant' stopped at the Longacre.

**Estimates for Last Week**  
'A Roman Servant,' Longacre. Withdrawn Saturday; played week and one night.

'Anything Goes,' Alvin (4th week) (M-1,200; \$3,300). Smash musical of the run; takings bettering 32,000 weekly; brokers stuck with unsold seats. 'The Petrified Forest,' Shubert. Postponed until next week.

'Calling All Stars,' Hollywood (1st week) (H-1,700; \$4,400). Presented by Lew Brown. Smash report, capacity during Boston engagement; opens Thursday (13).

'Children's Hour,' Elliot (4th week) (E-1,200; \$3,300). Settled for long run with word of month strengthening demand daily; around \$18,000.

'Dark Victory,' Little (8th week) (D-632; \$3,300). Moved here from Plymouth Monday; operating cost low; also; pace approximating \$5,000.

'Dodsworth,' Shubert (8th week) (resumed engagement) (D-1,388; \$3,300). Back off during part of pre-Christmas slack, but still turning excellent profit; around \$18,000.

'Farmer Takes a Wife,' 4th St. (M-1,200; \$3,300). House not so large, business would look more substantial; steady around \$12,500 weekly.

'Gold Eagle Guy,' Morocco (3rd week) (D-961; \$3,300). Despite generally favorable notices, business excepted; pace disappointing; first full week around \$7,500.

'Kill That Story,' Ambassador (14th week) (C-1,156; \$2,750). Final week of comedy show made steady profit through pass money; \$3,000 or less.

'Life Begins at 8:40,' Winter Garden (1st week) (W-1,200; \$3,300). Most attractions on list lipped after Thanksgiving; no exception here; estimated around \$34,000.

'Heterogeneous We Roll Along,' Music Box (11th week) (D-1,913; \$3,850). Underestimated; takings around \$18,000, which tops drama, somewhat after Christmas day.

'Page Miss Gypsy,' Mansfield (3rd week) (C-1,097; \$3,300). Downstairs strength, with balcony not heavy; unusual for drama; around \$10,000, okay, and should climb with advent of Christmas.

'Personal Appearance,' Miller (9th week) (C-994; \$3,300). Exception to rule last week; \$15,000 gross, which is all comedy leader can get in eight weeks; around \$10,000.

'Post Road,' Masque (2nd week) (D-789; \$3,300). Won generally favorable notices and got fair trade last week; estimated around 7,000 first six times.

'Revenge With Music,' New Amsterdam. Laying off for two weeks because of injury to Charles Win-

ninger; resumes Christmas night got \$22,000 first full week; promising.

'Say When,' Imperial (8th week) (I-1,403; \$3,300). Very good grosses first five weeks; slipped last week around \$20,000; should recover at holiday.

'Sky's the Limit,' Fulton. Postponed until next week.

'Small Miracle,' 48th St. (12th week) (D-969; \$3,300). Moderate business, but approximating average \$6,000 weekly; better even break.

'So Many Paths,' Ritz (2nd week) (R-1,200; \$3,300). Moderate business, but has moderate money chance; better line later; opened late last week.

'The Distaff Side,' Booth (10th week) (C-918; \$2,750). English play has shaded off; among the good things and should last through winter. \$9,000.

'The First Legion,' Baltimore (11th week) (D-991; \$2,750). Final week again announced; but Congress may be extended; quoted over \$6,000 last week.

'The Great Waltz,' Cort (12th week) (C-1,200; \$3,300). Broadway's leader continues great pace, with takings around \$42,000 last week; capacity at weekends.

'The Night of the Hunters,' Playhouse (3rd week) (C-939; \$3,300). Continued after some doubt following 4th week's \$3,000; 'Fools Rush In' due Christmas.

'The O'Flynn,' Broadway (1st week) (O-1,218; \$3,850). Presented by Russell Jensen; latter participated in the writing with Frank Hauser and Brian Hooker; opens Wednesday (13).

'The Petrified Forest,' Shubert (11th week) (D-1,164; \$3,300). 'O'Casey drama demands attention, but moderate business around \$10,000; good into January.

**Other Attractions**  
'Salon of the Circus,' Civic Rep (14th Street); presented by Theatre Union; written by Friedrich Schiller.

'D'Oyly Carte Opera Company, Martin Beck; winds up corking 15-week engagement at the Shubert; Katharine Cornell in 'Julius' next week.

'Abhey Players, Golden; Dublin tribute finales this week also and tours.

'Gracie Song' first half, 'L'Aligion' last half; Eva Le Gallienne, 'O'Casey drama, 'The Petrified Forest' succeeds Dec. 24.

## L. A. Legit Deep in Doldrums as Single Entry Bags Pittance

Los Angeles, Dec. 10.

Legit field was virtually a blank during the past week and as far as trade is concerned it might just as well have been 100% dark. Only show in town, Thorne Fagan (10) at the Hollywood Playhouse, folded suddenly Saturday night (8) after 10 days' brutal business. Never exceeded \$100 a performance and ran as low as \$30-40.

Closing with leave entire Los Angeles community with one legit attraction, when 'Her Master's Voice' premieres at the El Capitan.

## Oakland's Clearing House for Minnies

Oakland, Cal., Dec. 10.

Something new in the way of the theatre enterprises has been launched in Oakland by the Kosmo Theatre Guild. Plan is to provide a clearing house in the way of productions for all dramatic groups, clubs and other organizations throughout the city.

Fratrons of the organization are directors and presidents of eastbay clubs, and it is proposed to organize a scenic, costume and play equipment club, and other groups. First offering was 'Brookmists, Amen,' presented in the Hotel Oakland ballroom by the Paulet Players.

Second will be 'The Rose Maiden,' a fifty-voice cantata by the Oakland Community chorus. Ethel Jean Kibbe is chairman.









**Pix Scripts Catching On**  
 Luck as though a new arm of literature is breaking all around the world at the same time. Coincidence, since there's no combined decision anywhere on the matter. Idea is the publication of scenarios of shooting scripts of films in printed form.

First is being issued in New York this month; at about the same time there's one being issued in London and several in Paris.

In Russia it's a tried and successful stunt. Several Russian shooting scripts have been published between covers, but mostly in magazines. Recently three of them have been ordered printed as books.

First in the U. S. is "The Mighty Barnum," by Gene Fowler, which Covici-Friede is publishing Dec. 10. At about the same time, though not definitely dated yet, Methuen, book publishers in London, will issue "The Private Life of Henry VIII" by arrangement with London Films. This book will carry an introduction by Ernest Bettle, film critic of the London Express.

Stunt has been discussed in book circles a lot, but never taken seriously until now. The American and British guards magazines have published scenarios of unproduced films, most successful being Transition, magazine published by Americans in Paris several years ago.

**Gees Out, But Can't Come In**  
 Another instance of the need for conformity between customs and internal Federal regulations as to what constitutes an obscene book was illustrated by the experience of the National Library of Congress with a recently-published book, "Sex in Prison."

As is well known, the customs service forbids the entry of certain books on the ground that they are obscene. Yet many of these same books, once past the customs authorities, can be sold or passed around openly, with no restriction. National Library of Congress, which experienced no restraint when issuing "Sex in Prison," sent a copy to an English publisher for possible publication over there. When the book, when returned, was held up by the customs service for examination, and not yet released. Customs service can't buy the book from the publisher, the publisher can't sell it in no-way interfere with its continued publication and sale here.

**Sues on Merger-Renega**

Rumors heard last summer of a merger between the Post and Times-Star, afternoon dailies, confirmed by superior court suit of James S. Westbrook, broker, who asks \$25,000 damages from Times-Star, which he claims was out of deal. The Post, according to complainant, was to have paid \$350,000 and 37½% of stock of new company.

Rivalry between evening sheets has been intense. Post making forays into the Times-Star editorial department. Practically all the major features syndicated out of New York are used by the two papers.

**Monthly Reprints**

A new national monthly is in process of preparation, to carry only reprints of articles and cartoons culled from the nation's dailies. Will be known as Pulse of Nation. Sponsoring group is headed by Albert J. Beveridge, Jr., with headquarters in Indianapolis.

Unlike the New York Times, News-Week of all, Pulse will use reprints only, with no interpretations. Aim is to oust the best and most illuminating items from the news racks.

**Buy Defunct Parade Title**

Title of the defunct Parade, which had been published as a localized weekly in Cleveland and The New Yorker, has been purchased by the publishers of Time and Fortune.

Plan is to affix the title to a new national mag, publication arrangements of which are now being worked out.

**"Nother Ad-Man Publisher**

Walter Alwyn-Schmidt, advertising man, is trying his hand at book publishing. Has a work of non-fiction which he will issue shortly under the imprint of his own name, with a few others to follow.

**Preparing New Juvs Mag**

Still another illustrated paper for juveniles is in process of preparation, this one to be known as the Little Home Pictorial. Sponsors prefer to remain under cover for the time being because of other affiliations.

## Sum Fun, Ai?

Channing Burns, who has been leading a one-man revolution on the English language to convert it into an American lingo using phonetic spellings, has written a small book outlining his idea. He has published it himself, too.

In keeping with his aims, the author sets himself down as Channing Burns. Tag of the book is "The Ritting of the English Tung."

## Chi's Ad Splurge

Greatest advertising expenditure in the history of Chicago is getting under way on State street as the main stem merchants arm for a tremendous business during the Christmas holidays. Precedents are being broken right and left and the dailies of Chicago are reaping advertising profits such as they have rarely seen in the past.

Advertising splurge on the part of the big department stores are three and four times normal expenditures. The Fair Store last week spent \$7500, those advertising the Sunday papers, while the Boston Store took 10 pages to plug its Netcher Day. And the Marshall Field store broke its rule of years by advertising in the Sunday papers. Last week it broke out in color in the Sunday pages.

Theatre business in the loop has jumped considerably on matinees as a result of the advertising invasion into the downtown section in the past two weeks. Stores on State street report the advertising campaign has resulted in a jump of 50% in December sales. Underestimated current pre-Christmas sales are above anything in the past four years.

## New Larceny Guy Wanted

New four-cornered prize novel contest has both American and British publishing houses interested to the tune of \$7500. Those donating an equal share of the prize money are the J. B. Lippincott Co. and Mystery Magazine, American firms; George G. Harrap & Co., London book house, and the London Daily Mail.

What the four seek is a new crook fiction character to equal or rival the best known and best liked that the creators are maintaining. The character should be between 70,000 and 100,000 words. Deadline is May 31, 1935.

Winning story will get serial publication in Mystery Magazine and the London Daily Mail, and book publication here and abroad by the two book houses.

## Slightly Premature

Attempt of Fawcett Publications to discharge Dorothy Donnell, western editor of the two motion picture publications recently taken over by the former group, didn't take. Miss Donnell reminded the home office that she held a contract which does not expire until Feb. 15.

Miss Donnell said in had with the studios when the two fan mags were banned. Later Jack Grant became publishers' representative and, says Miss Donnell, kept her western editor title, she was answerable to the new appointees. Firing order was withdrawn when the contract was flashed.

## F. & W. Sell Homiletic Rev.

Funk & Wagnall has disposed of the Homiletic Review after publishing the mag continuously for 54 years. Purchaser is the F. M. Barron & Co. of New York, which will merge it with the Expositor as The Expositor and The Homiletic Review. Editor of the merged mag will be Joseph M. Ramsey.

Homiletic Review, which was founded by Dr. I. K. Funk, bore various names before it emerged with its final title.

## New Partnership

Millon L. Coleman and Alfred N. Jordan have formed a publishing partnership to issue a new women's mag to bear the title of The American Woman's Journal. Publication to start shortly after the first of the year.

## Smart World Out

First number of a new class mag, Smart World, makes its appearance this week with an issue of 10,000 copies. Subtitled "The Front Page of Smart America," it covers society and such.

Editor is Frances Johnston, formerly with Spur. Publisher is the Schuyler Publishing Co., headed by Marjorie Moore Hall.

## Book Reviews

### A Bobby Liveright

Maurice Hanline worked for a long time in the Horacio Liveright office, so a novel by him written around Liveright's career should mean something. Underneath, however, he over-sentimentalizes the thing. Result is that "Years of Indirection" (Macaulay; \$2.50) is a could-have-been.

Liveright's career at his height is carefully told under the non-descript name of Jason, the publisher. All the characters are thinly disguised, which is as it should be. But Hanline's weakness is his "my tears about the glory that was."

Book is only for those in the know, and then not too much so. A good book around the fantastic career of the publisher-producer is yet to be written.

### Aldington Misses

Richard Aldington has done better books than "Women at Work" (Doubleday-Dorsey; \$2.00). He is one of England's finest poets and has written a few very strong prose novels. In his new one his misses, however, his cause of indifference. Book could have been twice as strong had about 100 pages been clipped out.

It's the story of a girl who wants to free herself from home and go to work. This theme has been done so frequently that it's somewhat thin. And Aldington doesn't add anything to the saga. A few years ago, when the cause of indifference, it might have been okay for talking, not today.

### On Raymond Duncan

It was inevitable, of course, that Kay Boyle would some day write a novel about Raymond Duncan. She has written several short stories about him, and now she has a book, "The Boy and the Girl" (Harcourt-Bryce; \$2.50) and won't help Miss Boyle any, although it doesn't hurt either. It's well enough written, as are all his books, but there's something not too much kick in reading books in which all the characters are recognizable. Miss Boyle's books are pretty largely limited, as yet, to the kind of people who are likely to have known all the people she writes about. And they might have their own pictures built up of these characters. But the fine prose makes it okay; it doesn't lower her stature as a writer.

Not enough story for film purposes.

### Square Triangle

Something rather new in triangles is offered in "Gooey Sport" (Doubleday-Dorsey; \$2.00). It's the kind of love story that the sister of the girl who killed him, not knowing her to be such. She, too, apparently throws him over, but that's only to be, for she has her fiancé because he has just become a bankrupt. The fiancé is the surplus value to the triangle, eventually paving the way for his rival's marriage.

Incident is fairly well handled by Maymie Greg, but she won't get picture money out of this one. Not tough, but a little too steamy for a clean screen.

### Omnibus of Crime

Technically, "Murder in the Opera House" (Dutton; \$2.00) is well handled as to suggest that its putative author, Queena Mario, of the Metropolitan opera, must have had considerable experience. But if she only contributed the background of the opera stage, she is less than recommended. It's a new angle.

Few regular whodunit fans will have much trouble with the real culprit, so it's not so much a question of 'who' as 'how,' and this latter angle is ingenious. Good reading in its class.

Milne introduces a new detective character in "The Cases of Susan Dare" (Crime Club; \$2) who ought to go far. It's a pretty gal writer of whodunits who knows how to tell a tale with the real thing, not too good, being six extended shorts, but the character will be worth watching in the future and ought to be a good idea for films when she gets around to writing them.

Just this side of the tough yarn school is "Murder for a Wanton" (Crime Club; \$2) by Whitman Chambers. It's a nice, pleasant, and a little bit of a pity, but although the first chapter is entirely unnecessary and gives away the plot of the book. Could be filmed.

## Best Sellers

Best Sellers for the week ending Dec. 8, as reported by the American News Co., Inc.

### Fiction

"Lost Horizon" (\$2.50).....	By James Hilton
"Forty Days of Musa Dagh" (\$3.00).....	By Franz Werfel
"So They Stand" (\$2.50).....	By Stark Young
"Goodbye Mr. Chips" (\$1.25).....	By James Hilton
"Mary Peters" (\$2.50).....	By Mary Ellen Chase
"Pittman's Island" (\$2.50).....	By Charles Nordhoff and James Hall
<b>Non-Fiction</b>	
"Why Rome Burns" (\$2.75).....	By Alexander Woolcott
"While Not Try God" (\$1.00).....	By Mary McLeod Bethune
"The White House" (\$2.00).....	By Irwin H. Hoover
"City Editor" (\$3.00).....	By Stanley Walker
"Wine From These Grapes" (\$2.00).....	By Edna St. Vincent Millay
"Experiment in Autobiography" (\$3.00).....	By H. G. Wells

### Cine Mundia's 20th

John Randolph Hearst's name goes on the masthead of the New York Daily Mirror as publisher and Arthur Brisbane as editor although A. J. Kober's has been continued for a couple of weeks now despite Kober's aligning with a new Hearst newspaper branch in an executive capacity. Latter was huddling with W. R. Hearst in San Simeon, Calif., on his future affiliation, returning to New York this week. Kober continues ownership in the tabloid, with Brisbane and young Hearst coming in for the editorial-publishing. Emile Gauthier continues as managing editor.

Paul Yawitz, erstwhile Sunday Mirror's Broadway columnist until Walter Winchell displaced him, is being asked to head the Hearst organization, although a spot for him has yet to be worked out. He may align with Joe Connolly's King Features. A move into the N. Y. Evening Journal is being contemplated and may yet occur. Yawitz and Kober are to huddle this week.

### Portland's Fan Supplement

The Portland News-Telegram (Scripps-Campbell) has added a weekend 16-page tabloid supplement devoted entirely to the screen, produced by press syndicates.

As the sheet doesn't have a Sunday issue, it is of supplement is to share in weekend theatre business. Its strictly personality news from Hollywood by press syndicates. Two pages are used for local stuff.

Recently the Oregonian and Journal renewed their circulation war by enlarging the Sunday papers and giving generous space to radio and screen. Prices upped from 5 cents to 10 cents.

### Denison On Chi News

B. W. Denison has been appointed amusement advertising manager of the Chicago Daily News. Denison went to the Daily News last year after serving for some time the Chicago Herald & Examiner. He handled World's Fair advertising for the News and the paper topped other Chicago dailies in Fair circulation. After that he moved over to the News Alumnus, which will come out later this month. Denison will handle all amusement advertising except hotels, with Ed Davis in charge of that.

## Improved San

(Continued from page 49)

them, gave them the sympathy they must have, but never received until now.

### Top on Medical End

Dr. Fischel, imported from the Coast, has been maintaining the medical proficiency which formerly obtained here under Dr. Edgar Mayer, and with the added responsibility of complete supervision of the San. He was concerned with the medical end only, and it was only in that phase that the San reached a degree of efficiency in the past.

Consulting one with Dr. Fischel is Dr. George Wilson, Dr. Mayer's former associate. Dr. Wilson knows the San thoroughly; its past and present, and is a great aid to Fischel's far-seeing remarks on the job. At Saranac Lake other medical authorities regard Fischel as a worthy successor to Mayer. The consulting one on to other fields, with an office on Park avenue and a post with the Cornell Medical Institute.

In nearly every respect has the New San improved. Dr. Fischel, Dr. Fischel, Dr. Harold Rapp, pledged themselves to even greater improvement. Under them the San is now nearer to the ideals of the beloved Willam W. Loomis, quite distant from the ideas of those who saw in the San an instrument for personal exploitation, and nothing more.

### Telling the Censors

About the only subject still lacking in the book lists, a handbook for film censors, is now to be supplied. Frederick Rex is editing for the Home Study Circle, an Illinois publishing house, a volume to be called the Motion Picture Censors and Reviewers' Manual.

Book will instruct how and what to censor in motion pictures. A number of other authors will be quoted and their methods explained.

### CHATTER

Mikhail Sholokhov in London. And Tsvetaeva is signed with King for the next media.

Viking getting ready to celebrate its 10th anniversary.

Second edition for Brooks Atkinson's "Clingstone Prince."

Rosmond Lehmann has switched to Reynal & Hitchcock.

Christine Whiting Parmentore doing a new novel for spring publication.

Lee Shippey another Los Angeles Times columnist to get a book into print.

Title finally decided upon for Ogden Nash's new book is "The Primrose Path."

Malcolm Johnson has quit Fortune magazine and is back on the staff of Donald Ogden Stewart.

Jack Lait, invited to attend the U. S. anti-crime convention, writing a special series for INS.

Real name of the character Dickson, author of "The White Priory Murders," is John Dickson Carr.

That book on which Hendrik Willem Van Loon is now at work will be a history of the Middle Ages.

The Noel Coward autobiography, which he will call "Present Indicative," is about three-quarters done.

Houghton, Mifflin has taken Eve Evans, the daughter of T. S. Eliot, and Jules F. Segal of the sales and promotion departments are now assistant editors of King, Inc.







East

Mecca Temple to have eight performances of Russian opera in Jan. Van Dyke Amusement Corp. leases land at E-way and Dykeman street for a new picture house. To be ready by May.

Coutroom girls picketing several nite spots. Supposed to be a strike, but patrons still have to buy back headgear.

Mary Jane Hamilton asking for arrangement of a heel make-up to George Downey, vaudeville cyclist. She married him after three days of courtship and quit after a similar matrimonial period. She has been in the N.T.G. revue.

Government's sale of confiscated liquor Thursday (4). A washout. Many lots were withdrawn because bids were too low. About 100 bidders present. Wholesalers. Retailers not admitted.

Leopold Stokowski blows away from the Philadelphia Symphony. Sore at the delay in selecting a successor to Arthur Judson, former executive, and also makes reference to differences with the board. Will probably make a trip to the Orient.

Harford the LaGuardia doubled with Dr. Damrosch in a radio stunt Thursday (6) to launch Musicians' Week.

Clarence Sullivan has acquired Clemence Dane's own dramatization of her novel, 'Broome Stages', and later date with a splendid performance of Max Beerholm's 'The Happy Hypocrite'.

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News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

Washington last week. They were married last January.

'Greed for Gold' prevented at the Greenwich Village Music Hall when the producer chased the customers. George Kelly, manager of the Red Flannel Players, had omitted to obtain a license.

Milred Mont, professional farrier, and Jack Glickman, midget, married five times at the Edison hotel last Tuesday (4). Once for each newswall.

Abbey Players holding over this week though the end was announced last Saturday (5). His picked up.

Cornelia Otis Skinner back from her western tour and will be seen at Town Dec. 15.

Bushar & Turk put 'The Perfect Gentleman' back on the shelf. May die out next Fall.

Gilda Lee married to Jack Pine (Virginia's brother) in Harrison, N. Y. Dec. 5. Miss Lee has been working in the Astoria studio.

Jill Pons back from Europe. Thinks she will wait a while before getting married. To make a concert tour, then three months at the Hollywood next June for a picture.

Enrico Caruso, Jr., loses an appeal to the Italian Supreme court. If he loses, he will wait a while before getting married. To make a concert tour, then three months at the Hollywood next June for a picture.

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time. Glick was sec. to the late Arnold Rothstein.

RKO staging a little theatre tournament on the Palm Springs. Only about \$149 returned.

Vera Brodsky, pianist, ill with pneumonia.

Ina Claire hoarse up at Princeton. Saturday (8). Announced play was called off but that all were welcome to attend a public rehearsal.

Now alleged an actress 'beautiful and well-known' in wanted by the police for harboring Dutch Schultz.

Possibility that 'Little Boy' will be revived this season. Two angling for it.

Courtney Burr passes 'Saragata Chip' and Jack Curtis and Carlton Ross. Sing holiday revue loses its star actor. Board of Parole turned him down.

Murray Kazan, alleged head of the sheet racket, will probably go to trial for this week. He is in jail in January. To permit Ralph Losee to testify before he escapes his own sentence.

Howard Sargent stage hand of the Regent theatre, Elizabeth N. J., killed by an auto Dec. 8.

William C. McNaughton, manager of the Hampstead theatre, his wife and the child, found dead of gas poisoning in Jamaica for selling afternoon (8). Believed to have been an accident.

Harry Chase, Cole Porter to do a musical for Sam H. Harris. Later Hart will do another with Irving Berlin, but for the moment it's 'forever'.

'Cardiff Giant' recently revived for showing in Syracuse, N. Y., will be taken on a tour of the country.

Equity permits two weeks' layoff of 'Revenge with Music' to permit Chase, Wininger's broken force, to mend. He did the latter part of last week on crutches.

John G. gets in the news again when Valeria Lador of N. Y. sees him in Harrisonburg, Va., for \$50,000. Charges that he beat her.

Married midgets on a sidewalk in Macao, Ga. in a scrap because the wife objected to disposition made by the husband of some presents.

Several normal-sized persons tried to get into the 700-pound fat boy to put on the brakes.

Two men, on Washington Heights, held up Friday night (7). Two bandits got \$150 from the cashier. Made their getaway.

State Federation of Labor announces it is going to ask Albany for Sunday shows when legislature convenes.

Morris Rosenfield announces that about half the ticket sales will not be known during summer of 1935. He is gyped in ticket distribution. Intimates their revelations could force him to resign.

Crosby Gage picks 'Touch Wood' for his third. It's by C. L. Anthony, which was written by C. L. Anthony.

Eve LeGallienne will play her Civic Revue. Cleveland, Ohio, and resume Dec. 24 with 'L'Aiglon'.

Henry Kornblum, 39, realtor and well-known among show people, shot himself to death in his office Friday (7). Money troubles. He recently married Lily Adair (Miss America, 1929).

John Ringling divorce case makes it his third. He is on Florida supreme court. This time on Florida supreme court. This time on Florida supreme court.

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from a recurrent attack of pneumonia, first contracted in Paris.

Father of Harold Lloyd seriously ill at the Palm Springs. Blazing road backstage at L. A. Paramount theatre extinguished electric capacity house being aware of danger.

Wendy Barrie, English actress, denied in Santa Barbara that her engagement to Woolworth Donahue had been broken.

Harold Bowes, 28, studio property man, instantly killed near Bakersfield when his car collided with a truck.

Santa Monica beach home of Bebe Daniels and Ben Lyon, looted of silverware.

Elissa Landi will light Miss Dandridge's divorce suit filed in London by John Cecil Lawrence, English barrister.

Allowance of \$1,000 a month and \$2,500 attorney fees is asked by Virginia Cherrill in her suit for separate maintenance, filed in L. A.

Norman Kerry ordered by L. A. court to pay former wife \$1,000 a month. He is ordered at the actor's demand from the estate of his grandfather in N. Y.

Patent infringement suit filed in L. A. by RCA, AT&T and General Electric against five local radio manufacturers.

Allegation suit for \$125,000 filed by Charles Jordan, husband of Norma Judge, film actress, against Alfred Baxter, Frisco lounge exec.

Complete custody of her five-year-old daughter will be sought in a divorce suit filed by Agnes Bannister made at time of divorce that her ex-husband, Harry Bannister, have the child two months in the past.

Cross-complaint to divorce action of Gatty Jones, former stage dancer, in L. A. links name of Betty Compton.

Plea of Jan Rubini, violinist, for a divorce from her mother-in-law, payment for support of his two children, wins him a \$25 cut.

Edna Gage, 30, ex-husband, son of the former secretary of the Interior, and Lucie Hopkins, secretary at Radio studio, married in Los Angeles.

Milton Rogers, manager of the Mirco theatre, Hollywood, suffered nervous when knocked down by an auto.

Slight injuries sustained by Patricia Reginald, state relief drama department, when the car in which she was riding slipped in collision.

Failure to make alimony payments, Carey Harrison, ex-Rippled, film player, sentenced to five days in county jail.

William Thornton, Shakespearean actor, knocked from the stage of the Belasco theatre, L. A., to the floor when a food lamp dropped and struck him on the head. Escaped with a scalp wound.

Demanded over the death of Willard Mack, to whom he was secretary, caused Edgar Mathews to attempt suicide by slashing his wrists. He will recover.

Prad Deline, circus performer, landed on his face in a loop the loop on skates at a dance pavilion.

Ethel Shattuck, vaude, recovering from a major operation in Glendale, Cal.

Homey J. Carr, 76, veteran newspaperman, died one-time president of the Chicago Press Club, died Nov. 30 in Los Angeles.

Erena du Rand, Basque dancer, taken to Hollywood hospital when she sprained her ankle while appearing at the Billmore Bow.

Police Protective Association of L. A. under grand jury investigation which caused death of a Hugh W. pole. He paid \$100 for an honorary membership and later demanded return of the money.

Damages suit of \$75,000 against

Thelma Cortez Allyn, film actress, demitted, but player must serve manslaughter sentence for death of James Redmond, radio technician, in auto smash.

L. A. grand jury drops renewed quiz into death of Jerry Jarnagin, who was killed by the coroner's panel.

Arthur Grier, musician and brother of the band leader, ordered by L. A. court to pay \$15,000 to a sherman who was struck by her car and severely injured.

Midwest

Verdict of suicide while temporarily insane due to intoxication was returned last week by coroner's jury investigating death of Mrs. Nellie Walker, Chicago, showgirl, who leaped to death from hotel.

Judge in Chicago last week denied request for new trial in the personal injury suit brought by a showgirl, who was awarded damages of \$38,000.

Mayor Edward Kelly last week took up his fight with the municipal leaders in appealing for support of the Chicago City Opera.

roundabout way of the producers of the F. L. adaptation, which will follow the granting of the AAAA charter.

No Dice On Closed Shop Uphold of Rosenblatt's shop here was that the Guilds refused to go any further with the discussions unless the paviors were understood to be on a basis assuring closed shop, in other words recognition that the Guild was the complete representative body for actors. Producers refused to accept this arbitrary stand and Rosenblatt withdrew.

Producers held to the viewpoint that in future negotiations they have a right to deal with any and all organizations that sought to be acknowledged as the one representative group.

Industry looks for crystallization of the strike threat after March 1. On that date the Academy signed the studio agreement, on which the currently used standard form of contracts are based, expires. These contracts carry 'no strike' clauses.

MARRIAGES

Lorena Layton to Danny Danker, in Los Vegas, Nev., Dec. 6. Bride is a film actress, groom is advertising man with Lux soap on studio deal.

Evelyn Lay to Frank Lawton at Yuma, Ariz., Dec. 7. Bride is a film actress. Groom is an English actor.

Sonny Fulton, dancer, to Boyd Graham, in New York, Dec. 7. Groom is an executive with General Motors.

Evelyn Venable to Hal Mohr at Yuma, Ariz., Dec. 7. Bride is a film actress, groom is cameraman at Fox.

Glenda Garcia, non-pro, of Baltimore, to Stanley Shaw, announcer on WNEW, New York, Nov. 30. Groom is a physician's clerk in New York City.

Rosalie Castner to Earl Rettig, in Tia Juana, Dec. 2. Groom is unit manager for Jesse Lasky production.

Martha Mears to Sidney Brokaw, in Larchmont, N. Y., about six weeks ago. Bride is a radio singer, groom with Ozzie Nelson on orch.

Lilla Lee to John R. Fine, in Harrison, N. Y., Dec. 5. Groom is non-pro.

Lucille Walker to William McLaughlin, in Phoenix, Ariz., Dec. 7. Bride is a Fox chorus girl, groom third cousin of William Gibbs McAdoo, is non-pro.

BIRTHS

Mr. and Mrs. Nat Lefkowitz, daughter in New York, Dec. 2, their first. Father is business accounts manager of the William Morris Agency.

Mr. and Mrs. Bill Briscoe, daughter in Chicago, Nov. 23, is assistant manager of Oriental, Chicago.

Mr. and Mrs. Jules Albert, son, in Chicago, Dec. 1. Father is band leader with Columbia Artists' Bureau.





# OBITUARIES

## HECTOR FULLER

Hector Fuller, 67, former press agent who as one of the mayors' committee to welcome New York's distinguished visitors served through both the Hyman and Walker administrations, committed suicide by gas poisoning in his apartment in New York Dec. 8. He probably greeted more important visitors than the Mayors themselves, since on a number of occasions the city magistrate was out of town.

According to newspaper accounts he was made desperate by the encroachment of age and the dwindling of his fortune, but these surmises are believed incorrect. His sons were simply able to care for him, and his many friends were ready to stand by him. His friends believe that his act was caused by the remorse of an organic trouble of which he had earlier considered himself cured, but which returned. Discouragement rather than threatened impoverishment may have been the cause of his action. Contributing causes may have been his recent auto accident and the news of the serious illness of one of his sons.

Born in England, he went to sea as a midshipman, but came to New York a few years later, going to a homestead claim in Nebraska. From there he turned his attention to the circus, managing a small show in Seattle, worked in the diamond fields of South Africa and reported the Russo-Japanese war before coming back to New York to settle down as a press agent. It was through this connection that he came interested in unpaid civic services which led to his appointment as one of the city's greeters.

## DAVID A. MARTIN

David A. Martin, circus man, vaudeville performer and more recently picture projectionist, died in Seattle Oct. 31 of heart trouble. He suffered from what is known as a

## IN MEMORY OF GEORGE SANDS

Who Passed Away  
December 7, 1933

## HAL SANDS AND FAMILY

divided heart; one ventricle drying up while the other distended. He entered the circus field about 1890 with Kirkhart's wagon show, going to work for the old Sun and also madder. He joined the Cleo Benoit repertory show, and later played trombone in the Iowa State band. In 1898, while with the Pitt & Webster fair company, he was the first to play the violin in the Owen Sisters, forming the team of Dave Martin and Miss Percie. They played vaudeville while there was such a thing, but about 12 years ago they retired. He then played local stock in Seattle and he became projectionist at the Seattle Orpheum. In recent years he has been forced to remain quiet, due to his heart condition.

He is survived by his widow.

## JAMES A. CARROLL

James A. Carroll, well known in American minstrelsy in the 1880-'90 period, died in London Nov. 23 of a stomach disorder. He played with a number of troupes, his last engagement on this side being with George Thatchers' minstrels in 1931. In the following year he joined a troupe for an English tour. The venture was short lived, but he obtained a place in the Moore & Burgess troupe, remaining with them until the company disbanded several years later. This was a permanent show at St. James hall, on the lines of Carnegies and the San Francisco troupes over here.

Carroll and Doyle he played the English halls and for a time was teamed with the late Dave Marion during the latter's English engagement.

Survived by his wife, four children and a brother, George F. Carroll, of the old team of Carroll and Larkins.

## WILBUR HIGBY

Wilbur Higby, 68, who spent 49 years of his life on the stage and screen, died of a heart attack in Hollywood Dec. 1. Funeral services were held Dec. 4 followed by cremation.

Higby played professional baseball at Grand Rapids before he went

on the stage. After a few years in stock he joined Otto Skinner on tour, later appearing with Wilton Lackaye, Mabel Taliaferro, Beulah Poynter and many other stage stars. He came to Hollywood in 1913, alternating between the stage and screen.

He is survived by his widow, known on the stage as Carolyn Higby, stage and radio actress, and two stepchildren.

## BILLY CURTIS

Billy Curtis, 60, former vaude performer and in recent years a night club revue producer, died at the Southern Methodist hospital in Tucson, Ariz., Dec. 9. He was troubled with a complication of diabetes.

As a boy he went on the vaudeville stage with a partner, and after many years in that field drifted into bookie acts. He was acknowledged one of the best in the night club business before retiring on account of his health.

Only known survivor is a brother also residing in Arizona.

## ROBERT F. RODEN

Robert F. Roden, song writer and authority on rare books, died in Hollywood Nov. 27 of apoplexy. He spent much of his time in recent years as a film adapter, making, among others, the treatment for "The Hunchback of Notre Dame."

As a writer of lyrics he is perhaps best known for his "Aln't You Comin' Back to Ole New Hampshire, Mom" and "My Little Georgia Rose." He was also an authority on rare books and wrote extensively on this subject.

## HAROLD LORING

Harold Loring, 58, died in New York late in November. He was an authority on Indian music and had written several books on the subject. He was appointed by Theodore Roosevelt to write ethnological studies of the tribes for the Indian Bureau. He had conducted symphony orchestras and was conductor for the first tour of the Freiburg Passion Players.

Survived by his widow and three children. Interment in Portland, Me., his birthplace.

## HELEN MUIR

Helen Muir, 70, film actress, died in Los Angeles Dec. 2. Burial was there Dec. 6.

She came to America on the English stage before she took up picture work in 1915 with D. W. Griffith. She was doing a bit part in "David Copperfield" when stricken.

Only daughter was a brother and sister in South America.

Not related to Jean Muir, of films.

## JULIAN WYLLIE

Julian Sanderson, professionally known as Julian Wyllie, 55, London theatrical producer, died there Dec. 6.

Among his recent productions were "Sleeping Beauty," "Here Comes the Bride," "The Good Companions" and "Out of the Bottle." Prior to turning stage director he had worked for several vaudeville agents.

## JOHN WALLACE

John Wallace, 93, actor-producer, died in Veterans' Home, Sydney, Australia. John Wallace who produced "Tambour Major" for George M. Cohan in which Nellie Stewart gained fame overnight. At one time Wallace was stage manager in London for George M. Cohan during the tour of "Belle of New York" with the then famous Edna May.

## FLORENCE GEORGE

Mrs. Florence George, legit actress, died Nov. 21 at her home in New York of injuries suffered when she was struck by a taxi two weeks earlier. She is survived by a sister, Blanche Seymour, currently with "Farmer Takes a Wife" Co.

## PETER VISSER

Peter Visser, 38, died at the N.Y.A. lodge, Saranac, after a short illness of one month, Dec. 1. He was formerly of the Visser Trio and was in the Golden Troupe, standard vaudeville acts.

## WILLIAM C. McNAUGHTON

William C. McNaughton, 46, manager of the Hempstead theatre, was found dead of gas poisoning in his Hempstead home Dec. 8. His wife

## Chi Give-Aways

(Continued from page 7)

upon itself the job of killing premiums and the general meeting last week was the opening gun in an earnest campaign to eliminate premiums in Chicago. At the single meeting Allied hopped the number of houses willing to do away with kitchenware nights to a total of 148, which means that the no-premium crowd hasn't many more to get. Necessary 75% vote to do away with gift nights would mean just 216 theatres in this city.

## B&K Big Stick

No question, that the motivating factor behind the sudden reversal of spirit among the indie nabe theatres is that B&K threatens to go two-pictures. The town had its taste of double features about three years ago and all of the exhibs still remember those days of no-turn-over, huge picture costs and steadily declining grosses. Not one exhib would be a relative of the indie exhibs realize that they would be at an immediate disadvantage should twin-bills come back. In the B&K big nabe spots weeks or two changed into days. It would mean only two or four pictures a week or five in the four and five change indies it would necessitate purchase of eight to 10 pictures a week. Which would mean that B&K would be able to choose two or four of the cream pictures each week while the many-change theatres would have to use every picture released every week. In the past double feature exhibs also learned a bad picture tied in with a good picture hurts the good one.

## Pix Budget

Besides it would mean huge jumps in picture expenditures and would put the exhibs at purchasing disadvantage. Particularly, does this refer to Metro. Exhibs generally in town have refused to purchase M-G product this year. Double features would be a real exhibit to go to Metro in order to get enough product to feed the screen sufficient pictures.

Expected that give-aways will be done away with once and for all within the next two weeks as exhib after exhib steadily adds his name to the no-premium vote. It marks the most sudden and drastic reversal of exhibitor opinion in the history of show business in Chicago. Following the voting, it is expected that it will take about 30 days in which to clear up the premiums, due to contracts which exhibs now have with the kitchenware companies.

Besides the B&K threat the additional business angle in the new writings of the indie exhibs to kill premiums is the sudden spread of give-aways to include the bulk of the theatres, even taking in the Easness circuits. When just a few exhibs were giving away dishes business was good with them, but when practically every house started gifting the competition cut down on grosses for everybody.

and child also perished in the accident.

## JOSEPH MURRAY

Joseph Murray, 43, animal trainer with Lewis Bros' Circus, died at Jackson, Mich., Dec. 5, of injuries inflicted by one of his animals.

## GEORGE ANGERSON

George Angerson, 71, g.m.-Wirth's Circus, died in San Francisco Dec. 2, suddenly Oct. 23 in Melbourne.

Mrs. Mae Baxter, 49, widow of Lincoln Leeds Baxter, Metro executive, died in San Francisco Dec. 4, after a long illness. Interment in Hollywood.

Two sisters and a brother survive.

Herman J. Post, cellist of the Lyceum and Eastman theatres, orchestra, died at his home in Rochester last week. Besides his theatre work he was organist and choirmaster of St. George's, Christ Church for many years.

George Allen, 74, m.d. Allan & Coy, leading music publishers, died recently in Melbourne, aged 74.

Col. Joseph A. Marmion, 59, husband of Pauline Frederick, died in Washington Dec. 4.

Virginia Healy, wife of Dan Healy, died in New York Dec. 2.

# CHATTER

(Continued from page 61)

awhile. Josephine Hutchinson also a flu victim.

Joe Rubenstein again in circulation along with him row after his recent auto crash.

Hal Roach returned to town by plane after a three-day visit with his son at Culver.

Stanley Brown tossed a belated prize for the crew on "Moonlight and Pretzels."

Speed Broth broke a few small bones in his foot and is hobbling around with a stick.

Robert King and Helen Egbert, U. of Arizona contest winners, seeing the studios, their prize.

Mrs. Arthur Caesar on the mend from a major op. Another recuperator is Arthur Lewis.

Karen Morley is sunning herself at Palm Springs and figuring vacation trip east for the holidays.

Colin Tapley back after a trip to Canada in order to re-enter the studio, his prize.

Dr. Francis Griffin, husband of Irene Dunne, due here any day for his return to the city.

Warren William being sued by Ben Boyer for \$875 declared to be due from William's commissions.

Libby Taylor, Mae West's colored maid, has stopped serving to go actress. She's in Par's "Mississippi."

W. B. Moore, English newspaper correspondent, at Fox on part time publicity for English consumption.

Yvonne Huffa is second of Par's former swank bungalow offices now occupied by the C. B. De Mille unit.

Eldred Tibbitts, South African winner of Par's "Search for Beauty" contest, returns to South Africa unopposed.

With list of freelance fan mag writers cut down by recent mergers, studios now refer to them as free lunch writers.

Bobby Connolly has started dance rehearsals for the Al Jolson-Ruby Keeler pie "Go Into Your Dance" at Warners.

Allan Scott off to New York to alter rehearsal New Year's play "Piper's Son," which Guthrie McClintic is producing.

Yvonne Huffa is second of Par's "panther women" to give up the matrimonial goal. Kathleen Burke recently got her papers.

Mrs. N. Levine, late publicized of Hollywood producers' wives, secrets all clothes worn by featured female stars in the wardrobe.

Dr. Herbert Mayer, head of technical division of Agra-Anso on the coast courtney scene at Binghamton on new raw stock manufacture developments.

Ben Bernheim, exhib who Par is paying him to play bridge with Max Winslow. To play bridge with Winslow, and the of o'mastro, he'd do it for less.

Universal "basketball" team, including 12 former college ace stars, opened in the college season in tilt with University of Southern California yesterday (10), and will tour coast for the New Year.

Dark horse at the coming-Santa Anita race meet is a nag dubbed "Dark Horse" brought from Chicago by B. P. Schuberg and Leon Gordon in 50-50 ownership. Colony has retitled the bangtail "Colony."

## Moscow

By Zakary McLove

Sidney Ross, New York producer, here to play the city.

"Projected visit to the U. S. in 1935 of the Musical Theatre of V. Nemirovitch-Danchenko will be postponed until 1937."

Sergei Eisenstein decided to spend this season as a theatrical producer. He is here to see the production of a new play at the Theatre of Revolution in Moscow.

Gordon Craig, English actor, here to see the season in the State Drama theatre. He is expected to arrive early next year to stage some of the Shakespearean comedies here.

Chas. K. Gordon, New York and London agent, here to see the season in Moscow early this month in search for original ideas. He had several conferences with a number of Soviet writers, playwrights and scenarists, and was also received by the aged maestro of the Moscow Art theatre, K. S. Stanislavsky.

## Palm Springs

Guy Endor here, writing.

Al Jolson and Ruby Keeler still in town.

El Mirado relapsed and around the pool.

Three new cocktail spots opened last week.

Palm Springs News up to 16 pages on its second volume.

Two couples at the Del Tahquile.

Village Pharmacy is a hangout for picture people between daily events.

Ben Frank is bringing the Ted

Florida band here for a ball game next Sunday.

Wendy Barry getting her first taste of roughing it in the Great American Desert.

All the gals in town going for the new sequin costume, which show plenty.

Ernest Lubitch can't get those big black cigars down here; had to have a box shipped from A. A.

Dorothy Thompson lectured on "Revolution in Germany" at the Desert Forum last week.

Three trucks in the business section purchased by a Pasadena syndicate to be developed as a shopping center.

Southern Pacific is running through Pullman service from Chicago here, finally making P. S. important.

The Richard Barthelmesses due for the winter, locating at the Desert Inn while their new home is being built.

Charles Farrell and Ralph Bellamy are playing in the U. S. Tennis Club, games being played on the Farrell courts.

A local scribe is writing a pamphlet on the Palm Springs before the Dudes Came, and Jimmy Durante is protesting.

Three trucks in the business section purchased by a Pasadena syndicate to be developed as a shopping center.

## Miami

George Ade in for the season. Ross Allen band opened engagement on the Pier.

Sparks Enterprises will open new Colony theatre in Miami Beach in January. Construction now under way.

Winch Jacobs, leading trainer in 1933, arrived with B.B. stable for Tropical opening. Phil Reuter, mid-trainer, also in with 15 bangtails.

Ochle Palmer to resume publication of the Gondolier.

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## Chicago

Col. Bill Roche quite sick. Chicago Grand Opera biz off badly.

Fortune-Gallo, head of San-Carle opera, ill.

Abe Lustig through the loop on his way to Coast.

Lou Lipstone back from talent hunting in the East.

Arthur Stern now with National Service here.

Phil Dunas out of the hospital and recuperating at home.

Frank Dare and Frau due back from an auto tour to New York.

Herb Ellsbury president of the Chicago Amusement Publicists' Assn.

Molly Greenfield handling publicity for the WCFL Affiliated Networks.

Cati Mount handling publicity for the Sherman hotel's New Year's parties.

Sam Roberts hobbling around, waiting for his ankle to mend completely.

B&K organization resting up from the ordeal of a month's electioneering.

Morris Silver rearranging the Morris office to take care of necessary expansion.

Max Turner back in the loop after a two-month absence with the "Bowery show."

Lawrence Paquin now heading the J. F. Players group and readying production of "The Sign of the Cross."

N. S. Barger gets an average of 20 circus visitors weekly at the Star and Garter. Barger used to be with Self-P.

Pock Gomersall visiting the Universal exchange for the first time in several months following his accident in the fall.

Fred Crohn had reopened negotiations with his New York tailor now that the Auditorium is at the height of a new season.



# 90-DAY 1935 CIL EXPO

## STATE, ALBANY, CLOSES AGAIN WITH BURLESQUE

Albany, Dec. 10. For the umpteenth time the State Theatre, downtown, bandbox house, has bitten the dust with burlesque. Stock, managed by Tommy Levine, folded suddenly Wednesday (5). Business had dropped to the point where about 25 persons were witnessing the matinee shows. Season lasted only five weeks, almost a record for the opening and shutting State.

Some of the performers were helped to leave the city through funds raised by performers in the Supreme wheel show. "Parlous Dolls," at the Capitol. The Capitol management likewise provided bus tickets back to New York City for those who wanted them.

Recent Sunday stage show closing kicked a hole in the big at the State and Capitol.

Regent is still closed as a result of city building officials refusing to permit Louis Capra, owner, to present stage shows, alleging he had failed to obtain a permit to enlarge the small stage.

Harmannus Biecker Hall has been suspended RKO vaude and now the Capitol again has the only stage show in town.

## Hamid Renews

Charlotte, N. C., Dec. 10.

Two highly profitable years of operation of the North Carolina State Fair, in the hands of Norman Chambliss and George Hamid, who broke previous attendance records both years, tempted the state to close the highly profitable privileges and again operate the fair. But after some negotiation, Chambliss & Hamid again received a lease. They asked for a lease covering a ten-year period, but they got only one year.

## 7 in Vermont

Burlington, Vt., Dec. 10. The Bockus Wild Animal Circus has obtained a license to show at the National Guard Army in Burlington, Vt. The show will be the first of its kind in the state in many years. Six other Vermont dates are included on the schedule.

## Ohio Fair Confab

Canton, O., Dec. 10.

The annual convention of the Ohio Fair Managers Association will be held January 16 and 17 at the Deshler-Wallick hotel in Columbus. A program devoted to harness horses is being arranged for the evening of January 16, preceding the opening of the convention.

## Morton Show in W. Q.

San Antonio, Dec. 10.

Bob Morton circus closed the season playing a week for Shriners in many auditoriums. About half of the 35 acts will winter here. Circus was first one to play indoor dates here and brought back to life the yawning main house, which has been morose-lame since Interstate grabbed all available road shows.

## Coast Showmen's Ball

Los Angeles, Dec. 10.

Pacific Coast Showmen's League will stage its thirteenth annual ball and entertainment at the Elmore night of Dec. 12.

S. L. Cronin of the Al G. Barnes circus is in charge of arrangements.

## Building Up Beach

Akron, O., Dec. 10.

An extensive building program to include the installation of several new modern piers is planned for Summit Beach Park here.

## 'Peg Fair Went Black, But Dunks in Cerise

Winnipeg, Dec. 10.

The attempt of the North-West Commercial Travellers' association to prove to civic and provincial authorities that an annual exhibition would pay its way, met with defeat, following publication of a financial statement.

The exhibition and fair, staged in August, showed an operating surplus of 'slightly more than \$10,000, but this was offset by the expense of erecting temporary stands. The net result was a deficit of \$10,000.

The city council, municipal authorities and provincial government officials wrangled for nearly 20 years concerning a proposal of reviving the fair and exhibition. This year the 'drummers' decided to promote the fair, assuming all financial responsibility.

The travellers proved the people want an exhibition, but they also proved that it cannot pay its way with present conditions. Future prospects are not encouraging.

## Well Worth a Whip

Los Angeles, Dec. 10.

Fourth race of the opening day program at the Los Angeles Santa Anita track near here on Xmas Day has been named 'Broadway Bill Handicap.'

Columbia studio is offering a silver whip as a trophy to the winner.

## Par Suits

(Continued from page 4)

and company dealings in its own common.

### Salaries

Salaries of Adolph Zukor and Jesse L. Lasky in 1929 were \$130,000 each, while the bonus for that year to both was \$757,500. In 1930 each received the same salary and a bonus of \$233,614, which was paid in Par stock to the amount of 5,393 shares each. In 1931 both Zukor and Lasky were bonus-less and their salaries were paid to \$115,618.

Sam Katz and Sidney R. Kent in 1929 were paid \$104,000 salary and cash bonuses of \$606,000 each. In 1930 they got the same pay, but the bonus was reduced to \$133,051, and this was paid off in stock, 4,133 shares each. The two execs were reduced to \$90,488 salary in 1931, sans any bonus.

Relaxing Katz got \$52,000 salary both in 1929 and 1930, while bonus in '29 was \$303,000 and in '30 \$92,045. He took 2,157 shares of stock to cover the 1930 bonus and in 1931 went to a salary of \$41,000.

In 1929 the late E. E. Shaucer received \$52,000 in salary and \$303,000 as a bonus. For the year 1930 he got \$52,000 salary and \$294,450 as bonus, paid off by 2,157 shares of Par stock. His salary dropped to \$45,868 in 1931.

B. P. Schulberg also received a bonus in 1929 of \$130,000 over and above his salary of \$183,000, but he never made a party to the suit trustees were authorized to bring.

Attorneys cannot say what amount the trustees will seek to recover, including salary excesses and damages under stock participation, nor has it been decided, so far as can be learned, whether the suit will be brought in the Federal or State courts.

The suit against 19 Par directors or executors of directors now dead, for recovery of \$13,000,000 on stock repurchase deals, was brought in the N. Y. Supreme Court.

### Bank Motions

The banks involved in the Paramount loan of \$13,000,000 made prior to receivership through setup of a separate subsidiary in Par to control film negatives as security on Thursday (5) made a motion to intervene in the reorganization.

Motion was made by the bank group committee on behalf of the 12 banks, located in New York, Philadelphia, Chicago and Los Angeles, which under the plan are to be taken care of by a cash payment of nearly \$5,000,000, balance of close to \$9,000,000 to be paid off on the same basis as general creditors.

## DEMOCRATS TO HEAD NEW FAIR

Replace Republicans Who Had Two-Year Century of Progress—Island Out and Move Midway to Mainland—Two-Bits Gate and 15c Village Admish—See Villages Halved—Business Leaders Raising \$2,500,000 to Open

### HODES AS CHIEF

Chicago, Dec. 10.

It is expected that shortly after the first of the year there will be announced that the Chicago Fair will reopen next summer for a 90-day spread. This follows several meetings being held at present by civic leaders, by various business associations such as the Hotel Merchants Association and others, and finally the political heads of the state, at present the Democratic party.

No question that the 1935 Fair will not be known as the Century of Progress. That title is definitely out. But it will be a fair of national import if not international. Despite the early statements that the fair would be demolished immediately upon closing, the great mass of the buildings are still there intact. The villages are all there, boarded up and with watchmen keeping an eye on them.

Only two spots in the entire fair are being torn down at present: The Chrysler building and the Sinclair-Oil company's 'World-A-Million Years Ago' exhibit. Some talk that Ford would move his \$2,000,000 building to the River Rouge plant in Detroit for a permanent exhibit. But the talk has not materialized. Of more importance in this regard is the report that Ford has a two-year lease on that property which means he has another year to go.

### Skyride Troubles

There was some negotiation to tear down one other fair item; the Skyride, but nothing has come of it due to several screw bids. When the Skyride job was submitted for bids on the \$1,250,000 ride the returning bids varied from a low of \$75,000 to a high of \$400,000. That 75 grand bid was rejected as ridiculous and impossible. Figure that the scaffolding alone would cost that much. Estimated that the salvage on the Skyride would bring about \$300,000.

According to present dope the announcement, which will be made after the first of the year will show a complete revision of the setup of the fair officials, switching it from under the wing of high Republicans, such as Rufus Duggan, the camp of the Democrats, headed by Mayor Edward Kelly and the tax commission chief, Barnett Hodes. It is Hodes who is expected to be named the active leader of the 1935 fair.

Democrats have at back for two years and watched Republican leaders grab front page space on the fair and they feel that now is the time for the Democrats to come to the show. The entire island will be cut off and the red noise and carnival of the Midway will be moved back to the main stem as in 1933. Midway was a heavy loser last summer due to its island location.

### Heat of Summer

Fair will run, according to present plans, from June 15 to Sept. 15, instead of from May 28 to Nov. 1 as planned. The entire island will be cut off and the red noise and carnival of the Midway will be moved back to the main stem as in 1933. Midway was a heavy loser last summer due to its island location.

## NRA May Can Burly Code in Jan., Enforcing Only Gen. Labor Clause

### GLADYS CLARK STRICKEN

Collapses on Stage in Albany—Had Delayed Operation

Albany, Dec. 10. Gladys Clark, in "Parlous Dolls," last week's Supreme burlesque show at the Capitol theatre, collapsed at the close of the Thursday (6) matinee, stricken because she had delayed having an operation. She was taken immediately to her home in Cleveland.

Her husband, Jimmy Dugan, a member of the cast, remained with the show.

## BURLESK MAY BUY RADIO TIME

Chicago, Dec. 10.

Negotiations are on between N. S. Barker, operator of the Rialto and the Star and Garter burlesque theatres, and several local transmitters. While there have been tie-ups and stunts between local stations and the Barker angle is the first time that any Chicago theatre man talked of dropping coin into a station's treasury.

Barker has been contacting WEBM, the Columbia station, WCPX, the labor station, and WENR, the NBC outlet. Is particularly interested in the Hoodfingers show on WENR which is a script program with a theatre background.

## PITT BURLEY HOUSE GOES CUT-RATE SLIP

Pittsburgh, Dec. 10.

For first time in its history, Variety, Pittsburgh home of burlesque, going in for coupon business, circumventing and out-price reduction. House, one of few remaining two-a-day burlesque sites in country, has been getting 50-cent top and playing to slim trade all season.

Last week, Variety carried extra space in all three newspapers, with a coupon which, exchanged at b.o. with 50 cents and nickel federal tax, would entitle holder to 50-cent seat. Result, according to George Jaffe, variety operator, was plenty encouraging. Management expects to continue policy indefinitely.

May prove life-or-death for Variety, which has been having tough sledding all season.

stand of the Travel and Transportation building.

Gate is expected to be 25c instead of 50c, after there will be a simultaneous reduction in charges within the grounds, the Village tap to be 15c instead of the two-bits of previous years. Many of the Villages will necessarily be torn down. No question that there is too much competition now between the 16 Villages for any of them to operate at a profit. Understood that the number of Villages will be sliced by half and their place taken by the rides and noise of the Midway. Village owners are at present jockeying and nagging to keep their outfits alive for the coming year.

Estimated it will take about \$2,500,000 to open the 1935 Fair and leaders of the town are already contacting business chieftains here to secure necessary subscriptions. No question that the money can be raised, because both of the Century of Progress years, brought tons of gold into town for the summer season.

Washington, Dec. 10.

Discarding of trade practice provisions of the unsatisfactory burlesque code probably will be the subject of public hearings early in January, according to indications in government circles.

Deputy Administrator William F. Farnsworth today gave signs that the protracted scrap over the proposed \$24,000 budget is near an end, and that abolition of the code authority is a probable step. Other NRA execs even more pointedly suggested that burlesque houses will be turned over to the general code authority which will enforce only labor clauses.

Failure of the government to act during the interval since the acrimonious hearing on the proposed enforcement budget is attributed to the failure of factions in the fight to submit promised data about number of operating houses and settlement of operators on the contemplated levy of \$10 a week on each open burlesque.

So far less than a score of statements have been received by the government from individual operators showing their stand on the suggested tariff and the \$10,000 salary proposed for L. H. Herk, code authority boss. Farnsworth and his aides seem to be nearing the end of their patience rapidly and appear about ready to put a halt to the buck-passing.

### Budget Would Be Slashed

If the hearing is held and a majority of the industry opposes the indie suggestion that the 'C. A.' be abolished, the budget seems destined for an inevitable paring. The late policy of the NRA has been to slash drastically the proposed expenses of all code groups in response to complaints that the Blue Eagle represents a burden of several hundred millions upon American industry.

With Hiram S. Brown, former R-K-O head, as chief budget examiner, the Blue Eagle establishment has been requiring complete and conclusive evidence that code authorities are not merely trade associations, which are being folded upon industries under disguise. Brown has been studying intensively to see that sponsors of not-so-healthy trade groups don't use the code to strong-arm funds for their subsidiaries and industry members.

The question probably will be reopened no matter what develops. Either a hearing will be held on the proposal to scrap the trade clauses or a conference will be scheduled by Brown on the contemplated outlays. In the second case, Brown would be final arbiter and would supersede Farnsworth as last word giver in the burlesque war.

## Stick to Scripts

Salt Lake City, Dec. 10.

Reck Jewell, who for the past year has directed musical revues at the Playhouse, has changed the policy of the theatre and is now showing all script bills. Improvement in audience and noticeable under the new act-up.

Company includes about 35 members.

## LETTERS

When Sending for Mail to VARIETY Address Mail Clerk, Post Office Box 100, New York, N. Y. CIRCULAR LETTERS WILL NOT BE ADVERTISED. LETTERS ARE ADVERTISED IN ONE ISSUE ONLY.

Banks E. L. Kyle Howard  
Corbett Edward Vidaly J.  
Dena Charles Wells W.  
Dobbs George Williams Edith  
Kellar Arthur

See  
**NANCY  
 CARROLL**  
 IN  
*Columbia Pictures'*  
**"Jealousy"**  
 Now Showing Locally



OH BETTY! I'D GIVE  
WORLDS TO HAVE  
 A SKIN LIKE THAT

WHY DON'T YOU REMOVE  
 COSMETICS THOROUGHLY  
 THE HOLLYWOOD WAY—  
 SO THEY WON'T CHOKe YOUR  
 PORES—CAUSE COSMETIC SKIN?

# It's so foolish to risk Cosmetic Skin.

*You can use cosmetics all you wish  
 yet guard against this danger.*

"If only I had soft, really lovely skin!" Often you've heard, that wish. Perhaps you've wished it yourself!

Then take steps now to make that wish come true! Guard against Cosmetic Skin—keep your skin lovely—the way Nancy Carroll does.

"I use cosmetics," this charming screen star says. "But thanks to my regular Lux Toilet Soap care I never worry about Cosmetic Skin."

**Cosmetics Harmless if  
 removed this way**

Nancy Carroll knows that cosmetics need not harm even delicate skin if you remove them properly. But cos-

metics left in the pores day after day choke them, enlarge them. Then the pores cannot function normally. Dullness, tiny blemishes may result. Signs of Cosmetic Skin!

Foolish to risk this danger! Lux Toilet Soap will guard against it. Its lather is ACTIVE, sinks deep down into the pores, gets out stale make-up—every single trace. Use this gentle care before you put on fresh make-up during the day, ALWAYS before you go to bed at night.

Remember—this is the soap that Nancy Carroll—and 9 out of 10 other lovely screen stars—use to keep skin really beautiful!

• Too bad when a girl lets Cosmetic Skin spoil her good looks! To guard against this modern complexion trouble, thousands of girls all over the country are adopting the screen stars' beauty soap—the soap that Nancy

Carroll uses. The rich, ACTIVE lather of Lux Toilet Soap sinks deep down into the pores, removes every last trace of dust, dirt, stale cosmetics. Lux Toilet Soap protects the skin—keeps it soft and smooth.



NRA  
 C-3  
 CODE

# VARIETY

PRICE  
15¢

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Vol. 117 No. 1

NEW YORK, TUESDAY, DECEMBER 18, 1934

64 PAGES

## NETWORKS' \$42,500,000

### 'Going H'wood' In the Discard; Broad A'ing It

Hollywood, Dec. 17. 'Going Hollywood' is strictly in the discard. Those of the picture mob, trying to be different, are now 'Going British.' It's a pickup from the English colony and it's a headache for the regulars. Hollywood as a flock of authentic Britishers, not the would-be mob, proficient in aising eyebrows without having seen farther east than Canaris, are beginning to give out broad a's.

Phoney British accents around the brown Derby are thicker than the

(Continued on page 57)

### a. State Prison's Show with Mostly 'Holdover' Players

Fort Madison, Ia., Dec. 17. Thousands hereabouts have applied for reserved and other admission tickets to the 'Frisco of 1934,' to be staged by termers at the Iowa State pen during the latter part of the month, three performances to be on.

Prison's first show was staged at January. Its success being such that it was made an annual event, a cast working all year on production and staging.

Cast of last year will practically be intact, most of them, being under long contracts. The same is true of ushers, stage crew and those in charge of writing and reading the show.

There will be a 50-minute of minor first part and a six-act bill of udeville. According to prison officials the innovation has more than stified its introduction, giving the en something to work on and look forward to for the entire year.

### Sponsor for Bible?

Chicago, Dec. 17. Both National and Columbia webs s' out in the field angling for the w Montgomery Ward program which will start shortly after the at of the year. NBC has a program already auditioned and platfized, while CBS is busily auditioning.

CBS presentation for the Montemary Ward account is called 'The King Bible' and is set up so as to hit three periods every Sunday mning, going on the air for 15 minutes at 9 a.m., 10 a.m. and 11 n.

NBC also has a biblical yarn lining for the company, show titled 'Son of Jesse.' Lord & Taylor agency is handling the ac-

### No Comparison

Sally Rand at the Paradise restaurant, New York, does her balloon dance behind a specially constructed screen. That's to prevent playful firemen from Paducah trying to get a lighted cigar near the balloon, which is her principal garment.

That makes Sally Rand the first act to work behind a screen since the Cherry Sisters.

### ELMER RICE ON REBOUND

Reported around Broadway that Elmer Rice is all set to join hands with the Group Theatre, doing all future production with them and taking an active part in the company's entire production setup as a member. Rice recently announced that he was through with the 'commercial theatre,' but understanding is that he doesn't consider the Group Theatre as a commercial organization.

Group is moving its production of 'Gold Eagle Guy' into the Belasco next week, which theatre is being rented them by Mrs. Elmer Rice, who owns it.

Rice himself says nothing to it, he's just going to rent his house. But friends close to him say he may suddenly change his mind.

Jean Acker, Pic Extra  
Hollywood, Dec. 17. Jean Acker, first wife of Rudolph Valentino, has returned to films. She played an extra in Columbia's 'Once a Gentleman.'

## \$1 A DRINK, \$3 A PACK OF CIGS, AND NO TOURISTS, KILLS NAZI NITE LIFE

Berlin, Dec. 8.

This once gay town's niteries have the gold standard blues because foreigners are: (a) not flocking in droves to Germany, and (b) if they do come they bring a shirt and a ten-dollar note, and the shirt is the only thing they change.

Renson is the mark is too high for the foreigner's blood unless provided with cheaper register marks before entering the country. Niteries were getting along in good shape until a wave of frantic buying of commodities set in. Then the coin went to the stores and not the giggle water spots.

Never having been a cheap town, Berlin is more expensive to live than any time since the inflation. Better class night spots continue to get some play, but there isn't any cork-popping to speak of.

### WEBS PROSPER, BUT WAX DOWN

Exclusive Representation Has Discouraged Idea Creation and Spot Broadcasting Count Contrasts with Network Boom

8% OVER 1932

NBC and Columbia will wind up 1934 with a combined gross of approximately \$42,500,000 from the sale of network time. In 1933 the webs between them did \$31,500,000 and in 1932, \$39,500,000. The joint 1934 figures represent a boost of 35% over the tally for 1933 and 3% over the income for 1932, network broadcasting's previous record year.

While 1934 saw the webs staging a hefty comeback to prosperity, the trend for national spot broadcasting has been slightly the other way. Like national newspaper advertising, spot business has been about 20% off as compared to 1932. Spot broadcasting has not suffered from a sparsity of accounts. To the contrary, this season has seen more national advertisers tied up with spot broadcasting than ever before. Where the rub lies is the fact that the numerical increase has failed to make up for the loss of the big spot spending of 1932. This season has seen no Life Saver, Beech-Nut Packing 'Chandu,' no Toddy 'Tarzan of the'

(Continued on page 62)

### Still Alarm Fire

Burlington, Vt., Dec. 17. Firemen were nonplussed while engaged in extinguishing a fire in the tank of a local radio station. They were told by chief announcer that vibration from fire pumps was disturbing the program.

Announcer insisted that regardless of fire they shouldn't ruin his broadcast.

### Insurance

London, Dec. 17. Hugh Sinclair, who played the male lead opposite Elisabeth Bergner in 'Escape Me Never,' and who is duplicating the role in the filmization, is awaiting the arrival of the stork at his home. His wife is Violet Taylor.

Couple has taken out insurance against twins.

### JOE BREEN HAS OFFER FROM U

Hollywood, Dec. 17. Joe Breen, flimdom's censor on production, is mulling an offer from Carl Laemmle, Sr., to head Universal's story department.

Breen is said to be interested and will make a decision in a few days. His move from the Hays organization would be opposed because producers feel his work is not yet finished, but Breen's story judgment during the church crisis is presumed to have made him a welcome addition to any studio.

Belief is that Breen will stick with the Hays office a bit longer, although the U offer is reported very flattering.

### Moving Bill

Hollywood, Dec. 17. Cost of bringing the Marion Davies bungalow from Metro to its foundation at Warners totaled \$27,000.

Another \$15,000 will be necessary to get the building back together again and redecorate it.

### Mex. Reform Wave May Shutter All Gambling Spots

Mexico City, Dec. 17. All signs point to the elimination of the Foreign Club, gay spot that was opened just outside the city limits last summer by Mexican and American interests, and the Casino de la Selva in Cuernavaca, about 90 miles from here, as gambling pitches. Both resorts were closed suddenly by orders of President Cardenas. Action, it is reported, will be extended to all gambling places throughout Mexico in another reformat wave the new administration is furthering.

Government has mixed pleas of ex-Foreign Club employees, about

(Continued on page 66)

### B'way Sees Big New Year's Eve; \$25 Per Stuff Out This Yr.

New Year's eve reservations are coming in rather slowly, but everybody expects a bull market in New York.

To encourage the goer-outers there'll be none of that \$15 and \$25 a head stuff this year. Top is \$10 a person for supper and favors. No mineral waters, ginger ale or other shivers being baited, although bottled table waters will be supplied, but the idea is to discourage any hip-toting of hard stuff and to encourage the wine card.

As a gentle hint some of the spots in the \$15-a-couple-and-up class will donate a bottle of wine on the house for each two reservations just to cue 'em into sticking to the vine-gars.

Hollywood, Dec. 17. No frowns or sour pans around the hotels or night clubs over the coming New Year's festivities. For the first time in four years, all spots report reservations that indicate capacity business.

### 25 Singing Clerks

Cincinnati, Dec. 17. Departure in local department store advertising by Mabley & Casew in hitting the air over WSAI with morning choral blasts by 25 of its employees during Christmas shopping period. Shots are from 3:15 to 3:30.

Massed singing sandwiched with solos and mixed trios and quartets. Christmas carols exclusively. Combed directed by Richard Sibley, sponsor's staff. During the day small groups of the singers send their way through various departments of the store and do their stuff to pep buying.

Any kind of bird to go with any kind of a bottle sets the customer back from \$5 to \$7.50, and the bottle is extra.

Tickets for a show average \$8 a pair. Taxicab another \$4, dinner (dry cover) at least \$8, and the wine... well, that's just an idea.

Hotcha spots like Ciro's, Quartier Latin, the Eden, Adlon or Esplanade bars dent the b.r. plenty. The Kakadu is another one of the same ilk, as is Sans Souci, particularly well named when it comes to totaling the check.

Hundreds of so-called 'intime' bars dot the West End, many of which aren't so 'intime'; neither are they reasonable.

Suckers seldom come to the smaller joints these days and when they do it's a case of 'company girls' and everyone in on the mooch. Amer-

(Continued on page 63)



## Booking Confusion and Commercial Plugs from Stage Mark Route of Esso Show Adopted by Circuits

Reports from theatres now playing Standard Oil of New Jersey former-free show indicate that advertising plugs for the oil company's products are being liberally sprinkled through the performances, despite the circuits' and Esso's agreement that trade mention is to be confined to the billing—Guy Lombardo-Esso Markets Revenue—and in display ads. Reports from most of the towns tell of considerable booking confusion.

To date the show has played Schenectady, Syracuse, Rochester and Buffalo, all one-day stands. It was in Erie, Pa., yesterday (Monday) and due in Pittsburgh (18-12), Wheeling (20) and Parkersburg (21) later this week. Other towns to get the show are Washington, Baltimore, Trenton, New Orleans, Newark, Norfolk, White Plains, Little Rock, Shreveport, Chattanooga, Richmond, Wilmington, Raleigh, Charlotte, Columbia, Memphis, Harrisburg, Nashville.

Joining the circuit and played by Loew, RKO, Warner and Paramount circuits.

### Buffalo

Lombardo-Esso show, grossed \$2,200 in two performances at the Great Lakes, Saturday (15). Band also participated in a half hour broadcast from the stage over WGBN, with plenty of Esso mention.

At 9:45 p.m. Friday, night before the local date, the Great Lakes management was notified the Esso troupe would do only two shows with a result the Esso booking switch was necessitated. House-closed for a half hour Saturday afternoon, reopening for Lombardo's two evening performances. Show played Rochester, Friday (14). Ordinarily that 70-mile jump to Buffalo takes about two hours by bus or car, but the Esso company didn't arrive here until late Saturday afternoon.

Local engagement resulted in a booking jam for the Erlanger (legit), which was scheduled to originally play the Esso show under the Standard Oil name. Arrangement. A contract had been signed and a deposit paid on the rent. House, which had been dark, was readied for the engagement.

Up to Saturday morning, day of the Great Lakes date the Erlanger had not received cancellation notice.

### Syracuse

Guy Lombardo-Esso, Markets revenue packed Loew's State Theatre first performance and S.R.O. was up for the second, due to hundreds remaining for the later show in its one-day stand here Dec. 13. The Esso troupe, which had been dark, was readied for the engagement.

Confusion prevailed until the curtain actually rolled for Lombardo's first number. Largely contributing to this were the following factors:

Despite the first published announcement that the revue would be an added attraction to the regular bill at no advance in prices, the house dropped one of its double features (Blades in the Wind) and tilted the boxoffice scale from 40c to 50c.

The original plans contemplated at least three, possibly four performances, plus a broadcast from the stage. Not until the day preceding the engagement did the house definitely ascertain that the revue would be a one-day stand with performances only, with the late arrival of the troupe erasing the broadcast.

Difficult attitude of local representatives of the Colonial (affiliated) oil company, who had been promised blocks of tickets for the free show scheduled for the grand ballroom of the Hotel Syracuse and had their commitments accordingly. There were no passes issued for the Lombardo performances at the theatre, save general admission rates to reviewers. Even publishers' families were turned down.

The theatre scheduled the first show for 7:04 p.m. The curtain

actually went up at 7:23. Meanwhile, to fill the gap, the house not only resorted to shorts sponsored by the Metropolitan Life Insurance company and the Navy Department, but finally borrowed a Pathe newsreel from RKO Keith's.

Despite the understanding that the advertising plugs in the revue were to be deleted, it was retained in display copy, in billing, in the stage hangings and in Lombardo's frequent reference to the 'Esso party'. Lombardo closed the show with a plea that motorists in the audience make a bee line for Esso gas stations and thus register their appreciation.

Unit was clocked at 49 minutes here, routine showing no major departure from that introduced at the New Haven, Conn., premiere, where no admission was charged, under the Standard Oil of N. J. auspices.

### Albany

Albany, Dec. 17. Although the Esso-Guy Lombardo revue played Schenectady last Tuesday (11) at 55c admission, the price was 75c here on Wednesday. The price at Proctor's, Schenectady, was a tilt of the wire at the Palace, Albany, it was upped 35c above the regular 40c top for films. Palace seats close to 3,000 and was virtually filled.

Publicity was changed so rapidly for the Albany engagement that it was hard to keep up with it. Palace's first announcement on Monday (10) said the show would be given all day. Tuesday the ads said continuous with matinees 35c and night 55c. Wednesday ads, date of the show, announced one show only at 7:30 p.m. and admission 75c plus tax.

The 35c boost in Albany's price over Schenectady's scale brought reminders of the day when Proctor played vaude in Tryo and Schenectady for 50c and presented the same acts in Albany at 75c.

## AUSTRIAN BALLERINA MG PART-TIME CREATOR

Marguerite Wallman, ballet dancer and creator with the State Theatre, Vienna, has been tabbed to a contract by Metro. The move is due to arrive in New York tomorrow (18) and proceed to the Coast immediately to appear in special dance sequences for Metro features.

Ballerina comes here by special permission of the Austrian government, to whom she is under contract through the state-owned theatre. She can remain here for four months, and the contract must return to resume duties at the Vienna theatre, coming back to Metro the end of next year.

## MG's English Import

Hollywood, Dec. 17. First at Metro for Catherine Collier, English stage character actress, will be a lead role in 'Shadow of Doubt', starting at Metro, Dec. 22. Miss Collier was put under contract on the day of David O. Selznick, who caught her work in London.

## Zanuck Signs Tibbett

Hollywood, Dec. 17. Darryl Zanuck is bringing Lawrence Tibbett back to pictures for another crack, signing him on optional deal for five-year stretch. First Tibbett picture for 20th Century will be 'Sing, Governor, Sing', which Roy Del Ruth directs from script by Nunnally Johnson.

## WANT GLADYS GEORGE

Ben Hecht and Charlie MacArthur, now in Charleston, S. C., writing their third picture for release Paramount, are dickering with Gladys George of 'Personal Appearance' (legit) to play the top part.

Miss George has a Metro film pact which was suspended to permit her Broadway stage venture.



## WILL MAHONEY

Bert Ross in 'The World's Fair,' England, said: 'What more can be said in eulogistic praise of Mahoney?' He has reached the highest point possible as an entertainer, and he is a world-wide celebrity. If he only danced the way that he does he would be a great act, and if he was just the entertaining comedian he is he would be a headliner. But when he combines the two and consolidates them with that positively miraculous dance upon a regulation telephone, he becomes a phenomenon.

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

## EQUITY OKAYS FILM GUILD ACCORD

At its second quarterly meeting, held Monday (17) at the Astor, New York, the agreement with the Screen Actors Guild of Hollywood was okayed by Equity. Reported the vote was practically unanimous.

Leaders were expected that Sunday night performances would come up, but there was no such resolution, matter not even being mentioned. Sunday thing was discussed editorially in Equity's monthly and was page one news nationally.

Suggestions from the floor requested Council to consider several topics which have been under discussion by a younger group of members — payment of partial salaries during rehearsal, unemployment insurance and raising the minimum salary of junior players from \$25 to \$40 weekly.

## Booker Will Recover

Hollywood, Dec. 17. Port Major, chief booker for Fox West Coast, will recover from what police call suicide attempt by poison. He was stricken following quarrel with his wife.

## June Knight's Two Suits

## Court Grants Permission to Counter-Sue Leo Morrison—Also Divorcing

Los Angeles, Dec. 17. June Knight will be permitted to present her counter-claim for \$3,000 alleged damages against the Leo Morrison agency when the latter's case demanding \$4,500 from the actress for wrongful discharge and alleged breach of contract comes to trial in Superior Court. Miss Knight won her point when a demurrer to her answer to Morrison's complaint stated that the complaint was overruled by Judge Robert W. Kenny. She had set up the defense that she was a minor at the time she signed the original contract with Leo Morrison, and that she has been damaged \$3,000 because the agency failed to secure adequate remuneration for her services.

Morrison's complaint stated that the actress' present earning capacity is \$650 per week, and on that basis that the agency is entitled to a tenth of this stipend for 104 weeks, the period over which the contract would have run had not Miss Knight allegedly broken it. Morrison brings out that, although

## The Week Before Christmas

By HAROLD M. BONE

'Twas the week before Christmas, and all through the house  
The pews were all vacant, not even a souce  
Could be found anywhere who had paid his way in,  
To sleep off effects of some 15c gin.

The film on the screen was a terrible dud.  
The stage show went 'flop' with an audible thud.  
But nobody noticed, for no one was there.  
The grips in the wings? Oh, what did they care?

The 'class' trade was absent as well as the muffs,  
The boys in the front office nearly went nuts.  
The ushers in uniform stood two by two  
And polished their nails—they had nothing to do.

The manager ranted and tore at his hair,  
The girl in the boxoffice played solitaire.  
When in came a stranger—a smile on his face—  
And yelled 'Merry Christmas' all over the place.

The staff got together, believe it or not,  
Gave him the bird and then said, 'So what?'

## Hollywood Guilds After Ether Bankroll, Closing \$50,000 Deal

### CHARLIE RAY'S FIX

Suing Wife Says He Has No Property, But Escapes Friends

Hollywood, Dec. 17.

Charles Ray, once among the top movie-makers of silent film, has no property now, but has a lot of girl friends, according to a divorce petition filed here by his wife, Clara Grant Ray.

Pair were married in 1911, and he left her in 1932, she alleges in petition charging desertion, non-support and cruelty. She says there is no community property and asks the court to let her know if it discovers any.

### PINKIE TOMLIN TAGGED BY MG AS COMIC FIND

Hollywood, Dec. 17.

Pinkie Tomlin, University of Oklahoma law student, who came here for a ride with a pal and ended up warbling with Jimmy Greck's band, has landed a term contract at Metro. Studio deems him a comedy bet.

Tomlin, between numbers, composes songs which he doesn't feel are potential best sellers. It took some one else to convince him that 'Object of My Affection' should be published. It's a current best seller.

### FOX DROPS BRITON

Hollywood, Dec. 17.

Fox has dropped Hugh Williams English import brought here a year ago.

Williams, currently in Col's 'Once a Gentleman', made the deal on his own.

## Charge Fears, Blumey in Arrears on Costume Bill

Los Angeles, Dec. 17.

Peggy Fears and A. C. Blumenthal are suing jointly in a Municipal Court suit brought by the Brooks Uniform Co. of New York, on assignment, demanding \$280 for costumes ordered in March of last year.

Costumes, the complaint states, were delivered for the legit production, 'Champagne Supper', and the amount sued for is the balance on \$775 Fears and Blumenthal agreed to pay.

### LAUGHTON-MARCH TEAM

Hollywood, Dec. 17.

Charles Laughton has been signed by 20th Century for co-starring with Fredric March in a talker version of 'Les Miserables'.

Picture is slated to go before the cameras the end of January with Richard Dix (Bremen) on loanout from Metro, directing.

### SAILINGS

Jan. 9 (London to New York) Mae Oatzer, Jeffrey Bernerd (Olympic).  
Dec. 23 (New York to London) Dena Ward (Paris).  
Dec. 24 (New York to Nassau) Alex Gottlieb (Aquitania).  
Dec. 22 (Los Angeles to Honolulu) Jay Wilden band (Lurline).  
Dec. 19 (New York to London) Dr. W. H. Voeller (Albert Ballin).  
Dec. 15 (New York to London) Harry Foster, Buddy Rogers, John Gaudin, Yvonne Gall (Paris).  
Dec. 15 (New York to New York) Mr. and Mrs. Paul Munt (Santa Elena).  
Dec. 15 (New York to Paris) Mme. Yvonne Gaudin (Bremen).  
Dec. 13 (London to New York) Reginald Foresythe (Lafayette).

# Gene Fowler Reforms—He's Now Got Love in His Heart for Hollywood

By CECILIA AGER

Gene Fowler has come back from Hollywood, this time, from 'The Mighty Barnum' and 'The Call of the Wild', with love in his heart for a producer. For two producers.

Darryl Zanuck's the man who did this thing to Fowler. Zanuck's the man who spoiled him, Fowler admits. Admits! He's shoutin' it. Zanuck, exclaimed Mr. Fowler, groping for the highest praise: 'Zanuck's a great city editor!'

Fowler's become so mellowed as a result of his recent exposure to Zanuck, he regards even Hollywood with a kindly eye. 'You have to be an old shrew, panning Hollywood,' he realizes, 'no better than a common scold. If you say a sincere thing about Hollywood, they say you're showing off. Better to let it lay.' Fowler had made up his mind to be a good boy. It was his daughter's 14th birthday.

When Fowler used to hate Hollywood and despise producers, it was not like this. 'I work like hell on a book for a year. I get hell rapped out of me by the literati. I make nothing. But I go to Hollywood, and in six weeks I make more than I do out of four books. Hate the system—it's true of the whole world. A guy invents a bolt, and he's skipping about on a yacht. When guys get tough for Mother Film's series, they think the system's wrong. I can't help it. I hate the system where a guy writes 'Maggie's Drawers' and goes to live in perfumed pagodas. Which is the system that got me burning up at the fellows who pay him, that is, until he got to know Zanuck.

'When You Get It, I'll Know!' It used to be Fowler's experience with producers, that they'd sit in key conferences with their heads in their hands muttering, 'When you get it, I'll know.'

'Oh, yes,' roared Fowler. 'I'll know.' Oh, sure, sure. 'I'll know.' Zanuck's not like that. He never says, 'When you get it, I'll know.' He tosses you a million ideas. He works harder than you do. He's constructive, he contributes to a story. When you come out of a conference with him you've got something to do.'

Writers with outside reputations, who go to Hollywood on picture jobs and find themselves being the wheel-horses assigned to work with them, make a great mistake, says Fowler. No writer's so smart he can learn how to write a picture the first time. He needs all the help he can get. He's no better than those wheel-horses for the job. Hell, he's not half as good. Maybe he'll get going but he's going in the beginning. Writing for pictures is a definite ability. Experience helps you get it. If you get it at all, says Fowler.

There's another thing. Writers come out to Hollywood, dazzled by the \$1,500 salaries—think they will last forever. The writers themselves are fooled by the glitter. So maybe in six weeks they're finished, left flat on their palms. Not Fowler. He lives like a poverty stricken stooge. No perfumed pagodas for him; he might get to like it.

'Do you mind being a baby?' he asked. 'Writers are terrible. Like a lot of old fishwives. Jealous. Always knocking the other writers. There's no open forum on Hecht and MacArthur in Hollywood. Instead of praying to God that they succeed, those writers in Hollywood can't see how important it is for their own sakes that Hecht and MacArthur succeed. Why? Why? To give the writers a break in handling their stuff. Hecht and MacArthur's success means a break for us.'

It's pretty hard for a writer to retain his flavor in pictures, says Fowler's next comment. Too many people to please. 'You can't please everyone,' he said. 'A man's lucky if he can please his own wife.' Personally, he admits, he should never have gotten from behind the plow. The second producer Fowler's got love in his heart for is Walter Wanger.

Jean Dixon to U  
Hollywood, Dec. 17.  
Jean Dixon, from legit, has been placed under contract by Universal.

## Procrastination

Hollywood, Dec. 17.  
Al Klein was asked how long he had been in Hollywood.  
'Two years,' answered Klein. 'I haven't seen you in any pictures,' remarked the pal. 'What have you been doing?' 'Dickering,' said Klein.

## Falaise, Recouping From Tropic Fever, Assembles Tiger Pic

Hollywood, Dec. 17.  
The Marquis Henri de la Falaise, husband of Constance Bennett, has started cutting a first assembly of the 30,000 feet of jungle film made in Technicolor in the jungle of Indo-China.

It was this, his second pictorial venture in the Asiatic wilds as an independent producer, which landed him in a Paris hospital with tropical fever and has had him recuperating ever since at Palm Springs.

The picture, titled 'Kilou' (meaning tiger), deals with the tribal life of a remote people dogged by the terror of the striped killer. The Marquis had the cooperation of the French colonial government and the native rajah. Film is the first all-Technicolor product to be brought out of the jungle. Cutting is expected to take several weeks, at General Service Studios, with no release yet set.

## Alice Brady Veering Toward Legit Again

Hollywood, Dec. 17.  
Lure of the stage seems to have won out in Alice Brady's dilemma whether to remain in Hollywood for proffered picture assignments or to return east for legit bids.

Actress has indicated that she is on the verge of leaving for New York to consider offers from the Theatre Guild there and the Detroit Theatre Guild, her apparent preference being for Chester Erskine's 'De Luxe,' the Louis Bromfield-John Meehan play. Miss Brady has been engaged in eight pictures here within the past 18 months.

## CALLS IT MURDER

Irene Franklin Wants New Inquiry in Jarnagin Death

Hollywood, Dec. 17.  
Irene Franklin has made a new request of the district attorney's office—that it investigate the death of her husband, Jerry Jarnagin, songwriter and dancer, who was shot to death in a picture house in a murder. Case was listed as suicide in previous investigation.

Miss Franklin, now in pictures and occasional stage appearances here, promises to supply new evidence pointing to murder.

## Haley Shares 'Nymph' Tops with Alice Faye

Hollywood, Dec. 17.  
Jack Haley will be tops in 'Nymph Errand,' Fox musical to be produced by Buddy De Sylva. Alice Faye will be in the other corner with Mitzi and Durant also in a role. Porter will write the music.

## Fox Signs Guizar

Tito Guizar, radig singer, has been signed by Fox for one picture, with options running to seven years. He's due on the Coast Feb. 25.

Guizar's broadcasts for Brillo over the CBS network, due to end May 26, will be made from Hollywood.

## CANTOR BACK IN FEB.

Eddie Cantor returns to the States the first week in February, under plans, to take up radio broadcasting. He will probably go west in May to do his next for Sam Goldwyn.

Latest title for the picture is 'Waiting At The Church,' which may be changed.

## Crawford Re-Signs

Hollywood, Dec. 17.  
Completing seven years at Metro, Joan Crawford was given a new term contract by the studio last week. New ticket has yearly options.

During her stay at Metro, Miss Crawford has not made a picture off the lot.

## Reed East Netting Local Air Canaries For Par Broadcast

Hollywood, Dec. 17.  
J. T. Reed, assistant to producer Benjamin Glazer at Paramount, left Friday (14) for the east, where he will supervise the production of several song and musical numbers for Paramount's 'Big Broadcast of 1935.'

Carlos Gardel and Jessica Dragonette have already been signed by Paramount to be filmed and soundtracked in the east, with each contributing one or more numbers. There is a chance that Reed will sign other artists for recordings while in New York, and he may hop to Europe to tap up filmed numbers by Richard Tauber in Paris before returning to the studio.

## KAUFMAN WEAKENING ON HOLLYWOOD NIXING

Hollywood, Dec. 17.  
George S. Kaufman is getting ready to fall for Hollywood coin and has asked Zeppo Marx, now agenting, to whip up a writing deal for one of them.

Kaufman recently turned down a proposition from Irving Thalberg to write the Marx Bros. story with Morris Ryskind, Kaufman preferring to stay in New York and work on a play.

## HEPBURN WANTS REVENGE

Would Do S'way Play To Prove It to Herself

Hollywood, Dec. 17.  
With the starting date of Quality Street, Katharine Hepburn's next at Radio, still in the air and Miss Hepburn now in New York, possibilities are that she will get together there with Arthur Hopkins for the production of 'Fride and Prejudices' on Broadway.

Still smarting from the failure of 'The Lake' and critical lambasting, Miss Hepburn is itching for another New York play.

## U Releases Asther

Hollywood, Dec. 17.  
Universal has released Nils Asther from a three picture contract. It's by mutual consent.

Asther, who is in Europe, was due to report here Saturday (15).

# Old College Chum Clip Racket Dons West Point Brass on Coast

Hollywood, Dec. 17.  
Police are looking for a genial chap who has nicked several male name players with old college chum racket. Glimmick, while not new to other parts of the country, is a new one here.

Con man, representing himself as a former army officer and a West Pointer, impressed the suckers by his knowledge of their college life and by mentioning intimately friends of theirs while at school. Vanity of the players halted them from turning the racketeer down and seemingly gloried in meeting an old pal of Bob's or Jim's, as the case may be.

His line of introduction to an ex-Princeton man now wearing grease paint was that he remembered the latter well when 'I came down to the Army polo team.' The fact that he could tell of small incidents at college that only an intimate would know, cinched the friendship and

# Hollywood Dress Extras Go in Hock To Strut at Glad Rags Parade

## Free Air Shows

In the radio section of this issue, on page 44, appears a list of the 50 free radio shows which distribute 65,000 free ducats to deadhead auditors every week.

This includes only the New York commercial broadcasts, which cover 55 free broadcasts on NBC, 14 on CBS and 11 on WOR.

## Valentino's Estate Set at \$251,253 with Ending of Litigation

Los Angeles, Dec. 17.  
Long litigation between heirs of the Rudolph Valentino estate and S. George Ullman, former executor, over the latter's proper compensation has been terminated by Superior Court order instructing Ullman to return \$25,849 to the estate.

Refund represents the difference between \$15,000 allowed by Judge Walton and Ullman's services, and \$22,800 in asserted-unauthorized fees and \$13,313 in interest debited to the former executor.

Nominal value of the Valentino properties is set at \$251,253 in the settlement agreement authorized by the court.

## CHAPLIN TO STAR MISS GODDARD IN HIS 2D

Hollywood, Dec. 17.  
Charles Chaplin is planning to produce a feature starring Paulette Goddard under title of 'Personal Reasons,' as soon as he completes his present picture.

Comedian is figuring on directing the picture himself when it goes before the cameras, and now has a writer developing a treatment of his original story, with the writer working under cover on the proposition.

## SET MAURICE SCHWARTZ

Playing Waltz King in Metro Story Built on Strauss

Hollywood, Dec. 10.  
David O. Selznick has assigned Joe Mankiewicz to write the screen play of Gottfried Reinhardt's original based on the life of Johann Strauss.

Metro is slated to put Maurice Schwartz, ex-Yiddish Art Theatre star, in the title part of the picture when it is ready for production next year. Player has been on the company payroll on term ticket for several months without getting a nod from the various producers on the lot.

Hollywood, Dec. 17.  
Blowoff of Central's three ring battle for dress extras was held Tuesday (11) at the Carthy Circle theatre when over 600 men and women paraded for the final elimination. Those who gained recognition as eligible for the coveted \$15 a clip will know they have made out some time this week with the local Chamber of Commerce doing the counting. It is expected that few will be eliminated.

Despite the parade, studio casters still insist that there are less than 200 people, men and women, who can be relied upon to fill the bill when class dress sets need extras having complete wardrobes. Result of the confusion in the minds of assistant directors and casters may result in the overthrowing of the 'no request' rule, which has been in force since the new Central regime. Assistants and casting offices claim they will have to resort to requesting people in order to keep themselves off the spot in selecting people, who despite Central's okay, are not qualified or have not sufficient wardrobe to fill the bill.


Tipoff to the affair was that one house, which rents men's formal attire, averaged \$400 per night on the rentals to men. Checkup of local studios shows that \$1,500 extras spent close to \$80,000 outfitting themselves for the first call. A great number of those attending admitted they had hocked themselves to get the scenery. Most of them claimed they had charged or bought the clothes in the \$1 down stores.

Final performance was m.c'd by Ben Bard. An organist furnished incidental music, appropriately overture, Elgar's 'Land of Hope and Glory.'

## MG Eyes Wynne Gibson, Venable as Star Hopes

Hollywood, Dec. 17.  
Metro is talking term deals with both Wynne Gibson and Evelyn Venable with a view of building both into starring personalities.

Miss Venable recently walked out of her Paramount contract.



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# Creditor Bankers Would Leave Par Operations to Showmen, but Want Control of Their Investments

Creditor bankers of Paramount are interested principally in getting back their investment coin. They are willing—and planning—to leave the company operation to showmen. But it is one thing to want to do something and another thing to accomplish it. Whether the bankers and creditors achieve this aim is to be seen.

The banker crowd wants to devise some feasible method of controlling the company's pure stunts against possible repetition of prior years' extravaganzas of the company. They would like to frame this angle of their connection with the company in a manner and method that will be reasonable but yet not stalling upon Par operations.

Some creditor elements seem to think that the best method by which such an aim could be accomplished is to spot one or more additional operating bands on the new board, besides Adolph Zukor, already named. The bankers, however, are reported fearing a rise in this respect. They perceive an attempt to force a management bloc into the board big enough to constitute, with affiliations, a working control of the new board.

Such a move has been mentioned as concerning Chicago interests in Paramount. Attorney Leo Spitz, formerly on the company payroll, has been mentioned as pivotal figure and Barney Balaban and John D. Hertz, now of Lehman Bros., have been talked of in this connection. The Hertz part has been denied. An additional name mentioned has been that of Lawrence Stern, Chicago investment banker. Charles McCulloch, another Chicago banker, already is named to the new board.

This group by affiliation and contact is stated to be friendly to the present management. It is figured, however, that while Zukor may eye such a move benignly, Zukor to the proper time would strike away from it if needed.

Thus Paramount's new board may start as originally figured. The three temporary board members will be replaced by representatives of existing large creditor groups. The three temporary board members are Walter Cokell, Austin Keough and Max Howell. Howell is a v.p. of Chemical Bank.

But the new board may designate a layman to act with Zukor as inside company supervising counsel to the new directorate. Bankers have a description of the man in mind but have not revealed who he may be. Briefly they speak of a man with a background of successful experience in the film business and who possesses, additionally, financial ability. That financial ability angle is stressed by the bankers when talking about Par.

## WB GRABS DONAT

To Do 'Tany Adverse' and 'Capt. Blood'—Also 'Hettson' for Par

Although Reliance Pictures (Ed. Small-Harry G. Gots) is sponsored by Robert Donat in U. S. pictures via 'Count of Monte Cristo,' Jack Warner, scooped Gots by a few hours in signing the English man to a long-term deal. Donat—Donat consumed almost all the same day that Gots arrived in London, having gone abroad for the express purpose of effecting a new deal with Donat for 'Beau Brummel.' Warner closed by phone from Hollywood.

Donat's first for WB will be 'Captain Blood,' Rafael Sabatini story, from the novel of the same name. It's a remake, first produced silent by Vitaphone in 1924.

WB okayed Donat's next assignment to be a Paramount flicker, 'Return of Peter Dutton.' After that Donat will probably do the title role of 'Anthony Adverse,' his second WB assignment.

Gots returns today (Tuesday) from Europe after being away three weeks scouting for stories and talent.

## WIESENTHAL'S BATH

Jr. Laemmle's Former Aide Bankrupt—Owes \$27,000

Samuel K. Wiesenenthal, former aide and companion to Carl Laemmle, Jr., at the Universal studio in Hollywood, now identifying himself as a 'clerk (unemployed),' and with an east side residence at 440 East Sixth street, New York, has filed a voluntary petition in bankruptcy.

The former Universal City (Ost.) employee lists liabilities of \$27,150 including a \$5,800 item to Universal Pictures Corp., \$5,500 due Carl Laemmle, Sr., and \$3,250 due Laemmle, Jr. No assets.

# CHI CENSORS NICK 'BRIDE,' OK 'VEIL'

Chicago, Dec. 17.

Just a little censor difficulty in town last week, first censor bickered around here in a long time. Two pictures which were held up for a time were 'Painted Veil' and 'Gay Bride,' both Metro flickers.

'Veil' came through unscathed and with a white ticket, but 'Gay Bride' had to give up one scene before getting the final okay.

Two Warner pictures are still in the doghouse and hope just about given up for them: 'Dr. Monica' and 'Side Street.'

## WB Patents Revolving Stage to Curb Filchers

Hollywood, Dec. 17.

In order to forestall possible theft of production numbers in their musicals, Warners, through Busby Berkeley, has patented the revolving, tilting and elevating stage used to photograph Berkeley's geometric musical routines.

Berkeley patented the stage, assigned the rights to the studio.

## Muni Seeking Play

Hollywood, Dec. 17.

Paul Muni left Saturday (15) via a Pan Am plane for New York, accompanied by Mrs. Muni.

Player is expected to report back to Warners early in February, but studio execs have assured him extension of leave if he finds a suitable play for Broadway.

## WB Starts 2 Same Day

Hollywood, Dec. 17.

Production graph at Warners takes a new up-slant this week when 'King of the Ritz' and 'Florentine Dagger' get a twin launching Thursday (20).

'Ritz,' with William Gargan and Ann Dvorak in top, is directed by William McGann.

Robert Florey merges 'Florentine Dagger,' which features Margaret Lindsay and Donald Woods.

## Scared?

Mayfair Productions, a New York indie filmer, has a feature completed titled 'Calling All Cars.'

When Lew Brown's legit musical 'Calling All Stars' opened at the Hollywood theatre on Broadway last week and didn't get too pleasant a newspaper reception, company began thinking up a new title.

# Bernard-Ostrer To U.S. in Jan.; G-B Shakeup in Eng.

London, Dec. 17.

Jeffrey Bernard has adjusted his differences with the Gaumont-British directorate and is sailing for the U. S. again on Jan. 9. He will again come over with Mark Ostrer, Universal's new way manager, who is in New York in charge of the American offices, as originally planned, or not.

Ostrer plans to be a very active head of the company. Understand that shakeup is impending which will change the status in the company of Isidor Ostrer, president; C. M. Woolf, managing director; and Michael Balcon, studio manager. Understand that Isidor Ostrer will take greater interest on the production end.

## Reserve Decision To Dismiss Cleary Vs. Fox-GTE Suit

N. Y. Supreme Court Justice Rosenman yesterday (Monday) took under advisement a motion by defense counsel to dismiss the suit of James Cleary, Panny Lurie and Gustave Oppenheimer against certain officers, ex-officers and former directors and bankers of Fox Film and General Theatres Equipment. It is expected that Judge Rosenman will make his decision known tomorrow (Wednesday).

The suit has been on trial for more than a week. It was filed over a year ago. Oppenheimer is an intervening plaintiff and Fox Film also is a nominal plaintiff against itself and others. Theoretically, the suit aims to get an accounting from defendants for an estimated \$140,000, which was stated to have been involved directly or otherwise in the maze of financing around Fox Film and GTE after Harley L. Clarke entered that picture with Chase Bank and Halsey Stuart.

Murray Dodge, former officer of Chase Securities, and leading figure in the Fox company financing during the Clarke-Wiggin regime, was in the stand the day the case was presented via depositions. Most of the rest of the plaintiffs' case was presented via depositions. Attorneys Donnelly and Florman of Olvany, Elmer & Donnelly, are counsel for the plaintiffs. There are around a dozen or more counsel representing the defendants aggregately or individually.

Witnesses for Fox, Matthew C. Brush, Harley Clarke, William F. Ingold, W. S. Hammons, Charles B. Stuart, Samuel Fordyce, Ernest Niver and Halsey, Stuart company are among defendants.

## JEFF MCCARTHY'S BACK

Jeff McCarthy will be out of the New York Hays office a few days. He's baking out a back which won't bend.

# U. S. Gov't Census on Amusements Shows 1932 the Low Year-Grosses Nose-Dived More Than \$275,000,000

## FAR, FAR AWAY

Elizabeth Allan Diverging O'Brien, London Agent

Hollywood, Dec. 17. Branch between Elizabeth Allan, Metro's contractee, and William O'Brien, her London agent-bus-band, is as wide as the distance between California and England, according to divorce suit she filed here.

Actress stated that separation, due to his business keeping him on one side of the Atlantic and her work keeping her on the other, makes it impossible for them to adjust their lives.

# PIX WILL CO-OP IN ANTI-CRIME DRIVE, BUT—

Washington, Dec. 17.

Film industry will co-operate to the limit with Government authorities in national movement to stamp out crime, Carl E. Millikan, secretary of MPFPA, asserted last week at Attorney General Cummings' anti-crime conference.

Urging formation of a national crime research institute to direct the offensive, Millikan gave five specific pledges of film support and emphasized previous efforts to contribute to the prevention of crime. The Hays spokesman, however, declined to subscribe to any theory that Polyantha pictures should be excluded from Hollywood product and insisted that producers are entitled, within limitations, to portray life realistically.

## Team McLaglen, Lowe For Whodunit Recipe'

Hollywood, Dec. 17.

Fox has optioned Edmund Lowe and Victor McLaglen for 'Recipe for Murder,' which Eugene Forde will direct. Sol Wurtzel produces. Fair currently at the studio on the remake of 'East River.'

## MG Net Profit, \$4,702,257

Metro's net profit was \$4,702,257 for the year ended August 31, 1934. Amortization of negative and positive costs, \$2,158,662. Depreciation, \$484,109; and Federal taxes, \$437,403.

## DEITRICH'S RELAPSE

Theodore C. Dietrich, of Cosmopolitan Pictures' New York staff, has suffered a relapse following his recent session with lunatoma and is confined to his home.

Medicos say it will be a week before he is able to be about again.

## DELMAR YARN FOR HOPKINS

Hollywood, Dec. 17.

Vina Delmar is making an original, 'Hands Across the Sea,' which Samuel Goldwyn will produce with Miriam Hopkins featured.

Washington, Dec. 17.

Gross receipts of the amusement industry nose-dived more than \$275,000,000 in 1932, with the total income of film producers plunging \$250,000,000.

Painting stark picture of ravages of depression, Internal Revenue Bureau today showed that the aggregate gross of all forms of amusement enterprises in 1932 amounted to \$346,653,000, the smallest figure recorded since the boom days of the late 20's. Total was \$278,239,000 under previous year's level.

Analysis of the revenue reports disclosed that film exhibitors were the only type of amusement operators whose gross mounted during 1932, and that net earnings by the few corporations which remained in the black slumped in every category.

Only one-seventh of all corporations in the amusement field enjoyed net income during 1932 and the amount of profits, \$1,679,000, was down \$18,171,000 below the preceding year. The deficit accumulated by the remaining six-sevenths of the industry reached the staggering total of \$156,909,000 and was \$39,447,000 greater than in 1931.

Income taxes paid by amusement corporations amounted to \$2,257,000, a slump of \$1,239,000 below the previous year. Only legit and vaude companies reported net income, larger sums to Federal Government support.

Salient disclosures of the recapitulation were:

1. Only 73 of 536 legit and vaude theatres, 44 of 218 film producers, and 587 of 2,662 exhibitor corporations reported net income in 1932.

2. Number of amusement corporations reporting net income was 7,310 less than in 1931.

3. Gross receipts of exhibitor corporations, only group to show an increase, rose \$20,838,000 to a total of \$206,498,000.

Net income of producers was 1-fifth of the 1932 figure; of film exhibitors was less than one-third of 1930 peak.

The report disclosed that while 218 producers had gross receipts of \$190,795,000, the net income represented by the profits of 44 corporations reached only \$1,145,000, as compared with a record net of \$5,023,000 in the year the Wall Street bubble burst. The remaining producers registered a loss of \$31,344,000, which was \$19,972,000 more than the 1931 red ink figure.

## Legit, Vaude, Pix

The deficit registered by legit and vaude house owners was \$22,003,000, an increase of \$1,477,000, and the loss of vaude house owners was \$29,010,000, an increase of \$2,153,000.

The number of producers with net income was 10 less than in 1931, while the number of exhibitors who enjoyed profits was cut in half, only 587 reporting taxable earnings against 1,167 in 1931. The number of legit and vaude house owners subject to taxation slumped even deeper, total dropping from 182 to 73.

Despite the increase in gross receipts of exhibitor corporations, the net earnings of this branch of the film industry slid from \$26,005,000 in 1931 to \$1,679,000 in 1932, a drop of \$122,000. The earnings of producers with taxable income fell off \$1,653,000, and of legit and vaude operators went down \$91,000.

Differences between legitimate and losing operations in all branches of amusement field, 1,251 corporations had a net of \$1,679,000, while 6,380,000 corporations had an aggregate deficit of \$156,909,000. The grosses by branches were: legit and vaude operators, \$37,404,000; exhibitors, \$206,498,000; producers, \$190,795,000, and others, \$112,955,000.

## Votion Lands at Par

Hollywood, Dec. 17.

Jack Votion, one-time manager of Selznick-Joyce's London office, has been appointed assistant to E. Lloyd Sluon, Par producer.

He succeeds Robert Sparks, resigned to join Goldwyn as a production assistant.

# Official Gov't Figures on Amus.

Internal Revenue Bureau statistics on income of amusement enterprises for the calendar year 1932:

Returns showing net income				Returns showing no net income				Number of returns showing no income data—inactive corporations
Amusements:	Industrial group:	Total number	Net income	Amusements:	Industrial group:	Total number	Net income	
Amusement enterprises, legitimate, vaudeville, etc.	Manufacturing, etc.	1,218	\$1,218	Amusement enterprises, legitimate, vaudeville, etc.	Manufacturing, etc.	1,218	\$1,218	117
Motion picture producers	Motion picture producers	218	\$218	Motion picture producers	Motion picture producers	218	\$218	117
Motion picture exhibitors	Motion picture exhibitors	218	\$218	Motion picture exhibitors	Motion picture exhibitors	218	\$218	117
Other amusement—circuses, golf links, race tracks, pleasure resorts, etc.	Other amusement—circuses, golf links, race tracks, pleasure resorts, etc.	218	\$218	Other amusement—circuses, golf links, race tracks, pleasure resorts, etc.	Other amusement—circuses, golf links, race tracks, pleasure resorts, etc.	218	\$218	117
Total amusement	Total amusement	6,630	\$1,218	Total amusement	Total amusement	6,630	\$1,218	770



# LOWE'S CHARGE INVASION

## Block Booking Bugaboo Up Again; Sen. Nye (N. D.) Reported Reading A Bill Calling for New Restrictions

Senator Gerald P. Nye, of North Dakota, is believed preparing to introduce a bill in the coming Congress, convening Jan. 8, to not only outlaw block booking but to impose other restrictions which would cause confusion in the marketing of films. Senator Nye is said to have already prepared a rough draft of his bill, purportedly at the behest of factions warring against group sales.

Proposed measure is similar to that of Senator Brookhart (Iowa), who fought unsuccessfully to declare block booking a violation of free trade, anti-trust laws, etc. One of its provisions is regarded as unique by distributors knowing of the Nye bill. This is the legislative effort to compel all producers to supply a synopsis of each picture. If the exhibitor buys the picture on the strength of the synopsis before seeing the picture screened and it develops that the finished and delivered product deviates in any way from the synopsis, the account has recourse. He does not have to play the picture but will be entitled to punitive measures against the distributor.

General sales managers of the majors are discussing the situation among themselves. One of their viewpoints is that the block booking case should be brought to a head one way or another, virtually every distributor being certain that if this form of marketing pictures were outlawed the exhibitors themselves would be hurt more than the distributors. Question of action on behalf of those exhibs who have never entered into the block booking agitation has also been discussed.

Problem is of greater import to the exhibitors than the distributors. (Continued on page 53)

## Forsaking Passes Through Breen Bath, Wins Purity Seal

Hollywood, Dec. 17. After making changes at the suggestion of the local Hayes office, Metro's "Forsaking All Others," the Crawford-Gable-Metromex picture, came up to specifications. It was given a Joe Breen purity seal. Picture had been turned down by Breen and for a time Metro considered appealing to the Hayes directorate. Approved version contains three retaken major scenes, some hotcha dialog eliminated and two closeups substituted for long shots.

"Forsaking" opens "Xmas Day at the Capitol, New York, when 'Painted Veil' goes out. 'David Copperfield,' slated for that date, isn't ready, hence "Forsaking" is rushed in.

## N. Y. Catholics Meeting Thurs. to Map Campaign

New York Catholic Council of the Legion of Decency meets on Thursday (20) for its first luncheon meeting in the Empire State Building, New York. Al Smith is chairman of the council.

The council was named by Cardinal Hayes of the N. Y. diocese as an advisory board to the church on its campaign for clean films. Figured at this meeting the council will formulate plans of organization.

At this Thursday confab it is believed a plan of campaign on oiled and nitred film will be formulated. Exhibs would prefer any such lists be issued from New York rather than Chicago. The Chi decisions are generally regarded as too tough.

## WB Will Roadshow 'Summer Night's Dream'

"Midsummer Night's Dream" (WB) will probably be roadshowed upon release next spring. Special tour is being aimed for at least 10 of the major keys and may be extended. This is Max Reinhardt's production.

Plan is tentative, although Warners is about settled on the special showing. Expected that the picture will be launched in May.

## CONSOL. LAB.-U DEAL INCLUDES \$2,000,000 B.R.

Hollywood, Dec. 17. Exclusive contract whereby Consolidated Film Laboratories will do all of Universal's negative and release print processing for the next two years, was signed here last week. Consolidated has been angling for the Universal business for some time, as the work was needed to keep the labs of Consolidated both east and west up to somewhere near the capacity mark.

Under terms of the agreement, Universal closes its studio laboratory the first of January, and about 100 workers will be dropped from the payroll. Consolidated extends several concessions to U for closing its own plant, one of which is the provision that the producing company has a cash and credit fund available said to be "around \$2,000,000."

Final details of the negotiations were handled by C. Laemmle, R. H. Cochrane and Judge Willard McKay for Universal, with Herbert Vaisey, Ben Goetz and Ralph Poucher representing Consolidated Lab. Cochrane, McKay, Vaisey and Poucher returned to New York immediately after the final papers were signed.

## Sheehan Back to Coast, Kent Goes After Xmas

Winnie Sheehan, in from the Coast, Saturday (15) accompanied by Gabe Yorkie, probably will depart for the studio, at the end of this week.

S. R. Kent is not expected to leave for Hollywood until after Christmas. Reorg of Fox Met and certain final details of the F-WC deal-Shoemakers are retaining him, according to accounts. Kent is expected to remain on the Coast until late in January.

Hollywood, Dec. 17. Forsaking directing to return to the typewriter, Edwin Burke has been assigned to do the screen play for "Farmer Takes a Wife" at Fox. Warner Baxter is the only player cast, with possibilities that several of the people now in the play will be engaged for the picture when Winfield R. Sheehan looks it over on his current New York visit.

## Pat Casey East

Pat Casey is due in New York early this week.

He's fully recovered from his recent illness on the Coast. Indisposition was precipitated by too strenuous dieting.

## FOLLOWS INDIES' SNUB TO MG PIX

Circuit Seeking Chi Nabe Houses as Exhibs Continue Boycott of Metro-Goldwyn Product—Exhibs Burn at Percentage, Preferred Playing Dates—Breaks Long-Standing Lowe Policy

## AARON JONES ANALY

Chicago, Dec. 17. Addition of another national theatre circuit to the Chicago theatre picture is in readiness following the start of negotiations by Lowe's last week for possible theatre acquisitions in this town. Lowe's is determined to go to town with the take-over of a number of theatres throughout the neighborhoods.

This decision on the part of Lowe follows the current boycott against Metro-Goldwyn-Mayer picture by the majority of exhibitors in the neighborhood districts. Action on the part of the exhibs concerns the sales policy of Metro and the exchange's set policy of 13 pictures on percentage plus preferred playing time for these pictures on Saturday and Sunday. Exhibs have been battling this percentage policy for the past few years, and in this selling season got together on a general plan of refusing to buy Metro or any other product on percentage and preferred playing time.

Both Metro and the exhibs have refused to budge from their stand, with the result that Metro has sold only a small portion of its sales potential in Chicago. In the month of January the Metro exchange here will get a general release only for "What Every Woman Knows," which is on last year's contract. But such pictures as "Chained," "Barretts of Wimpole Street," "Girl from Missouri," all on this year's contract, are getting only a small number of dates.

## B. & K. Life-Saver

Only play the Metro product is getting in from Balaban & Katz, which has a franchise of the Metro product. But in such groups as Essaness theatre, Schoenstadt's, Lasker, Courshon, Van Omikos and the great bulk of the other indie exhibs, Metro is strictly on the other side of the fence. It represents one of the few instances on record that the exhibs have stuck together on any one general policy.

Lowe's is not planning to come into the loop since there are no houses available in the first place, and second, because B. & K. is using the pictures on its franchise basis. In the franchise there is a (Continued on page 53)

## Until the New Par Boards Start Functioning, Renewed Talk on Prod. Brings in Schulberg-Wanger

## Gross Trends 1928-32

Washington, Dec. 17. The trends in gross figures in the amusement industry as revealed by a special analysis of Internal Revenue Bureau figures compiled by VARIETY for the past five years:

Motion Picture Producers	1928	1929	1930	1931	1932
.....	\$190,785,000	\$190,785,000	\$190,785,000	\$190,785,000	\$190,785,000
Motion Picture Exhibitors	.....	.....	.....	.....	.....
.....	\$350,490,000	\$350,490,000	\$350,490,000	\$350,490,000	\$350,490,000
Legitimate and Vaude Theatres	.....	.....	.....	.....	.....
.....	\$37,404,000	\$37,404,000	\$37,404,000	\$37,404,000	\$37,404,000
.....	\$1,911,000	\$1,911,000	\$1,911,000	\$1,911,000	\$1,911,000
.....	\$7,531,000	\$7,531,000	\$7,531,000	\$7,531,000	\$7,531,000
.....	\$3,939,000	\$3,939,000	\$3,939,000	\$3,939,000	\$3,939,000
.....	\$2,074,758,000	\$2,074,758,000	\$2,074,758,000	\$2,074,758,000	\$2,074,758,000

Comparison of the trends in the amusement field demonstrates that while industry generally began to feel declining income in advance of the collapse of the stock market in 1929 the effect of the economic nightmare did not reach film producers until 1932 and did not hit exhibitors until 1931. The legitimate and vaudeville take began nose-diving in 1929 and the downward movement gained momentum each year, in sharp contrast to the rising income of exhibitor box office.

## PIAZZA AIDE TO COHEN ON PAR PROD

Hollywood, Dec. 17. Ben Piazza checked in at Paramount today (Monday) as executive aide and general contact for Emmet Cohen. Piazza recently left Metro, where he filled casting and executive posts for five years.

Met Shauer, who has been studio contact at Paramount for the past two years, has been promoted to produce pictures intended for the foreign market. He will supervise the making of all this type of production.

Shauer, with the Paramount organization for more than 10 years, is a nephew of Adolph Zukor and son of the late Emil E. Shauer.

## Selznick Sticking at Metro, Schulberg Seen Bowing into Studio

Hollywood, Dec. 17. As detailed in another story in this issue, B. P. Schulberg will be the second Paramount alumnus to go to M-G-M if he makes the move. Previously Sam Katz signed up as a studio exec.

Schulberg in his unit production at Par is understood to have had Erpi financial stimulus in addition to certain private money support. If the Metro deal goes likely Erpi will be the picture once more with Schulberg should be become an individual producer.

It is not certain whether the Schulberg-Metro talk hovers over a unit production proposition or a studio producer post.

Paramount is in the middle between its trustees and the new company board. From a practical standpoint the new board controls Par. Actually the company's overall supervision is still under the court's trustees. Between these two ends is the executive end.

Problems linger so long in company hands that they become digested throughout the trade long before Par itself makes up its mind. One of the more vital questions, which has been lingering for many weeks has been that of the company's studio. Paramount officials as well as parties to the company's reorganization, including downtown personalities, have discussed the situation. With Manny Cohen present head of production, talk has linked the names of B. P. Schulberg and Walter Wanger as prospective candidates to work with or under Cohen.

Schulberg is understood practically set to go to Metro but latest accounts are that Par is tempting him to stay. Wanger was east last week for the "President Vanishes" debut. While in New York he also confabbed with Par parties about an executive studio berth.

There is authority for the belief that the trustees may take the initiative on the studio matter. But in the nature of Paramount things and considering that the new Par crowd involved in reorganization may prefer that the matter be left for them to handle, can cause a postponement of action.

According to Par home office publicity channels, no negotiations are on for a change in the production setup of Paramount. Reports linking on Schulberg and Wanger for studio executive posts have been around. The Schulberg rumor is not new; the Wanger thing has popped up every now and then for six months or more. Mannie Cohen remains as is at the helm of Par production, say official public relations sources.

While the presumption is not wholly unreasonable that either might eventually return to Par in an executive production capacity, insiders in Par are loath to speculate favorably on the imminence of such chances.

Officially, so far as Par is concerned, Schulberg has entirely severed his connections with the company. He completed his second contract as an independent producer releasing through Par on delivery of "Behold My Wife," starring Sylvia Sydney.

Wanger is under contract to produce six pictures this year for Par release, first of which, "President Vanishes," is now on release. His second will be "Private Worlds." Wanger went back to Hollywood last week, Schulberg is still in New York.

## Jones in New York

Chicago, Dec. 17. Aaron Jones, loop theatre owner, left suddenly last week for a trip to New York and New York.

Was accompanied by his attorneys.

## Keynote Talk of 20% Cancellation Demand, While Casually Presented, Causing Conjecture Within Trade

Trade conjecture is wide on the 20% cancellation demand by the MPTOA as sounded last week through Ed Kuykendall, president. The big thought on the problem is, how come no effort so far has been made to seek this concession via the code?

It could be that the matter has come up too suddenly in the MPTOA mind to present it to the Code Authority for consideration, as yet. But it is assured that no such wide cancellation privilege can come through the standard contract.

The code allows a 10% cancellation privilege but of how much value the 10% cancellation privilege can be to the average exhibitor under the limitations and conditions imposed by the code, it is pointed out, is an open question.

The angle of Kuykendall's objective, however, as was pronounced by him before the MPTOA convention of North and South Carolina, only a week ago, could be that he is sounding the alarm of the removal of the conditions surrounding the 10% cancellation privilege, at least.

Trade thought is that the 20% privilege sought is one which the exhibitor will fight, stubbornly. To grant this wide cancellation privilege en-blanco could open the way for the shattering of the block booking principle in the trade. The MPTOA is a body in not against block booking. Matter of fact, the MPTOA sees block booking as a necessity in the trade, but it wants a larger margin for the exhibitor to make a choice buy of product.

Then again, the MPTOA bugle call may be just one of those strategic moves to jump ahead of the Allied group.

Feeling is that Kuykendall's address in North Carolina was made with much consideration beforehand and that high exerts of the trade reacted it.

The big question is whether the demand as made was only an address or really the beginning of a campaign.

## STAHL ON BICYCLE BETWEEN U AND METRO

Hollywood, Dec. 17. John M. Stahl, before returning to Universal to make one picture on his new deal for \$75,000 and 20% of the net, will return to Metro, from which organization he has been absent about eight years. First of the Metro series will go into work shortly after New Year's when he returns from New York.

Universal is to give him 60 days' notice to return. Expected the call will come some time in the summer.

## UA's Sales Huddles

United Artists is holding a mid-week sales huddle between home office executives headed by Al Lichtman and the field force. Huddle is split into four regional meetings, with the first taking place Sunday (18) at the Roosevelt hotel, New Orleans, and covering the southern branches.

Eastern meeting scheduled for Dec. 22 at the home office and the western meeting is marked for Dec. 23 at the Drake Hotel, Chicago.

## 'LADY BEWARE' AGAIN

Col Pulls One Down Off the Shelf For Bachman

Hollywood, Dec. 17. Columbia has 'Lady Beware' off the shelf again after being an on-and-offer for several months. J. G. Bachman will now produce it.

Doris Anderson joins Columbia's writing staff to write the new treatment.

## COL'S NEW SOUND STAGE

Hollywood, Dec. 17. Columbia has awarded contract for the construction of a new screening stage and sound building on its lot to cost \$45,000.

## 1st Runs on Broadway (Subject to Change)

Week of Dec. 21  
 Motor—'Babes in Toyland' (MG) (2d wk).  
 Capitol—'Forsaking All Others' (MG) (2d).  
 Mayfair—'Hell in the Heavens' (Fox) (2d wk).  
 Music Hall—'Bright Eyes' (Fox) (2d).  
 Paramount—'Here is My Heart' (2d wk).  
 Rialto—'Gay Bride' (Metro) (18).  
 Rivoli—'Barnum' (UA) (22).  
 Romy—'Anne of Green Gables' (Radio) (2d wk).

Week of Dec. 23  
 Capitol—'Forsaking All Others' (MG) (2d wk).  
 Mayfair—'I Sell Anything' (WB) (26).  
 Music Hall—'Little Minister' (Radio) (2d).  
 Paramount—'Here is My Heart' (2d wk).  
 Rialto—'Murder in the Clouds' (WB) (18).  
 Rivoli—'Barnum' (UA) (2d wk).  
 Romy—'Anne of Green Gables' (Radio) (2d wk).

## VERDICT FOR KEARNS, CURTIZ CASE PUT OVER

Los Angeles, Dec. 17.

Two actions involving paternity reached final stages in local courts last week. Jack Kearns, former manager of Jack Dempsey, sued for \$25,000 by Elizabeth Williams, was adjudged by Superior Judge Myron Westover as not the father of the plaintiff's 9-year-old daughter.

Woman, former cigar counter girl in Dempsey's Barbara hotel here, charged Kearns forced her to sleep, at the point of a gun, a paper absolving him of paternity of the child.

Settlement out of court of the case of Mathilde Forrester against Michael Curtiz, involving support of her son, 14, was indicated in Superior Court when the case was continued indefinitely.

## IRISH WAR IN WORK

O'Flaherty's 'Informers' Handed to John Ford Direction

Hollywood, Dec. 17.

John Ford has been engaged by Radio to direct the screen version of Liam O'Flaherty's 'The Informers', story of the Black and Tan oppression in Ireland. Dudley Nichols will write the screen play. Same directorial and writing combo did Radio's 'Lost Patrol'.

Nichols goes over the fence as soon as he completes scripting Paramount's 'Crusades'.

## Would Wash Up 2 Par Claims for \$10,000,000

After argument against Paramount of claims arising out of long pending anti-trust actions, briefs were filed before Special Master John B. Joyce during the past week with the Par trustees attempting to wash out \$10,000,000.

Claims are those of the E. M. Low circuit in New England and the Monahan theatre chain in Oklahoma, both of which several years ago sued Par, et al., under the Sherman anti-trust laws.

## MORGAN FOR 'ZIEGFELD'

Hollywood, Dec. 17.

Universal is trying to borrow Frank Morgan from Metro to play the part of Charles Dillingham in 'Ziegfeld'.

Picture will have testimonial footage of the various stars who worked for Ziegfeld appearing their flash words during the picture. Will Rogers and Eddie Cantor are already okayed for the appearance.

## MG Ships Own Trailers, Divorcing Nat. Screen

Hollywood, Dec. 17.

Metro is shipping trailers on 'Biography of a Bachelor Girl' and 'The Night is Young' to the company's own exchanges in preparation for inauguration of release of Metro's trailers to theatres starting Jan. 1.

Company is breaking away from National Screen Service distribution of its advance trailers effective Jan. 1 in favor of its own exchanges, although NSS will arrange to service customers with Metro trailers the same as it has been doing on the Warner product for the past several years.

## EASTERN PROD. DWINDLES AWAY

Eastern film production, which looked so promising at the beginning of the season, has slowed down to a crawl.

Not a feature now being made, and only two plants now operating—Paramount studio in Astoria and Warner 125 in Plainfield, both for shorts—Astoria shorts maker is Christie (Educational).

Only other current eastern activity is at the Caravel studio in Hempstead, L. I., where the Dave Pincus outfit is making an industrial for Goodrich Rubber.

East's last feature-length was Burt Kelly and Bill Sall's 'Select Pictures' 'Bad Penny', which concluded Dec. 4 at the Biograph studio. Hecht-MacArthur are finished in Astoria. Nothing further in the feature line is in prospect for New York or vicinity.

## JOCK WHITNEY CONFABS ON PIONEER PIX SETUP

Hollywood, Dec. 17.

Jock Whitney landed here Thursday (13) for a three-week stay for Pioneer and Technicolor conferences. He is making his headquarters at Pathe where Pioneer is producing.

During his stay it is expected Pioneer's future production plans will be settled.

## 'PASSPORT' DELAYED

Hollywood, Dec. 17.

Columbia's 'Passport to Fame', the Edward G. Robinson picture, washed up Tuesday night, 15 days behind schedule.

Picture is the second straggler on the lot, 'Carnival' limping in last week nine days over the schedule.

## Elongated Pix Socking Exhibs; H'wood Blames It on Studio Ego

Hollywood, Dec. 17. In the past few months a dozen features have been released, the running time of which has been well over 105 minutes. Against an average running time of silent pictures which was around 75 minutes, talkies about 80 minutes.

Now comes the hour and three-quarter features and a terrific headache for theatre operators, particularly those playing double features. And who isn't?

Recent features which have gone over 105 minutes are 'Monte Cristo', 'Cleopatra', 'Gay Divorcee', 'Barrett's', 'Tobacco', 'Treasure Island' and 'Scarlet Empress'.

When played on twin bills, it means that the theatre doesn't break until 1 a. m. It also means that if the house is in a neighborhood, it opens at 7 p. m. and the first show isn't over until 10 or 10:30. That kills any chance of turnover on a second show. Even without the long pictures and the two average length pictures it's 9:30 before the first performance is over and 12:30 before the show breaks.

Studios are being blamed for not getting a picture down to program.

## Amusements, Marking Time, Follow General Reactionary Trend; 4 Show Issues Among Market's Hot Dozen

### Yesterday's Prices

Sales	Col. Pict.	High	Low	Last	Net
1,500 Col. Pict.	47	47	44	44	—
1,500 East. K.	104	104	104	104	—
1,500 Fox A.	134	134	134	134	—
1,500 De. C.	204	204	204	204	—
1,500 Loew's	354	354	354	354	—
1,500 Pathé	414	414	414	414	—
1,500 RKO	514	514	514	514	—
1,500 W. B.	614	614	614	614	—
100 Test.	13	13	13	13	—

## ALLAN RIVKIN BOUGHT FROM MG FOR FOX LOT

Hollywood, Dec. 17.

Following his work on 'Okay Argentina' Fox has bought Allan Rivkin's writing contract from Metro.

Rivkin left for New York Saturday night to make arrangements for publication of 'I Want' Born Yesterday', which he authored with Leonard Spigolglass. McCauley will publish.

## Par Wins Priority from MG on Nightingale Pic

Hollywood, Dec. 17.

Metro has dropped its idea of making 'The Brave Live On' yarn based on the life of Florence Nightingale in favor of Paramount, which proved priority to a story on the English nurse, announced last July.

Paramount at that time announced it would make a picture based on the Crimean War experiences of the nurse, and since then has had a script completed. Recently Metro bought 'Brave Live On' from Florence Ryerson and Collin Clements and Par, put in a protest.

Paramount, holding off production until priority was established, will now assign a director to its story, hoping to get into production with it early in the new year.

## WEITZENKORN'S CHORE

Louis Weitzenkorn has closed a one-year hiatus deal with Alliance.

Author left for the Coast Saturday (15).

length of around 80-90. Trimming could be done on most of the long features, but it is charged this would mean that some favorite piece of writing, direction or acting would have to come out.

It usually means that some single person is weighty enough to keep him in exorbitant material, no matter how much other people. On the picture, would-like-to-see-it-eliminated. Another cause is that since the screen found voice, there has been a marked tendency to overwrite and likewise a great tendency, mostly through personal pride of producer, to see everything violated on the screen.

With a picture playing only about 10% of its dates as a single feature, time element is important to box offices, where the patrons, particularly families, object to being kept up so late. Youngsters who get family permission to attend neighborhood houses are prevented from going because of parental objections. It's a hard thing to do anything as long as producers continue to turn out pictures running over 90 minutes.

Market yesterday (Monday) was colorless, the slight price changes meaning little. Amusements, led by Loew's common and Pathe A. waded in. RKO was active and higher while Radio Corp. common stiffened to 5%.

Reactionary tendencies continued to grip market in most of sessions during past week. Dow Jones Industrial averages slipping 1.93 points to 100.84 at close. Amusement group followed general trend and fell back 0.562 points to close slightly above 28%. Such action had been anticipated, and it was only reasonably to expect amusements to take time out to consolidate recent gains.

Amusement group of 12 representative stocks rose to 28 on average and declined to 24 at its lowest point. Pronounced weakness in Eastern stocks and declining tendencies of Loew's common and Pathe A. augmented the general slump in this group. In fact, only four of the 12 managed to wind up week behind plus signs.

Amusements had closed higher as a group the previous six weeks and only the most optimistic bulls had expected a continuance of that trend. Clearly, the decline in amusement group last week probably enhanced its position. Further consolidation in period of marking time would seem likely.

Interest in group was centered on Loew's common and action on common was slated. Precise action was an extra cash dividend, as had been forecast. Some were disappointed at the amount, but the share extra being voted. But this, plus usual 25c quarterly payment, made a neat Christmas gift for shareholders, dividends being payable Dec. 31 to stock on record Dec. 21.

Stock fell back on good news, but rallied near close, 35%, where it was off a point on week. Loew's common had gone to a new high for year at 37 preceding action on dividend, but its nearest approach during past week was 36%. Volued was above average as preceding week. Some stockholders apparently had been expecting 51 as an extra payment or at least a 5% increase in regular quarterly payment.

Loew's Salaries

Previous to vote on dividend a report was made to annual meeting of expenditures for management salaries. The figures issued showed that Nicholas Schenck, president, received \$215,000; David Bernheim, vice-president and treasurer, \$148,554; J. R. Rubin, an official of Metro-Goldwyn-Mayer, \$87,000 during past year. It also was revealed that Irving Thalberg, Rubin and Mayer received total salaries of \$387,000, and that in addition, the Mayer company, composed of these individuals, received \$71,738 as the share of the profits from Metro-Goldwyn film production, C. C. Moskowitz was elected a director to Loew's, Inc., at the meeting.

Metro-Goldwyn preferred stiffened to 27% and advance of annual 7% (Continued on page 37)

## N. Y. to L. A.

Edward Small.  
 Louis Weitzenkorn.  
 Lillian Hellman.  
 Sam Wood.  
 Harry M. Warner.  
 S. Charles Einfeld.  
 Andy Smith.  
 Jake Wilk.  
 Marguerite Wallman.  
 W. R. Sheehan.  
 Gabe Yorke.

## L. A. to N. Y.

Richard Boleslawski.  
 Bob Gilman.  
 John M. Stahl.  
 M. H. Coopers.  
 Willard McKay.  
 Herbert H. Yates.  
 Ralph Poucher.  
 F. Z. Med.  
 B. V. Harburg.  
 Frank Lawton.  
 Evelyn Laye.  
 Tom Mix.  
 Dick Carlisle.  
 Ray Long.  
 Allan Rivkin.  
 Pat Casey.  
 Henry Armetta.  
 Arthur Jacob.  
 Carroll Peacock.  
 Hardie Albright.  
 Martha Sleeper.  
 Nicholas M. Schenck.  
 Paul Muni.  
 Arthur Stebbins.  
 Claude Rains.

# NON-AT'L Z-SCHEDULE

## Mascot Tagged as Code Violator. Agrees to Behave Under NRA Whip; Other Indies Face Wage Complaints

Hollywood, Dec. 17. After the Studio Labor Board brought in its decision on 12 complaints filed against Mascot Pictures for asserted violations of minimum wage scales as set up by the Motion Picture Code, the independent producing company, through Al Levoe, signed a compliance agreement to carry out all provisions of the Code, to pay scale wages for code work henceforth and to eliminate practice of having workers hired on one classification or work double up on something else that rates higher or lower pay.

The Studio Labor Board, after hearing the complaints against Mascot, ordered the latter to make restitution in several cases.

**Claims Ignorance of Rules**  
Argument of Levoe, who acted for Nat Levine and the company, was that he did not understand that workers hired for one type of job could not do work of another classification where the scale was different.

In commenting on the complaints before the Studio Labor Board, Levoe stated that only two of the 12 had to be adjusted, and total amount of \$15.97 was paid to the complainants in those two instances. The other 10 complaints, he asserted, were dropped by the board.

Although Mascot was reported to be the first independent to be hailed before the Studio Labor Board on alleged wage scale violations of code rates, it is known that numerous of the small independent companies will have complaints filed against them by unions and other employee groups.

**Crafts-Rounding Up Evidence**  
The craft organizations are starting an aggressive campaign to obtain affidavits of members who were forced to accept lower code scale figures. They are even gathering affidavits of members who are approached by the quickie producers to chisel on existing code rates, and who lose their jobs when they refuse to talk cutting prices.

With the Studio Labor Board apparently ready to take action against code wage violators, the unions and other organizations are ready to push their complaints. If there should be a slip-up in any proceedings where one or more groups find a quickie producer is a consistent chisel with his crews as a result can be obtained, there is a chance that certain of the unions will put up the ban whereby no members of the organizations can accept jobs with the guilty quickie makers.

**N.Y. INDIES PROTEST  
LOEW'S PROTECTION**

The I.T.O.A. will hold a meeting tomorrow (Wednesday) to consider a resolution of protest against the Loew Circuit's system of protection now in effect in Greater New York. Indies claim that under this system they do not get pictures for their houses until the Loew theatres have played them, which in some instances is declared to have been more than two months after the first run.

**WARNERITES WEST**  
Warner exec group left for the Coast Friday (14) to begin work until after the first of the year. Periodic studio huddle on production.

Mr. and Mrs. Harry M. Warner, Andy Smith, Jake Wilf and Mr. and Mrs. S. Charles Dinkelspride, the departing contingent.

## POSTPONE ON BRANDT

Hearing on Newark Yelp Against WB Put Over by C.A.

Due to inability to get a full board together, the hearing of Harry Brandt's claim of excessive protection against his Broad Street theatre, Newark, by Warner Bros., called for yesterday (Monday) was postponed by the Local Board of the Code Authority until Friday (21). Postponement was made over the vigorous protest of Brandt, who charged that failure of the major distributor's representative, in this case Joe Lee of Fox, to attend the hearing was damaging his Brandt's interests. Local Board's secretary said that an effort was made to get an alternate but there wasn't sufficient time and the postponement was necessary, as under the rules the board could not function without the presence of a major distributor's representative.

Brandt's complaint against Warner is that his Broad St. theatre is set back by a 30-day protection arrangement between Warner theatres and distrib.

## Breaches of NRA Being Handled by Calif. Labor Bd.

Los Angeles, Dec. 17. Prosecution of NRA code violations involving labor complaints, picture and otherwise, in this district, will be handled through the California State Labor Bureau, according to a decision reached last week between Charles H. Cunningham, code compliance executive, and Deputy Labor Commissioner Barker and the bureau's attorneys, Charles F. Lowy and Leo Schaumer. As yet no violations involving picture or theatre cases have been prepared for legal action, although a number loom in the offing, together with many asserted violations in other industries now in preparation for the courts.

NRA is relying on the State agency for its enforcement channel because California, through legislative act, has adopted the National Recovery Act as its State code of fair practice.

Code lapses, complained of to NRA, will thus be handled for adjustment through the regular routine of labor cases which is the State Labor Bureau's special province, instead of being taken directly to local or Federal courts by the code administration.

Activity in the Bureau and almost daily conferences between Cunningham and Barker and the bureau's attorneys, Charles F. Lowy and Leo Schaumer, are being sharpened for vigorous action.

## Congested Music Hall Gives 'Gables' to Roxy

Released by the Music Hall, N. Y., which has first call under its contract, Radio's 'Anne of Green Gables' has been sold to the Roxy. It goes in Christmas week (21) on a two weeks' commitment.

Although released out of town, picture has been held up in New York while the Music Hall was making up its mind due to product jam.

## CODE AUTHORITY SEES IT'S FUTILE

Instead the Local Zoning and Clearance Boards Will Give It a Once-Over Lightly as Each Squawk Looms—K. C. Test Precedent's Fliv Was the Convincer

## NEW ARTICLE VI

It's official that there will be no such thing as a clearance and zoning schedule written into the revised film code. The thing is out definitely and completely. Instead the Code Authority will feel welcome to consider any zoning and clearance squawk individually and locally.

From now on any mention of schedules in zoning and clearance gets the absent minded treatment from the C.A.

The simple fact of the matter is that schedules based on price cannot be had legally. So, the matter is to be let alone. It took a year or more to figure the thing out but anyway it's final figured.

Exhibits and others may have spent time and money to demonstrate their knowledge of the scheme of things in the film business, and travelled long distances for that purpose to hear themselves talk before the C.A. in New York, but that's all they accomplished.

Eventually the schedule portion of zoning and clearance will probably be thrown out of the code via an appeal to delete the code.

So far as can be gleaned the Code Authority privy council figured on this outcome anyway. That's how come the amendment to the code not so long ago to read as follows:

'A new subsection (c) to be added to Article VI, Part I, Section 7: (c) Local Clearance and Zoning Boards, in addition to the powers and duties otherwise provided for (Continued on page 63)

## When Film Code Reopens Wed. (19), the Pic Biz Will Seek to Ease Its Own Restrictions on Realty

## Rosy's New Billing

Washington, Dec. 17. Sol A. Rosenblatt, who is doubling as head of the NRA compliance staff and chief of Division Five, was given a new moniker last week by the NRA board. Instead of being 'Director of Field Administration,' Rosy now goes under the tag 'Compliance and Enforcement Director.'

Board explained new label is more descriptive of the duties of the position.

## M. P. LAB CODE COMPROMISED

Washington, Dec. 17. Compromise over changes in labor clauses of the motion picture laboratory code was reached last week at a conference of trade leaders and Government officials. Revised compact is expected to be approved some time this week.

Principal concession obtained by labor provides for reduction of time for night work. Under agreement negotiated by Deputy Administrator William P. Farnsworth, 40-hour limit on day work is continued but a 35-hour maximum is applied to night work with employees getting paid at the rate of 40 hours for the shorter period.

## Fremd-MG Dickering

Hollywood, Dec. 17. Metro is negotiating with Karl Fremd for a directorial contract. Fremd, a director recently left Universal where he had been for five years.

## Stockholders' Battle Looms for Pathe's Reorg. Meeting on March 4

A stockholders' battle that may have repercussions in court looms up for the extraordinary meeting of Pathe, Inc., scheduled for March 4, 1935, by order of N. Y. Supreme Court Justice Cotto. A growing group of stockholders, backed by heavy legal artillery, is planning to open a campaign of reorganization plan which the present board of directors is desirous of putting through. This phase is the clause which authorizes the new corporation to issue collateral secured notes limited to the aggregate principal amount of \$4,000,000, the security for which is to be the assets of the corporation.

Opponents to the plan claim that this loan provision weakens the new financial structure as contemplated and jeopardizes the interests of general stockholders by virtue of the fact that it has a prior lien on the assets of the company. This position, it is claimed, does not work to the best advantage of holders of 8% preferred stock and the Class A preference stock because, in the event of liquidation, their rights are impaired through the obligation of covering the collateral note issue first. At present the Class A preference stock occupies a right of priority in liquidation, which amounts to \$50 per share in case of involuntary liquidation and \$75 per share in case of voluntary liquidation.

What the opposition wants, and will put up a stiff fight for, is to maintain its priority rights without impairment. It claims that if the company needs refinancing the stockholders should be given an opportunity to participate in order to protect their holdings, and in this respect it points out that there is no provision in the reorganization plan to give them rights to subscribe to the loan issue. As the plan now stands, they claim, the \$4,000,000 loan issue can be given to any individual or group of individuals that the board of directors wants to, thus serving to deprive the stockholders of their priority position in the event of liquidation, without an opportunity of protecting themselves.

In the matter of assets, opposition avers that Pathe's ownership of 49% of Dupont Film, listed in the company's comparative consolidated balance sheet at \$4,000,000, is actually worth around \$8,000,000, and the question is asked what would happen to it in the event that the company defaulted at some later date on the collateral secured notes. The Dupont stock is the company's principal asset.

The opposing stockholders claim that the company has no right to deprive them of their rights invested in them by the class of stock they hold, and they are preparing to carry their fight to the highest court in the event that the matter cannot be threshed out at the March meeting.

Filmdom will render a picture of legal self-abnegation at the public hearing of the NRA on the film code which is to be held on Wednesday (19) in the small ballroom of the Willard Hotel, Washington. The move will be unprecedented. Filmdom will tell the Government that one of its own concealed code portions should be deleted from the code because the clause is illegal per se.

This is Part 6, Division 5, of Article VI. It pertains to interference by parties in negotiations for leasing, owning or operating property in the film business. The clause prohibits such interference.

Filmdom's wisdom who attempted so zealously to make the film code provisions as exclusive as possible, in those early code-drafting days, have, suddenly, and after a year, found themselves tripping over their own shrewdness. There are other clauses, equally as shrewd and as impossible for the industry to carry out under the code but these will not come before the NRA at this coming hearing.

Among such rules is one permitting premiums, and to which a goodly portion of the industry is opposed, especially the major chains.

## Zoning-Clearance Again

More important than any of these foregoing is the proposal of the code to set up schedules of zoning and clearance. Such schedules have not been set up but no request has been made to eliminate these provisions from the code.

The code permits 10% cancellation of programs as purchased on certain ground. A 40% cancellation is asked for publicly by the MPTOA through Ed Kuykendall, president. To achieve this extra percentage of cancellation, the code must be amended. But no amendment of this 10% rule has been sought so far and will not come up at the scheduled NRA public hearing on Wednesday (19).

The elders of the industry and filmdom's shining legalities, which includes among its former associates the present code compliance director, apparently figured too smartly when making the code. What they attempted to do was to apply the industry's principle of non-raiding of talent, to matters of real property also. In the matter of the property clause, the code writers and the trade's savants were treading on the possible rights of third parties. Thus the clause may be unconstitutional.

It is more than likely that there will be no objection to the deletion of this clause especially since those who framed it are now themselves appealing that it should be eliminated. The clause serves no constructive purpose as part of the code.

There are other amendments which are being sought, and which have to do with granting the Code Authority the right to extend for itself the time limit for consideration of appeals at the conclusion of such hearings. Under the amendments sought, the Code Authority is seeking to have the privilege of granting itself an additional 30-day limit, or 45 days in all, if necessary to consider decisions it may want to make.

Such extensions as are sought may provide an open season for stalling on decisions but more than likely the extensions are asked for because experience during the past year indicates the Code Authority should be given more time for such purposes.

## Wallace at Fox

Hollywood, Dec. 17. Richard Wallace, going to Fox to direct 'On, Will do 'Day Never Came,' Vina Delmar story. Yarn is being scripted by Bartlett Cormack.



# Yank Films Having Tough Going In Paris; 'Caravan' from \$24,000 To \$7,000 in Week; Two UA Flops

Paris, Dec. 8. American films are having a tough time standing up in Paris now. Characteristic complaints are that they start out big and taper off much too quickly for comfort. One example is Fox's 'Caravan,' which did a nifty \$24,000 the first week at the Pathe-Nathan Marignol, then dropped to about \$11,000 on the second week and to under \$7,000 in the third. Same picture, incidentally, grossed approximately under \$30,000 in two weeks at the Metropole, Brussels, and there.

United Artists has been taking the worst rap locally in the way of diminishing returns. British-made 'Don Juan' with Doug Fairbanks went boom badly, and 'Daily Bread' repeated.

'Men in White' had a good opening at the Madeleine, but had to struggle thereafter.

'Don Juan' (UA-London Films) (Lionel Barrymore) (6th week). Been taking the rap since its headachy start. Started on first week with about \$5,000, fair; went down to \$2,700 on second and third weeks, and to about \$3,000 the third week and even less in the fourth. Being held in until January. Here, 'Don Juan' is bilingual, was in Spain, is ready to follow.

'Caravan' (Fox) (Marignan) (4th week). Been booking headaches. French straight shot version made in Hollywood by Eric Pommer and with Charles Boyer was a flop. Natural. Opened strong at \$24,000, but immediately fell off, getting less than \$11,000 on the second week and about \$7,000 on the third.

'Our Daily Bread' (The Miracles) (5th week). Died at the Marignan, as a hit because of good publicity and rave notices. First week, \$5,000, good; dropped to about \$4,600 on second and third weeks and almost a complete fourth week and fifth weeks. Being taken into stock by UA. Pl. Fox 'Marie Galante' releases.

'L'Arzan and His Mate' (Metro) (1st week). No gauge yet on pulling strength. 'Men in White,' dubbed French, just closed at the mediocre run of only four weeks. Figured too American for here, the picture does not know such modern hospitals exist.

'Dames' (WB) and 'Gambling Lady' (WB) (6th week). Doing okay. Warner musicals always play this house and have won it steadily since.

'It Ain't No Sin' (Par) (Champs-Élysées) (1st week). Just opened and looks set for a pleasant stay. 'L'Arzan' (WB) (1st week). The house has the French boys and girls plenty interested.

'The Woman in the Moon' (Radio) (Eduard VII) (3rd week). This has been the best U. S. money film here in some time. The picture is being replaced last week by 'No Greater Glory' (Col) but latter picture is so holding on for a bit.

'Blood Money' (UA) (Universal) (1st week). George Bancroft is a name to conjure with. Picture got off to a grand start at a small-seater, and looks like about \$3,000 on the first day, \$450 on second and \$500 on third and looks like could build even more if house were bigger.

Other American films now running in Paris are 'Mysterious Game' (Radio) and 'Our Betters' at Club d'Artists; 'Little Man, What Now?' (U); 'The Hollywood Party' (MG), second run; 'Marceline' (U); 'The Girl in the Suits' (Col); 'Napoleon' (U); 'Miss Ruggles' (Par); and 'Notorious Sophie' (Par) (Pantheon); 'Finishing School' (Radio); 'Rasputin' (WB); 'Whirlpool' (Col) (Studio); 'The Great Day' (U); 'Yesterday' (U) dubbed in French; 'Studio Hausmann'; 'Twentieth Century' (Col); 'The Great Day' (U); 'Hips Hooraay' (Radio); 'Washington' (U).

## OMAHA DOWNS

'Hell in Heaven's' Dual May Get \$6,000

Omaha, Dec. 17. Weather man is predicting a streak in good grades by returning to normal conduct, but it makes little difference. Theatre row is just a place people used to patronize a couple of weeks ago, and it's the department stores that are the focal point now. With the jammed streets, busloads of sidewalkers, over-crowded trams it seems the entire populace is downtown from the theatre, but the picture is so good that it should do the theatre some good.

Estimates for This Week: Orpheum (Blank) (2,750; 25-40) - 'Hell in the Heavens' (Fox) and 'Caravan' (Fox). Started for about \$2,000, good. Last week, 'Hell in the Heavens' doubled with 'Bachelor

of Arts' (Fox) to just top average and do about expectations. \$2,200. Brando (Singer) (2,200; 25-40) - 'Kentucky' (Kernels) (Radio) and 'Hell in the Heavens' (Fox). Opening strong, but some doubt about the rest of the week. Started for about \$4,500, but questionable. Last week, 'Kentucky' dropped to about one grand. Any way wound up close to \$4,000.

World (Blank) (2,100; 25-35) - 'Case of the Howling Dog' (WB) and 'Cheating Cheaters' (U). Likely round \$4,000. Under new manager Emmon. Last week 'Lighthouse Blues' (Par) and 'Strange Wives' (U) the features. Stopped at \$4,300.

## 20,000 GOBS ON SHORE LEAVE HYPOFRISCO

San Francisco, Dec. 17. A theatre business in the pre-Xmas slump was hoped up a little by 20,000 gobs on Market street this week. The gobs were warmen flocked to the first runs.

Estimates for This Week: Golden Gate (RKO) (2,844; 30-35) - 'Silver Streak' (Radio) and 'Horace Hild on stage with Bert Levey vaudeville. Good for around \$15,000, black ink. Last week 'Captain Hates Sea' (Col) with 'Held' stage show finished with \$15,000 and profit.

Par (Leo) (5,000; 30-35-40) - 'I Am the Champ' (WB) and 'Bachelor of Arts' (Fox). Will hit around \$5,000, fair. Last week 'Wicked Woman' (MG) and 'Green Eyes' (Par) closed at \$5,000 and profit.

Orpheum (F & M) (2,440; 30-35) - 'Machines Are Coming' (MG) and 'White Lies' (Col). Black ink. Warfield (FWC) (2,635; 35-40-65) - 'Painted Woman' (MG) and stage show. Shild hit around \$4,000 with Garbo. Last week 'College Rhythms' (Par) closed with \$18,000, and will move over to St. Francis.

Paramount (FWC) - 'Murder in the Clouds' (WB) and 'Babes in Toyland' (U). Will close week with \$10,000, no profit. Last week 'Music in Air' (Fox) and 'Behold My Wife' (WB) drew mid \$10,000.

St. Francis (FWC) (U) (2,440; 40-) - 'College Rhythms' (Par). Moved over from Warfield, doing okay in the house. The house has been plugged to Beverly and Billy Wilshire, local in picture. Will finish with \$10,000.

United Artists (UA) (1,200; 20-40) - 'The Girl in the Suits' (Col). Closed first week at \$4,000. Swell publicity and promotion work on this picture here.

Philadelphia, Dec. 17. Christmas parties do not indicate any reversal of the usual kind of all time attendance. Last week's trade wasn't so forte, but that didn't upset the prediction. Evelyn Prentice drew \$11,500 instead of the anticipated \$10,000 at the Boyd, but the rest is still third week.

Estimates for This Week: Aldine (1,200; 35-45-55) - 'Private and Public' (U). UA. Second week. Come to average of theatre's recent films. Maybe \$6,000. It opened Saturday and will run through Sunday. 'Mighty Barnum' opening midnight Christmas Eve. Last week 'Kid Kipling' (Col) collected a neat \$6,200 for its third week.

Academy (600; 25-30-40) - 'We Live Again' (UA). Second run. Parity good \$2,000. Last week 'The Little Friend' (Fox) also second run and flopped; \$1,100 in four days and out.

Boyd (2,400; 35-40-55) - 'Evelyn Prentice' (MG). Holds in today figure. Last week \$11,500. Will finish \$11,500 in the first six of these.

## 'MURDER IN CLOUDS' \$7,000, SEATTLE

Seattle, Dec. 17. Nothing in town this week to rave about, as holiday season is cutting into shops, with banks and socks getting tough.

Estimates for This Week: Blue House (Hamrick) (1,000; 25-40) - 'Anne of Green Gables' (Radio) third week in town. Looks like \$2,200, slow. Last week, same film, \$2,800, good. Enough considering season.

Coliseum (Evergreen) (1,800; 15-25) - 'Love Me Tonight' (MG). 'The Last Gentleman' (UA) dual. May rate \$3,200, pretty dull. Last week 'No and Forever' (UA) (Par) dual, \$3,600, fair.

Fifth Avenue (Evergreen) (2,400; 25-40) - 'Filtration Walk' (FN). May hold until Christmas day, for seven days. Last week, 'Filtration Walk' (FN) (Par) got about \$4,500.

Liberty (S.H.) (1,900; 25-35) - 'Love Me Tonight' (MG) (7th wk.). Steady, around \$3,500. Last week, same film, \$4,100, good.

Par (Leo) (5,000; 30-35-40) - 'Murder in the Clouds' (WB) and 'Babes in Toyland' (U). Moved over from Music Hall. May gather \$2,500. Last week, 'Murder in the Clouds' (WB) flopped around \$2,000.

Music Hall (Hamrick) (2,300; 25-40) - 'Love Me Tonight' (MG). Last week, 'Love Me Tonight' (MG) (7th wk.). Steady, around \$3,500. Last week, same film, \$4,100, good.

Par (Leo) (5,000; 30-35-40) - 'Murder in the Clouds' (WB) and 'Babes in Toyland' (U). Moved over from Music Hall. May gather \$2,500. Last week, 'Murder in the Clouds' (WB) flopped around \$2,000.

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# Santa, Strike and Wrong Weather Make Tough Going in L.A. Zone; 'Gentleman' \$11,500 in 2 Theatres

Los Angeles, Dec. 17. Loads of rain for the early part of the week, balmy Sunday (16), and a strike, plus Christmas shopping, better continuation of the street car strike, are rather tough obstacles for the first runs as well as naive houses.

Newspapers have piled down on the street car rowdiness so that the downtown merchants would not be hampered, but they still fear the timid ones who shy at anything that sounds like violence and keep miles away from the theatre.

Paramount is the leader of the premier picture contingent with a circus on the stage figured to draw the school. First to book, screen offering, 'One Hour Late,' will have to depend on the stage attraction for most of the take. The picture, 'Last Gentleman,' George Arliss opus, got off to a mild start on day and night engagements at Chinese and State. Patronage on this mostly elderly folks, which will bring the houses in which a respective stage and screen show the same, but in both cases poor.

Hollywood and RKO, on the day and night engagements at Chinese and State. Patronage on this mostly elderly folks, which will bring the houses in which a respective stage and screen show the same, but in both cases poor.

Four Star now in double bill routine, having gotten away from day and date with United Artists, but now is in the last few. Screen head above the drowning mark with the new idea, either. 'Imitation of Life' (WB) and 'The Last Gentleman' (MG) are holding up big and will draw more than house generally averages for the season. 'Imitation of Life' (WB) has been in the last few. Screen head above the drowning mark with the new idea, either. 'Imitation of Life' (WB) and 'The Last Gentleman' (MG) are holding up big and will draw more than house generally averages for the season.

Chinese (Grauman) (2,025; 30-40-65) - 'Last Gentleman' (20th Cent.). With weather elements against it, the picture is not doing well. Trade will not hit over the \$4,000 mark, away off for an Arliss piece (2nd week). Pretty tough struggle with \$3,600, which is profit for house.

Clairion (Paramount) (1,600; 25-30-40) - 'Lady by Choice' (Col) and 'Machines Are Coming' (Mascot) split. Last week, 'Lady by Choice' (Col) and 'Machines Are Coming' (Mascot) split. Last week, 'Lady by Choice' (Col) and 'Machines Are Coming' (Mascot) split.

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## PRE-XMAS HITS PROVIDENCE HARD

Providence, Dec. 17. The pre-Christmas bugaboo is the biggest crowd, crowded downtown in years, but the natives just seem to be bent on visiting the department stores. Business is off at all stands, but the theatres are resigned to their fate this week and are making little or no effort.

Walter Hampden in town Saturday (15) selling out the balcony at both performances.

RKO Albee's picture, 'West of the Pecos,' is getting help, too, from the stage show.

Estimates for This Week: Fox (2,200; 15-25) - 'I Am a Thief' (WB) and 'Music Hall Varieties' on stage; nice show, but being passed up by the mob for the department stores. Gross should hit close to the \$7,000 mark, however.

Last week 'Port of Lost Dreams' (WB) and 'The Last Gentleman' (MG) and 'Cafe on stage; unit was what brought in the coin; oke at \$3,200.

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## Philadelphia Negative

'Don Juan' \$6,000; 'Babbitt' \$13,000; 'Even-song' \$13,000—Whole Town Blah

Philadelphia, Dec. 17. Christmas parties do not indicate any reversal of the usual kind of all time attendance. Last week's trade wasn't so forte, but that didn't upset the prediction. Evelyn Prentice drew \$11,500 instead of the anticipated \$10,000 at the Boyd, but the rest is still third week.

Estimates for This Week: Aldine (1,200; 35-45-55) - 'Private and Public' (U). UA. Second week. Come to average of theatre's recent films. Maybe \$6,000. It opened Saturday and will run through Sunday. 'Mighty Barnum' opening midnight Christmas Eve. Last week 'Kid Kipling' (Col) collected a neat \$6,200 for its third week.

Academy (600; 25-30-40) - 'We Live Again' (UA). Second run. Parity good \$2,000. Last week 'The Little Friend' (Fox) also second run and flopped; \$1,100 in four days and out.

Boyd (2,400; 35-40-55) - 'Evelyn Prentice' (MG). Holds in today figure. Last week \$11,500. Will finish \$11,500 in the first six of these.

## 'Dagger' Shunts 'King'

Hollywood, Dec. 17. Production men and Robert Flory switched from 'King of the Ritz' to directing 'Florentine Dagger' at Warners. Latter is ready for production while the other is still in the studio.

'Ritz' probably will go into work in three weeks with William Garand and Ann Dvorak already cast and Warners trying to borrow Paul Lukas from Meire for the top spot.

**WB's 'Devotion'**  
Hollywood, Dec. 17.  
Warners will make 'Devotion,'  
earn about the three Bronte sisters.



# HUB SLUFFING, 'VEIL' ALONE FAIR 4G

Boston, Dec. 17.

Hub just sluffing along after series of his breakers last week. With the free show rash practically eliminated, except for the Scott Fur thing at the Opera House, Sundays' a sleaze of zero weather broke at the same time bombs were planted in two Boston indie film houses, Tremont and Majestic. Benefit of the weather rise badly stymied by general set-back to all houses as result of dynamiting.

On top of all that there's the usual seasonal slump. Brightest spot is Loew's Orpheum with 'Painted Veil' (second run) and there it looks as if Garbo would give Santa Claus a run for his money. 'Don Juan' and 'Men of Night' at Loew's State looks fairish as a dual bill.

Met out of shopping district, playing 'Music in Air' and stage unit in the lower brackets as is the Keith Memorial with 'Man Who Reclaimed His Head.' RKO Boston promotes fair b.o. strength with 'Cheating Cheaters' and vaude.

Estimates for This Week

Fenway (M&P) (1,800; 25-30-40-50) — 'Man a Thief' (WB) and 'One Hour Late' (Par), dual. Looks like a soft \$3,000. Last week below par, \$2,500. 'Gentlemen Born' (FN) and 'Hell in the Heavens' (Fox), double.

Keith-Boston (RKO) (3,800; 25-30-40-50) — 'Cheating Cheaters' (U) and vaude. Promises a fair \$12,000. 'Kentucky Kernele' (Radio) and vaude last week did \$13,500 in spite of seasonal drawback. 'Sailor's fur show, aired through WNAC on Boston stage Sunday nights to compete with Scott Fur gratis show at big Opera House figured a definite b.o. boost.

Keith Memorial (RKO) (3,900; 25-40-55) — 'Man Who Reclaimed His Head' (U). Headed for possible \$8,500, but no more 'Initiation of Life' (U) drew a tame \$10,500 last week. 'Little Minister' (Radio) booked for Christmas opening.

Met (M&P) (4,400; 35-50-65) — 'Music in the Air' (Fox) and Harry Gurney unit on stage. Looks like a slim \$16,000. 'Behold My Wife' (Par) and stage show, added to low \$18,000 last week. 'Mal Hallett' in third personal appearance here no help to weak flick.

Orpheum (Loew) (3,000; 25-40-55) — 'Painted Veil' (CNC) and vaude. Bright spot at \$14,000 promises, even with shopping take-away. 'Kid Millions' (U) and vaude fair last week at \$13,500.

Paramount (M&P) (1,800; 25-30-40) — 'I Am a Thief' (WB) and 'One Hour Late' (Par), dual. Angers ok, \$7,000. 'Hell in Heavens' (Fox) and 'Gentlemen Born' (FN) doubled, better last week at \$11,500.

Scollay (M&P) (2,700; 25-35-50) — 'College Rhythm' (Par) and vaude. Will do a fair \$6,500. Last week medium \$6,500 with 'Hell in Heavens' (Fox) and vaude.

State (Loew) (3,600; 30-40-55) — 'Don Juan' (UA) and 'Men of the Night' (Col), dual. Looks like a blash \$11,000. 'Evelyn Prentice' (MG) and 'Gay Bride' (MG), doubled, better combo last week at \$15,000. 'Prentice' the booster.

## N. O. CROSSING UP KRIS KRINGLE, BIZ NOT BAD

New Orleans, Dec. 17.

'Don Juan' very wan at the box-office but, outside of the Fairbanks film, things are not pre-Christmas. 'Lady By Choice' is going places at the Orpheum. Gambling is kinda light at St. Charles and Tudor is content with 'Pursuit of Happiness'.

Estimates for This Week  
Sauger (3,585; 40) — 'Limehouse Blues' (Par), East popular with local fans and will do \$11,000. Last week 'Initiation of Life' (U) drew fine \$10,000.

Loew's State (3,218; 40) — 'Don Juan' (UA). Next to lowest grosser house ever held and \$5,000 will be top. Last week 'Live Again' (U) did last few days, slipping to \$7,000.

Orpheum (2,400; 35) — 'Lady By Choice' (Col). Lombard and Robson ok for next \$8,000. Last week 'St. Louis Kid' (RKO) romped to \$8,000 after slow beginning.

St. Charles (2,200; 25) — 'Gambling' (Fox). Not too forte, \$1,500 will be all. 'Little Friend' (G-B) achieved nice \$2,000 last week. Tudor (700; 25) — 'Pursuit of Happiness' (Par). Okay for good \$2,000. Last week 'Lost Lady' (WB) hit high \$2,700.

## Comparative Grosses for November

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

### NEW YORK

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
<b>CAPITOL</b> (8,400; 30-35-65) High, \$110,400 Low, 10,000	Outcast Lady \$25,000 (Amos 'n' Andy) (Stage Show)	Evelyn Prentice \$37,000	Prentice \$25,000 (2d wk)	Widow \$32,000
<b>PARA-MOUNT</b> (8,004; 35-55-75-85) High, \$95,000 Low, 10,800	Wigga \$25,000 (2d wk)	White Parade \$28,000	Parade \$20,000 (2d wk)	College Rhythm \$35,500
<b>MUSIC HALL</b> (8,800; 40-50-85-100-110) High, \$118,000 Low, 14,000	Live Again \$37,000 (Stage Show)	Live \$77,000 (2d wk)	Divorcee \$98,900	Divorcee \$50,000 (2d wk)
<b>ROXY</b> (8,200; 25-35-55-65) High, \$173,600 Low, 5,200	Kansas Princess \$23,300 (Stage Show)	Always Tomorrow \$28,400	Evenings \$26,100	Imitation Life \$42,600
<b>RIALTO</b> (2,000; 40-50) High, \$72,000 Low, 5,200	Bike Rider \$9,000 (6 days)	1st World War \$13,000 (6 days)	War \$10,000 (2d wk)	Menace \$8,500
<b>STRAND</b> (2,000; 25-35-55-65) High, \$61,200 Low, 4,500	St. Louis Kid \$36,500	Kid \$13,200 (2d wk)	Firebird \$16,700	Gentlemen Born \$11,500

### CHICAGO

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
<b>CHICAGO</b> (8,940; 35-55-70) High, \$78,000 Low, 18,500	Wigga \$28,100 (Stage Show)	Peck's Boy \$20,800 (Jockey Cooper)	Happiness Ahead \$35,900 (Ted Lewis)	College Rhythm \$35,800 (Don Zenger)
<b>PALACE</b> (8,800; 35-55-65) High, \$34,700 Low, 7,000	Divorcee \$25,000 (4th wk)	Divorcee \$21,200 (4th wk)	Expectations \$14,000	Kentucky Kernele \$10,800 (5 days)
<b>UNITED ARTISTS</b> (8,000; 35-55-65) High, \$43,500 Low, 3,300	Barretta \$10,000 (4th wk)	Transatlantic \$12,500 (10 days)	Live Again \$20,600	Again \$14,000 (2d wk)

### LOS ANGELES

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
<b>DOWN-TOWN</b> (1,800; 25-30-40) High, \$38,200 Low, 17,700	Wednesday's Child \$4,900 (Vaude)	Kentucky Kernele \$7,900	Firebird \$4,300	Jealousy \$4,000
<b>HOLLY-WOOD</b> (2,700; 25-35-40-50) High, \$37,800 Low, 3,100	Divorcee \$6,400 (3d wk)	Bike Rider \$4,500	Age Innocence \$5,000	St. Louis Kid \$4,500 (6 days)
<b>PARA-MOUNT</b> (8,000; 30-40-50) High, \$57,800 Low, 5,600	Pursuit Happiness \$12,000 (Stage Show)	Limehouse Blues \$17,000	College Rhythm \$26,200	Rhythm \$14,600 (2d wk)
<b>STATE</b> (3,024; 30-40-50) High, \$48,000 Low, 4,900	Hideout \$6,900	Galante \$5,100	White Parade \$7,300	Live Again \$8,900

### BROOKLYN

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
<b>FOX</b> (4,000; 25-35-60) High, \$48,600 Low, 8,900	Peck's Boy \$16,000 (Stage Show)	Power \$17,700	Always Tomorrow \$12,000	Little Friend \$17,000
<b>ALBEE</b> (3,000; 25-35-50) High, \$45,000 Low, 9,000	Love Time \$13,000 (Vaude)	Kansas Princess \$14,000	Lady By Choice \$13,000	White Parade \$15,000
<b>PARA-MOUNT</b> (4,000; 25-35-50) High, \$57,800 Low, 5,600	Wigga \$16,500	Pursuit Happiness \$13,000	St. Louis Kid \$15,000	Gentlemen Born \$10,400
<b>METRO-POLITAN</b> (8,000; 25-35-50) High, \$39,000 Low, 13,000	Monte Cristo \$18,000 (Vaude)	Last Gentleman \$14,000	Transatlantic \$36,000 (Eddie Cantor)	Evelyn Prentice \$16,000
<b>STRAND</b> (2,000; 25-35-50) High, \$28,500 Low, 3,000	Du Barry \$6,000	Lemon Drop \$6,000	Wake Up, Dream \$7,000	Jealousy \$6,700

### ST. LOUIS

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
<b>AMBASSADOR</b> (8,000; 25-35-50) High, \$48,600 Low, 4,000	Hates Sea and Among Missing \$7,000	Expectations and Lost in Streets \$5,000	Bachelor Arts and Parade \$13,000	Art's Parade \$7,000
<b>FOX</b> (5,000; 25-35-55) High, 10,000 Low, 1,000	Judge Priest \$7,000 (2d wk)	Priest \$7,000 (3d wk)	Peck's Boy \$9,000	That's Gratitude and Gambling \$7,000
<b>STATE</b> (8,000; 25-35-55) High, \$31,500 Low, 8,000	Widow \$15,000	Widow \$9,000 (2d wk)	Transatlantic \$11,000	Evelyn Prentice \$10,000
<b>MISSOURI</b> (8,000; 25-40) High, \$29,500 Low, 5,000	Redhead and Galante \$5,500	Young, Beautiful and Return of Chandu \$6,000	Hell in Heavens and Night Alarm \$5,200	Jealousy and Cheating Cheaters \$5,000
<b>SHUBERT</b> (2,000; 25-35-55) High, 10,000 Low, 1,000	Happiness Ahead and Wagon Wheel \$11,000	Gentlemen Born and Wigga \$6,000	College Rhythm \$9,000	Flirtation \$7,000

### PHILADELPHIA

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
<b>EARLE</b> (2,000; 40-55-65) High, \$35,000 Low, 10,500	Exciting Adventure \$31,000 (Eddie Cantor) (Vaude)	Student Tour \$18,500 (Bowery Polles)	Firebird \$13,500	Lady By Choice \$17,000 (Amos 'n' Andy)
<b>FOX</b> (8,000; 25-35-55) High, \$41,000 Low, 10,500	Gambling \$12,000 (Stage Show)	Galante \$14,000	White Parade \$26,000	Parade \$14,000 (2d wk—5 days)
<b>STANLEY</b> (8,700; 35-45-50) High, \$48,000 Low, 3,750	Divorcee \$13,500	Divorcee \$9,500 (2d wk)	Pursuit Happiness \$7,500	St. Louis Kid \$11,000

### BOSTON

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
<b>KEITH-MEMORIAL</b> (8,000; 35-55-65) High, \$43,000 Low, 4,000	Richest Girl \$13,500	Age Innocence \$14,500	Expectations and White Parade \$14,500 (Spilt wks)	Parade \$17,000 (2d wk)
<b>ORPHEUM</b> (8,000; 25-40-55) High, \$23,000 Low, 4,000	Every Woman Knows \$15,000 (Olson & Johnson) (Vaude)	Transatlantic \$14,500	Student Tour \$10,000	Widow \$12,000
<b>METRO-POLITAN</b> (4,000; 35-50-65) High, \$68,000 Low, 2,500	Galante \$13,500 (Vaude)	Limehouse Blues \$30,000	Pursuit Happiness \$20,500 (Great Affairs)	College Rhythm \$35,000

### BUFFALO

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
<b>BUFFALO</b> (8,000; 30-40-60) High, \$42,000 Low, 9,000	Happiness Ahead \$21,500 (Daniels-Don)	Richest Girl \$17,500	White Parade \$20,000	College Rhythm \$20,000 (Jimmy Savoy)
<b>CENTURY</b> (2,400; 35-40-50) High, \$27,000 Low, 3,200	Chan In London and Straight Is Way \$6,200	Without Passion and Have Heart \$6,200	Pursued and Greatest Gamble \$5,200	Dragon Murder and Duda Ranger \$5,000 (5 days)
<b>HIPPO-DROME</b> (8,000; 25-40-50) High, \$22,000 Low, 3,600	Divorcee \$12,000	Divorcee \$6,300 (2d wk)	Live Again \$5,100	Flirtation Walk \$10,500

### SAN FRANCISCO

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
<b>PARA-MOUNT</b> (2,400; 30-35-40) High, \$37,500 Low, 5,500	Du Barry and Gambling \$10,000	Well in Heavens and Gentlemen Born \$10,000	St. Louis Kid and Limehouse Blues \$15,000	Babbitt and Pursuit Happiness \$10,000
<b>GOLDEN GATE</b> (2,840; 30-35-40) High, \$22,500 Low, 6,400	Divorcee \$15,500 (Stage Show)	Divorcee \$14,800 (3d wk)	Lady By Choice \$15,000	Chin Chow \$13,800
<b>WARFIELD</b> (2,680; 35-40-50) High, \$57,400 Low, 6,200	Widow \$24,200 (Stage Show)	Widow \$16,200 (2d wk)	White Parade \$22,000	Evelyn Prentice \$22,500

### PITTSBURGH

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
<b>PENN</b> (8,800; 25-35-50) High, \$41,000 Low, 3,750	Widow \$11,000	Live Again \$10,000	Transatlantic \$20,000 (Thurston)	Painted Veil \$12,500
<b>WARNER</b> (2,000; 25-40) High, \$29,000 Low, 2,000	Firebird and Lemon Drop \$4,000	Kentucky Kernele and Should Listen \$4,000	Dr. Megalia and Million Ransom \$6,400	Pursuit Happiness and Wednesday's Child \$4,400
<b>STANLEY</b> (8,000; 25-35-50) High, \$48,000 Low, 3,200	Richest Girl \$17,500 (Don Bestor-Guy Kibbee) (Stage Show)	Empress \$23,000 (Fred Waring)	Divorcee \$19,000	St. Louis Kid \$19,000 (Paul Whitman)

### WASHINGTON

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
<b>EARLE</b> (2,424; 25-35-40-60) High, 6,000 Low, 6,000	Empress \$18,000 (Vaude)	Gentlemen Born \$17,000 (Buddy Rogers)	Lost Lady \$18,000 (Fred Waring)	Flirtation Walk \$22,000
<b>FOX</b> (8,400; 25-35-50) High, \$41,500 Low, 11,000	Transatlantic \$18,000 (Jack Denny) (Vaude)	Every Woman Knows \$25,000 (Duke Ellington)	Evelyn Prentice \$27,000	Galante \$20,000
<b>KEITH'S</b> (1,830; 25-35-40) High, \$21,000 Low, 3,500	Gift of Gab \$4,000 (5 days)	Lady By Choice \$5,000	Caravan \$4,000 (5 days)	Wednesday's Child \$2,500 (2 days)
<b>PALACE</b> (8,000; 25-35-40) High, \$32,000 Low, 5,000	Widow \$20,000	Widow \$11,500 (2d wk)	Wigga \$14,000	Painted Veil \$20,000
<b>COLUMBIA</b> (1,203; 25-35-40) High, \$19,000 Low, 1,100	Love Time \$3,500	Judge Priest \$6,500 (Repeat)	365 Nites in Hollywood \$3,000	Widow \$3,000 (Repeat)

### MINNEAPOLIS

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
<b>STATE</b> (2,400; 25-35-40) High, \$26,000 Low, 2,500	Pursuit Happiness \$12,500 (Buddy Rogers)	Widow \$11,000	White Parade \$10,000	College Rhythm \$15,000 (Buddy Rogers)
<b>ORPHEUM</b> (8,000; 25-35-40) High, \$25,000 Low, 2,000	Bike Rider \$13,500 (Vaude)	Age Innocence \$12,000	Night of Love \$13,000	Love \$11,500 (2d wk)
<b>LYRIC</b> (8,000; 25-35-40) High, \$17,000 Low, 1,200	Lemon Drop \$2,200	Howling Dog \$3,500	365 Nites in H'wood \$3,000	Student Tour \$1,800

(Continued on page 20)













**"AND PLEASE, SANTA, SEND  
FRESH PRINT OF 'SWEET**



# OUR THEATRE MAN A NICE ADELINE' FOR CHRISTMAS"

Irene Dunne in "Sweet Adeline", from the Broadway Musical Hit by Jerome Kern and Oscar Hammerstein II. Directed by Mervyn LeRoy, with 10 songs and 12 stars, including Donald Woods, Hugh Herbert, Ned Sparks, Joseph Cawthorn. Ensembles directed by Bobby Connolly. A Warner Bros. Picture.

**PICKED BY "ROXY"**  
To Open Philadelphia's Glorified  
**ROXY-MASTBAUM**  
Christmas Eve, Under Personal  
Direction of S. L. Rothafel



**ROXY, N. Y.**

Winter gripped the nation for a week, so Pathe rates No. 2 on the program on that. Much of this is library stuff, since blizzards one of the nastiest of evils, as the next. Danger of typhoid in fog, release of past disaster shots, and how modern methods, including radio application, protect against fog hazards, is also offered by Pathe. The same reel newsws up the Yugoslavia-Hungary dynamite stick, being maps of Europe before the war was won, and speculating on the threat present, and other world holocaust. It is an alien



## Deval Pans American Films, And Press Kids Him for It

Paris, Dec. 2. Jacques Deval, French author, has opened one of those roaring campaigns against American films which will crop up here every once in a while.

Deval has been in Hollywood four times and has made a lot of money out of American films. Fox's version of his novel 'Marie Galante' is a current release.

He's the film critic of the illustrated weekly 'Marianne', and he uses his column for the opening gun, which consisted of one of the most violent attacks on 'Cleopatra' (Par) ever launched on a picture.

After a lot more on the same line, he closed by asserting that the U.S. is 'hermetically and disdainfully closed' to French films and that it is 'inadmissible in view of this fact,' that the French submit to such 'provocative and pitiful' American pictures.

In a later issue of the same paper Deval came out with the old cry that American films are choking out the French. Titring his piece 'An Open Letter to a Minister (he didn't say which minister)' he asserted that of 71 feature films showing in Paris 28 were American, plus an indefinite number of shorts, and wanted to know what happened to the quota. Each American film is a French film, said Deval, and thus takes all the profit out of the French business.

At the same time he told his readers he would never insult them by reviewing a dubbed picture.

The answer came a few days later in 'Pour Vous', the Transatlantic fan magazine, in which Deval, in an interview, admitted that he was going to produce films in the future based on his own stories.

He used the interview to take a new crack at American films.

"The last trip to California," he said, "convinced me that a terrible crisis is afflicting the cinema in the New-World."

Then he saw some French films, he added, which led him to believe that the French industry is getting started on the right track.

"If we took certain defensive measures" he said, "our national industry would be preserved."

"What, for example?" asked the interviewer.

"Above all, forbid dubbing," said Deval. "I have seen the American films of recent months and, believe me, the product is bad. Let's try to compete, not in quantity, but in quality. The Americans have a camera and we have only a rifle, but we are better shots."

Cinematograph 'Francisco', local trade weekly, in answering Deval said he ought to be ashamed of himself for taking American films and then going off on a tirade like that. Wants to know why newspapers let authors be critics anyway.

Gaumont Enchaine, weekly, which has toughest and latest film criticism in Paris, kids Deval without mercy for wanting to keep out such films as 'Henry VIII' and 'Viva Villa' in favor of French slapstick comedies.

## FRENCH USE FILMS TO STUDY TRAFFIC JAMS

Paris, Dec. 2. Aerial films are being taken at Paris by police to help work out new plans for traffic regulation.

Prefecture has fitted motor on an old army observation sausage, which flies slowly over town during rush hours at low altitude, with camera grinding. Film shows cars, taxis and buses tangling themselves up, and officials project them during conferences to study traffic problem.

## Shelve Rhodes Pic

Capetown, Nov. 13. Proposed local-made film on the life of Cecil Rhodes is to be shelved, due to General Smuts considering the showing may rouse racial feeling here.

Shooting rights were held by Gaumont-British, which sold them to National Films.

## Finances of Sennett's New British Co. Set Up

London, Dec. 2. Mack Sennett Productions, Ltd., has prepared a prospectus calling for a share capital of \$1,400,000 to make pictures in this country.

Out of this Sennett is to receive \$150,000 of ordinary shares for the right to his name and his interest in scenarios, copyrights, contracts and so on. In addition he is to receive \$25,000 a year for five years' services.

## G-B'S RECORD WEDDING REEL

London, Dec. 2. Gaumont-British put over with its newwed the marriage of the Duke of Kent and Princess Marina for the theatre. Jeffrey Bernard, who has charge of this department, said the only one of the story to put in an appearance the following morning. All the others were read from recovering from a 48-hour stretch.

Eighteen cameras were employed and the operators took up their positions at 4 a. m. Special runners with police permits rushed the bride and groom to Shepherd's Bush. Wedding was over at 12:30 and the first prints were on exhibition in London an hour later.

A fleet of aeroplanes was requisitioned to carry the film to all parts of the country but, owing to the fog, the aviators refused to fly, with only one exception, Lord Amhurst, who set out for Newcastle, arriving there at 5 o'clock. A waiting automobile took the celluloid to the local picture house, where it was projected at 5:15. Another copy of the wedding scenes was shown in Glasgow (400 miles from London) by 9 p. m.

All told, 1,400 prints of the wedding scenes were shown in Great Britain within 24 hours of the event.

The Hague, Dec. 2. As the Princess Juliana, heir-apparent to the Dutch throne, was the principal bridesmaid at the wedding of Prince George and Princess Marina in London, newswreels of this wedding had special local interest. Dutch firm Polyphon sent a special staff of cameramen to London and, after the ceremony, the films were rushed by air across the North Sea, so that on the night of the wedding day they were seen at The Hague at the Odéon and Citty theatres.

Cinemas shared in the expenses of the venture.

## 'GLORY' OKAY IN PARIS

French Censor Changes Mind About Kid-War Film

Paris, Dec. 2. 'No Greater Glory' (Col) is okay at the Edouard VII. Censor at attendance a charity gala seeing the film once more and, after the show, told M. Franck, theatre manager, that film could go on.

Picture is known in French as 'Comme les Grands' ('Like the Big People'). It is a subtle 'Paris Street Boys', latter played as if it were the original American title. This is to give the French an American title they can understand and make them think they know English.

Was banned at first because censor thought it would create pro and anti war manifestations, since subject is kids fighting in mimic war.

## Sprecher to U. S.

Paris, Dec. 2. Marcel Sprecher, French distributor, plans a trip to America to try to sell his film on French Morocco which is completed by Benoit Levy, who made 'Maternelle' for Universal.

Sprecher thinks film can be dubbed for American release. Hasn't been shown here yet, according to bally, it's a grandiose spectacle with a French patriotic angle.

## Anzacs Finally OK Mae

Sydney, Dec. 2. 'Belle of the Nineties' has finally been passed by the censor board after one of the toughest fights a picture has had in years.

Film was completely banned by both the Censor Board and the Appeals Board. Par kept on fighting and finally got the reversal.

## BOOKING COMBO FIGHT DRAGS IN PARIS

Paris, Dec. 2. Organization of French distributors to fight booking combines, with Americans participating, has been holding more meetings, but so far has produced but conversation.

Meanwhile French cinema bigwigs and existing organizations are getting impatient. Senator Louis Aubert, film pioneer, told a meeting of the Club du Faubourg, a debating society, that he would do nothing for the French film trade unless the boys got together on some action and organized themselves, and Henri Clerc, deputy and leader of the Independent's organization, said same thing in a speech elsewhere.

Clerc's distributors' organization would then see something come of the anti-booking-combine move, and is willing to dissolve and allow its members to join the new movement, which would then become a distributors' syndicate. If the movement looks hopeful. Otherwise, if action is delayed, Clerc says he will fight the new crowd.

Exhibitors union, which is the only sold out in the French trade, held members' meeting Wednesday (5) under leadership of Henri Luselle, and got impatient about the fight to market their own film theatres. Government has been promising since October to do something, and nothing has happened. Meanwhile, admissions drop, partly due to high-admission prices, which must be kept up to cover taxes.

Bill is being proposed authorizing cities to cut poor tax from 10 to 5% and make up the difference with a radio tax. Some cities have already cut the tax without legal authorization.

Exhibits' meeting approved organization of a defense committee, of which local Hays group is represented, to be financed by stamps on contracts. Stamps run in graded scale up to 70c on contracts involving \$600 or more.

## More U.S. Than French Films in Paris Although Imports Down

Paris, Dec. 2. More American than French films were placed before the French censorship board for approval during the four months from July 1 to October 31, 1934, according to official statistics.

Total French talking films submitted was 53, to which should be added three films with French comment and one sung in Breton, language of a French province. This makes a grand total of 57 made in France.

At the same time 58 foreign films were presented, to be placed on the French market. Of these 53 were American-made, including 59 English language talkers, one Spanish talker, and three American-made with French comment.

Other countries were so far behind as to be out of the picture. Germany, once responsible for a lot of pictures on this market, submitted only nine, in spite of the Nazis have ruined their export market.

Great Britain submitted only five, including one British-made German talker. This, in spite of increase in British film activity.

Among films of other origin are two Russians, two Austrians (one in German and one in French), two Spaniards, one in Spanish and one in French, one Egyptian talker, one

## Pathe-Natan Ready to Open N. Y. Offices; Robert Hurel in Charge

## Par Importing Two Argentine Comics

Paramount has sent to Argentina for Tito Lucardi and Pedro Quatrecas, comics, for support in the next Carlos Gardel Spanish language talker to be made in Astoria. Picture will be titled 'The Day You Love Me' and is scheduled to start Jan. 7.

John Reinhardt will direct and Rostin Moreno is being brought from Hollywood to play the femme lead.

## FRENCH STUDY FOREIGN LABOR

Paris, Dec. 2.

French Ministry of Labor has asked trade organizations in all branches of show business for advice on new decrees to be issued controlling use of foreign labor in France. Wants to know what proportion of foreigners the groups think should be allowed, and also if there should be changes in the proportion according to regions of France and seasons of the year.

Another question asked is whether the number of foreign employees now used should be brought down to the new number all at once or by easy stages.

## BRIT. THEATRE CHAIN FOR EDUCATIONAL PIX

London, Dec. 2.

New company calling itself Select Pictures, Ltd., is a subsidiary company of British-International. Object of company is to line up a chain of small theatres in London and the provinces for the purpose of showing films with an educational angle, whether from the Continent or America.

Thus far company has the Rialto, London; Royal, Manchester; Prince of Wales, Liverpool; Savoy, Leeds. Before next year company expects to have about ten such spots.

Arthur Dent is chairman of the company, with Eric Hakim in charge of the theatres.

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Paris, Dec. 2. Robert Hurel, for years a leader in distribution of films in Canada, called for New York Wednesday (6) to open that long-awaited branch of Pathe-Natan in the Maison de France, Radio City.

Bernard Natan had hoped to go over to open it himself, but his trip held up, and rather than delay the inauguration he sent Hurel. Natan himself, however, accompanied by Henri Diamant-Berger, as on his last trip, still expects to go to America early in 1935.

New York office is avowedly just a prestige affair, and Pathe does not expect to make any money out of it. Distribution of French product will be aimed chiefly at the 1,500,000 French speaking persons of Canadian origin who, Pathe is informed, live in the United States, chiefly in Massachusetts and neighboring states.

Entre Pathe line will be offered to the French firms of the firm says that so many letters of inquiry are constantly received from sources like these that opening of an office appeared essential.

Another important function of Hurel will be the marketing of amateur and educational cameras and projection machines, which is one of Pathe's specialties. Concern puts out Pathe Rival, a machine for schools; the 175 Natan, an amateur machine using 17.5 millimeter film, and is developing an amateur sound camera and projection machine, the 175 Natan, which will be on the market soon. Also has the Baby Sonora, which uses 3.5-mm. film, already out.

Pathe line Pathe hopes to make a dent in the American amateur field.

Plans for the use of technicolor in France, another important aspect of the Pathe firm's relations with the United States, are also maturing. First machines are to be delivered in Hollywood, for the Pathe account, toward the first of the year.

It is possible that the ostensible reason for the coming Natan visit will be to try out these machines on the spot and then bring them to Paris. This would mean some work out, however. If trip cannot be arranged early enough someone else will bring them over.

Meanwhile Diamant-Berger is working out a program of the first technicolor production in France. Will confine himself to shorts at beginning, until he sees how it works.

## POOR DUBBING ANNOYS ITALY; MANY SQUAWKS

Rome, Dec. 2.

Question of dubbing is still on the carpet here. In addition to complaints about the restricted nature of the dubbing corps and consequent lack of variety in the dialogue of foreign films, it is asserted that handling in Italy is going from bad to worse.

Some think this a good thing, since the more rotten a foreign film appears the better chance there is for local makes, but the more serious critics do not share this view and maintain that it would be better to chuck foreign films altogether rather than present them badly and ill translated. What they complain of is that U. S. and other foreign firms frequently don't send a proper test child, were fatally burned, and for the export of their films, so that the dubbing house has to resort to unsatisfactory local shorthanding of the dialogue.

## Lange, Piper Due In Covered Wagon Fire

Paris, Dec. 2.

Covered wagon traveling film theatre, playing towns in the Pyrenees region, caught fire Wednesday (5). Fourteen spectators, including a three-year-old child, were fatally burned, and 300 expressed their lives of six more of a total of 35 injured.

Show had been set up in a barn near village of Saint-Gaudens, near Perpignan, in Southern France, near President of Chambre Syndicale, wrote demanding stricter enforcement of safety rules for all film theatres, including gypsy type playing in backwoods.

# IS THE NAME OF YOUR

Sirs:  
Your announcement in TIME was most interesting. I would like to see your productions shown at Loew's Rochester.  
Cordially yours,  
J. A. H.

## A Toast

Sirs:  
I have just finished listening to your MARCH OF TIME program, which holds me enthralled for thirty minutes each Friday night—I guess, for sixty minutes in length.  
Needless to say, I am with anticipation for your TIME Newsreel. I only manager will buy this feature to sure the people of our town to see this new feature, that he book the MARCH myself and I know my town the same.  
A toast to TIME's new much success to its christen  
Yours truly,  
Mm  
Prat

## "Our Whole Family"

Sirs:  
With reference to your announcement this evening on the MARCH program, please be advised that as our whole family will be very support your new venture and hope that we may soon have the of seeing your pictures.  
Very truly yours,  
I. R.  
616 Lyons Ave.  
Irvington, N. J.

Sirs:  
We in this family are delighted to read that your new venture in pictorial journalism is soon to begin. The theatres at which we'd like to see the MARCH OF TIME are the Kentucky, the Strand, and for the Ben Ali theatres.  
We greatly enjoy the March of Time on Friday evenings. But your program on Nov. 30 was one of the best we've heard.

Very truly yours,  
A. S.  
1600 Richmond Road  
Lexington, Ken.

Sirs:  
We in our family are indeed pleased to learn of your efforts and we are sure anything that you will do in the pictures will supplement your wonderful radio efforts. That can only mean to us the one way you can outdo your radio efforts. We shall look forward to reviewing your pictures and will be pleased to offer our support in your new venture. Thanks to you for past performances.  
H. J. L.  
1248 Park Ave.  
Hudson Heights, N. J.

## Sophisticated Harvard

Sirs:  
We (editorial) should be most interested to see TIME march in its own formidable, timely way before the unvarnished eyes of sophisticated Harvard students in the University Theatre, Harvard Square in Cambridge.  
Yours, with integrity of interest,  
R. H. W.  
Cambridge, Mass.

Sirs:  
We want the MARCH OF TIME to be shown at the University Theatre, Harvard Square, Cambridge, Mass.  
A. D.  
Boston, Mass.

Sirs:  
Congratulations, TIME, on your new venture! Cambridge will be honored if the "MARCH OF TIME" is shown regularly at the University Theatre, Harvard Square, Cambridge, Mass.  
A. J. L.  
Cambridge, Mass.

## "One Night of Love"

Sirs:  
Having just seen your Announcement of the current No. of TIME (Dec. 10) regarding your new "Venture" I am much interested, and believe that this as all else you have put before the public will be a pleasing success.  
Although Fitchburg is a city of only about 40,000 I feel sure that this picture would be of interest to our public.  
Very truly yours,  
Dec. 7, 1934.

*Greetings -  
We shall certainly urge the manager of our Birmingham (Mich) Theatre to show your new March of Time series, as we consider the March of Time by far the most all-around interesting programme on the radio. Many of our friends agree with us in this.  
Mr. & Mrs. Frederick B. Smith  
528 Ridgedale Ave.  
Birmingham, Mich*

Sirs:  
I have just received a (rental reel) in time and will petition the manager of our local theatre accordingly.  
As one of TIME and FORTUNE's most devoted addicts, allow me to wish all the success in the world to the MARCH OF TIME, Inc., knowing that I shall follow its progress with the same enthusiasm I have derived from the superb MARCH OF TIME "Letters" in short—all ventures of TIME.  
Very sincerely,  
E. H.  
608 E. Main St.  
Washington, Ind.

Sirs:  
Please do not confine your MARCH OF TIME in the news to New York City. We want it in Baltimore. Any of the first class houses will be glad to have it, I am sure.  
Very truly,  
E. M. B.  
The Washington  
Mount Vernon Place  
Baltimore, Md.

Sirs:  
The MARCH OF TIME will not be confined to any locality—it will be confined to certain theatres, exclusively—Ed.

Sirs:  
It is with pleasure that I note the announcement contained in your issue of December 10th that THE MARCH OF TIME feature will be available to moving picture houses beginning with the month of January.  
I presume that this feature will be shown at one of the leading theatres of Dallas, which include first-run houses of Palace, Majestic and Melba.  
Acting upon your suggestion: If you can persuade any one of these houses to exhibit your film, I believe it will be seen by a large number of Dallas' cinema addicts.  
Yours very truly,  
C. L. E.  
1211 Athletic Club Building  
Dallas, Texas

Sirs:  
We would like to see THE MARCH OF TIME exhibited in the Gem Theatre, New Richmond, Wisconsin.  
New Richmond, Wisconsin

Sirs:  
With reference to the recent advertising in TIME, I suggest that you get in touch with the Court Theatre, Somerville, New Jersey; the Liberty Theatre, Bernardsville, New Jersey; and the Roth Park Theatre, Morrisown, New Jersey, with a view to their showing the production.  
Very truly yours,  
W. V. G.  
140 Cedar Street  
New York, N. Y.

Sirs:  
I may I suggest the name of the Metropolitan Theatre in Morgantown, West Virginia for your New Venture.  
Yours very truly,  
H. H. M.  
Morgantown, W. Va.

Sirs:  
I and others here would like to see THE MARCH OF TIME exhibited at our local theatre, Brewster Memorial Hall, Wolfeboro, A. N. Sanborn, operator.  
Very truly yours,  
R. M.  
Wolfeboro, N. H.

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Needless to say, I am with anticipation for your TIME Newsreel. I only manager will buy this feature to sure the people of our town to see this new feature, that he book the MARCH myself and I know my town the same.  
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We greatly enjoy the March of Time on Friday evenings. But your program on Nov. 30 was one of the best we've heard.

Sirs:  
We have a very wonderful theatre in this town of ten thousand people, The United Artists, and I am urging that your product will be shown in that theatre as soon as possible—we naturally want it to be among the first as we are sure the new film will be most interesting. This theatre draws a whole lot of business.  
Very truly yours,  
J. S.  
1501 "R" Street  
Lincoln, Nebr.

Sirs:  
Please persuade Manager James Zanis of the Myers Theatre at Janesville, Wisconsin, that your MARCH OF TIME film will deliver him lots of customers—especially if he will advertise it: The idea sounds great.  
SUBSCRIBER J. B. G.  
College  
Wisconsin

Sirs:  
As a regular reader of TIME, I am much interested in having THE MARCH OF TIME shown at our Embury Theatre this city.  
Here's hoping we may have the pleasure of seeing the first picture issue and that it proves as interesting and successful as TIME Magazine.  
Yours truly,  
S. P. H., M.D.  
Fort Wayne, Indiana

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Sirs:  
I would like to take this opportunity to thank you for your very superb broadcasts during the past several years. So far as I am concerned there is not to equal the MARCH OF TIME on air today.  
It would give me a great deal of pleasure to have the opportunity to see pictorial THE MARCH OF TIME soon to be released, and I hope it will be no difficulty in having this booked in Cleveland. If it is nearly good as TIME Magazine, and I broadcast it should be part of every citizen's education—young or old.  
Very truly yours,  
R. A. M.  
2865 Southington Road  
Shaker Heights  
Cleveland, Ohio

Sirs:  
We shall certainly urge the man of our Birmingham (Michigan) Theatre to show your new MARCH OF TIME series as we consider the MARCH OF TIME by far the most all-around interesting programme on the radio, many of our friends agree with us in this.  
MR. AND MRS. F. B. S.  
528 Ridgedale Avenue  
Birmingham, Michigan

Sirs:  
I am looking forward to early January.  
Cordially yours,  
F. R. F.  
38 Newbury Street  
Boston, Mass.

Sirs:  
And, whatever you do, may you give me a chance to see your MARCH OF TIME by having it exhibited at the cinema theatres I attend—the Walden in Williamstown, Mass., and the various theatres in Providence, R. I.  
B. H.  
Williamstown, Mass.

Sirs:  
Referring to your advertisement in the December 10 issue of TIME, please have your MARCH OF TIME shown in our local moving picture house which is under the direction of a Mr. Alpert. It will have high value as an educational picture. But keep it on the air also.  
Cordially yours,  
J. A. R.  
Colchester, Conn.

Sirs:  
I want to congratulate you on the fine plan to produce THE MARCH OF TIME on the screen. I believe that the idea is destined for a brilliant future.  
I suggest that you exhibit THE MARCH OF TIME at the following theatres locally:  
Coolidge Corner Theatre, Brookline, Mass.  
Needham Theatre, Needham, Mass.  
Loew's State Theatre, Boston, Mass.  
Metropolitan Theatre, Boston, Mass.  
Yours truly,  
F. S. W.  
750 Commonwealth Ave.  
Newton Center, Mass.

Sirs:  
What a break for Thirtieth Century history students! Best wishes,  
I. S.  
1501 "R" Street  
Lincoln, Nebr.

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J. A. R.  
Colchester, Conn.

## IT'S NEVER

IT's never happened before—a series of pictures getting fan mail—BEFORE THEY HAVE EVER APPEARED ON A SCREEN.

The first announcement of THE MARCH OF TIME, coming on the screen, was made over the Columbia network Friday, December 7th. TIME magazine carried the news December 10th. Variety on December 11th told about THE MARCH OF TIME and its "loyal following" that should make box office history.

**THE MARCH OF TIME**  
Produced by The March of Time, Inc.  
Distributed by First Division  
HARRY H. THOMAS, PRESIDENT

# EVEN BEFORE RELEASE THOUSANDS ARE DEMANDING IT

# THEATRE HERE ? ? ? ?

Sirs:  
I would like to take this opportunity to thank you for your very superior broadcasts during the past several years. So far as I am concerned there is nothing to equal the MARCH OF TIME on the Air today.

It would give me a great deal of pleasure to have the opportunity to see the pictorial THE MARCH OF TIME soon to be released, and I hope there will be no difficulty in having this film booked in Cleveland. If it is nearly as good as TIME Magazine, and your broadcasts it should be part of every citizen's education—young or old.

Very truly yours,  
R. A. M.  
2865 Southington Road  
Shaker Heights  
Cleveland, Ohio

Sirs:  
I think that the MARCH OF TIME is the best program on the air. Will ask the manager of the Liberty Theatre here to book THE MARCH OF TIME.

Yours truly,  
W. H. T.  
122 Franklin Street  
Olympia, Washington

Sirs:  
Would much appreciate your exhibiting MARCH OF TIME in Lenoir Theatre (Gibraltar chain) in Santa Fe, New Mexico.

MRS. G. M.  
Santa Fe, New Mexico

Sirs:  
Let's have THE MARCH OF TIME

3 Cheers

3 Cheers for THE MARCH OF TIME Movies. How can we wait!

M. E. M.  
1612—10 Avenue

Movie vs. Study

Sirs:  
We should (by we I mean most of my friends who live in the dormitory) prefer the Tivoli Theater, one of the Balaban and Katz chain. It is convenient to the university community. Besides, we go there fairly frequently, for they have most of the pictures one wants to see. Last but not least, your picture would furnish the last link in the process of rationalization necessary to justify a movie instead of study.

Sincerely,  
N. L. B.  
College Residence Halls for Men  
1035 East 60th St.  
Chicago, Ill.

and Fashioned Die Harda"

LET ME BE ONE OF THE FIRST CONGRATULATE YOU ON YOUR ANNOUNCEMENT THAT YOU WILL ENTER THE MOTION PICTURE FIELD. STOP—I KNOW YOU WILL DO A GOOD JOB AND THAT YOU WILL PROVE TO A LOT OF OLD FASHIONED DIEHARD MUMMIFIED PROFESSORS AND OTHER SUPPOSED TO BE EDUCATORS IN THIS COUNTRY THAT BY THE USE OF PICTURES AND RADIO YOU CAN REEDUCATE MANY MILLIONS STOP DO NOT WORRY ABOUT THE THEATRES ALL ENTERPRISING THEATRES WILL WORRY FOR YOU.

C. C. F.  
63 TOLEDO WAY  
SAN FRANCISCO, CALIF.

Would like to see MARCH OF TIME at the Rialto Theatre, Joliet, Illinois.

K. B.  
Hotel Joliet  
Joliet, Illinois

have

Sirs:  
There are only two theatres in this town—one for each college. Both theatres are owned by the same concern, so it's immaterial which one gets the new service, just so one of them does get it. One theatre is the "Metro" and the other is the "Ritz."

I hope you sell your service for showing at one of them. I'll work on the Manager from this end.

Yours sincerely,  
M. H.  
Durant, Oklahoma

Sirs:  
Wishing you success,

R. C. D.  
1427 West Bell  
Houston, Texas

Sirs:  
Once we subscribed to several magazines covering current events. Now because of the vitality of TIME, we (a family of four) read it from cover to cover and feel completely satisfied that we are obtaining all worth while news in TIME only.

THE MARCH OF TIME has become an appointment with us each Friday evening and a very thrilling one. We never permit interruption of your stirring portrayal by Radio of the week's news.

This new venture of THE MARCH OF TIME through the movie camera will meet a long felt need.

It does not matter to me which local movie house is fortunate enough to win the MARCH OF TIME franchise. Whichever one gets it will be lucky indeed, for everyone I have talked to about it enthusiastically await your January Premiere.

Good Luck,  
L. K. VAN F.  
2 Nicoll Street  
Newburgh, New York

Sirs:  
Your MARCH OF TIME radio programs #2, to my mind, one of the best on our more or less cluttered air waves, and I am glad to note that you are to give us a screen presentation. Locally, I would prefer to have it shown at the Rialto Theatre in this city.

S. M. W.  
Williamsport, Pa.

THE MARCH OF TIME IN PICTURES is even one half broadcast, we are for it. I hope a series of years your manager of news service,

Sirs:  
Would like to have THE MARCH OF TIME shown in every theatre in Washington.

J. R. W.  
International Bank  
726 Jackson Place  
Washington, D. C.

Sirs:  
Rye, New York, Playhouse Proctor's or Loew's in New Rochelle

H. H. S.  
19 Oneida Street  
Rye, N. Y.

Sirs:  
I suggest the Rialto Theatre, Williamsport, Pa.

E. L., JR.  
Williamsport, Pa.

Sirs:  
Have always enjoyed your program on air. Certainly will enjoy your movies. Have asked our theatre to display same. (Carlton, Red Bank.)

MRS. C. B.

Sirs:  
If the MARCH OF TIME moving pictures will be like the broadcasts and the magazine (TIME), I shall endorse them with enthusiasm.

Yours very truly,  
P. K.  
620 Second Street  
Brooklyn, N. Y.

Sirs:  
The Warner Theatre in Ridgewood, the Hawthorne Theatre in Hawthorne and the Pascah Theatre in Westwood are the ones I patronize most often. I'd be glad to see THE MARCH OF TIME at any or all of them.

Yours very truly,  
E. H.  
224 Richards Road  
Ridgewood, N. Y.

Sirs:  
I would like to see the MARCH OF TIME shown at Madison Theatre, Oneida, New York.

Yours truly,  
E. A.  
Wampsville, N. Y.

Sirs:  
Interested in your new venture. Best local theatre for showing is The Century.

N. L. T.  
2512 E. Federal Street  
Baltimore, Maryland

Sirs:  
Have been enjoying THE MARCH OF TIME over the radio and will be very pleased to hear same in the movies.

Yours truly,  
W. H.  
33 Mildred Terrace  
Vaux Hall, N. J.

Would like to have THE MARCH OF TIME exhibited at the Bronxville Theatre, N. Y.

G. C. V. DEG.  
650 Fifth Avenue  
New York, N. Y.

mainly would like to see the MARCH OF TIME in Motion pictures. Instant listener,

R. D.  
112 West 63rd Street  
New York, N. Y.

hope THE MARCH OF TIME be shown in the "Playhouse Theatre" Great Neck, the "Beacon Theatre," Great Washington, and the "Capitol Theatre," Bay Side. All three theatres are on the North Shore of Long Island.

Yours truly,  
E. S. G.  
16 Buckingham Road  
Great Neck, L. I.

## HAPPENED BEFORE

But, THE MARCH OF TIME has made history already. In the five days since the announcement appeared we have been deluged with thousands of letters and telegrams from people in all parts of the country asking that their theater show this new kind of a motion picture.

Look for the name of your theater in these letters, Mr. Exhibitor, (the copies of those printed here are on file at our office—you can see them any time) read them carefully. You don't have to be told what a reception like this means at the box office.

P. D.  
1417 Buckingham Street  
Sandusky, Ohio

Sirs:  
Enjoy your broadcast immensely with you every success with you plan for use in the moving theatres.

W. M. T.  
R. F. D. N.  
Greensboro,

Sirs:  
Theatre preferred for MARCH OF TIME—State Theatre, Harrison

J. N. D.  
Bridgewater, Vt.

Sirs:  
I enjoy your MARCH OF TIME programs and I hope you will continue them in the future. I am looking forward with pleasure to your new movie series.

Yours truly,  
B. F.  
New York City

RELEASED  
THRU  
FIRST DIVISION



COMING  
IN  
JANUARY



## Inside Stuff—Pictures

Saner members of the National Board of Review are commenting privately on the change coming over that organization, originally formed to stave off official censorship.

Serving without pay, most members joined in order to stave their particular hobby. All went in a large way for the early German pictures, and became even more rabid over the first Russian product. Strangely enough they failed to communicate their enthusiasms to the exhibitors, the men who showed pictures not with the sole idea of improving art by alternate showings of "Czar" or "Potemkin."

When a foreign picture really had entertainment value, exhibitors were quick to snap it up; but remained brutally indifferent to the run-of-mill German and Russian output to the great sorrow of the Board of Review. It was only the other day that one of the few remaining fanatics burst out into rhapsody over a Russian picture. "Tell me," he demanded of his fellows, "has such a stupendous epic ever been turned out by Hollywood?" "Yeh," came the retort of a former Soviet patriot now reformed. "And better." Just straws but they point the new direction.

Bill Shakespeare's ghost, speaking through his classic comedy, "Midsummer Night's Dream," has given a galaxy of Hollywood's heavy picture names a terrific case of stage fright. Jitter coterie are the cast in Max Reinhardt's production of "Dream" for Warners who have had the chills during rehearsals by Reinhardt and his co-director, William Dieterle. To snap the Warners stars and featured players out of their avestruck attitude toward Shakespeare, the German director-producer has had them read the Bard-of-Avon's classic lines as if they were offering a friend a cigar or a lipstick. Proper relaxation seems to have been achieved only after a week's coaching.

Proposed suits of the Paramount trustees against a large group of individuals with Par as officials or directors from 1927 to 1930, inclusive, will not name the amount of money the trustees seek to recover. According to attorneys for Charles D. Hiles, Eugene W. Leake and Charles E. Richardson, any reports as to amounts to be sought are strictly guesswork.

Suits will simply seek an accounting, a favorable decision to the trustees making it imperative upon all defendants to report salaries, cash bonuses and extent of stock participation, amount of profits thereunder, etc.

The motion picture industry, through the Hays Organization, went on record at Attorney-General Homer S. Cummings' National Conference on Crime, held in Washington, as willing to co-operate in any program designed to arouse public opinion to the needs of law enforcement and crime prevention.

Carl E. Milliken, secretary of the Hays Organization, and spokesman for the industry, suggested the formation of a National Crime Research Institute, and made formal tender of a five-point program through which the industry could co-operate efficaciously with the government.

Folding of the Little Picture House, in East 50th street, N. Y., is understood a result of the NRA code. House was built by the Cinema Guild. Anticipation was that rental of upper floors would take up the carrying charges. But the building was never fully rented.

Under the management of Sophie Smith the theatre did enough business to go along under the heavy overhead. When the NRA code was promulgated Miss Smith was careful to observe the labor provisions, with the result the salary list overweighed the load and the house closed Dec. 6. Building will reopen, under lease, to a catering company.

The brothers Franklin, Sidney and Chester, are likely to be friendly rivals to share credits in Academy award honors this year for the best pictures of 1934, if Metro decides to release its ace animal feature, "Sequoia," before New Year, as seems probable. Chester Franklin directed "Sequoia," as his return to the ranks of top meggers. "Picture has rated critics' highest," says younger brother, Sidney Franklin, directed "Barrett's of Wimpole Street," a Metro smash hailed as an outstanding achievement. "Barrett's" is unquestionably a candidate for Academy palm, and "Sequoia" seems headed for the lists if made eligible.

Deciding that Dr. Eugene Frenke's picture, "Life Returns," is not suitable for its regular program release because of subject matter. Universal is negotiating with the producer to return the feature exclusively to him, following a preview in Oakland on Dec. 7. Studio had invested between \$35,000 and \$40,000 in production of the unusual topical film, a drama about round shins and leg braces, long accomplished by Dr. Cornish of the University of California scientific staff and widely publicized as a laboratory marvel. If bow-out by U is effected, release of "Life Returns" may be set through state rights market.

Last week the U. S. Circuit Court of Appeals, N. Y., denied the appeal of the Manufacturers Trust Co. and affirmed the lower court ruling that the bank, as trustee under a mortgage of Allied Owners, did not have the right to vote for the bondholders on the mortgage.

Belief in the trade is that had the court decision been otherwise, the future makeup of the Paramount-Public bond might have been affected materially. That's through the fact that Allied Owners presumably will be privileged to name a member of the new Paramount company board.

A unique means of encouraging greater kid business during the holidays when it is usually heaviest has been worked out in Detroit on the engagement of "Kid Millionaire" at the local United Artists. Earl Hudson of the theatre, got some local dance teachers to give lessons to all kids who attended the picture, teacher angle being that out of the mobs of kids they might land some post-New Year's students.

Handful of studio talent and a few other passengers aboard the Santa Fe Chief when it arrived in Los Angeles last Friday, nearly two hours late, were reimbursed to the amount of \$3 each. It was the first time in several years at least that the Santa Fe's extra fare train has been as much as an hour late, necessitating a kickback to passengers. Heavy rainstorms caused the belated arrival.

Associated Press' Hub Keavy tried to get on Columbia's "Once a Gentleman" set, was told that only written permission from Harry Cohn would admit him, and Cohn refused the okay.

Several days later the studio publicity department called Keavy asking him to do a story on the film and the players. Keavy requested a written invitation from Cohn.

The Marquis Henri de la Palaise, husband of Constance Bennett, who is assembling the 30,000 feet of jungle film, set himself solid with the native infamy by being last man in the trek through the green wilderness where travel must be single file. It is generally the last man in the file who gets it if anything's coming. The party bagged five tigers.

Advertising campaign budget for the two days preceding opening of "The President Vanels" at the U. S. Paramount was fixed at \$25,000. Because of the delays attendant to the premiere, extra large copy was placed.

All key city bookings for Xmas and New Year weeks are being jangled up, schedules shifting to start on Tuesdays of both holidays, while others are adhering to the usual Thursday and Friday jump-off days.

## BRASNO MIDGETS DRAW TOPS IN ZANUCK YARN

Hollywood, Dec. 17. George and Ollie Brasno, midgets with Buster Brown's vaude act, have been contracted by 20th Century to be featured in a picture which will be made in June. Decision came after Darryl Zanuck saw their preview in "Barnum." Yarn will be based on an original story by Zanuck.

Midgets came here for "Barnum" and have since worked in Col's "Carnival" and a Roach two reeler. They leave for the east and vaude next week.

## MAYER OR LOEW INTERESTED IN MAYFAIR

With Walter Reade stepping in to operate the Astor, N. Y., on a percentage arrangement with Loew's, to which he has the house leased for 10 years, the Mayfair may be relinquished to Arthur Mayer, who has the Haulto under a partnership arrangement with Paramount. Is interested and has started negotiations. Another possibility is the Loew story which has signified a desire to discuss a deal.

Mayer's negotiations for the house on an operating basis with Reade had reached the point during the past week when it appeared signing of papers was imminent, but yesterday (Monday) nothing positive had yet been set. Understood Reade is waiting for the return to New York and Nick Schenck for the purpose of listening to a proposition from Loew, which is interested with a view to making Mayfair a substitute for Loew's New York, which goes on the auction block with the Criterion in January or February. A few months ago Loew was interested in the Mayfair, but negotiations were dropped when Reade booked Metro pictures second choice after the Cap.

Both Mayer and Loew have a double feature policy in mind for the Mayfair. Reade, it is said, while Reade plans continuing a single feature first run policy at the Astor, which reopened Thursday (13) with "Babes in Toyland," a Metro picture.

## Loew and UA's Penn, Pitt, Show Net Profits

Pittsburgh, Dec. 17. Report of Penn-Federal corporation, owners and operators of Loew's and United Artists Penn theatre here, showed net earnings of \$7,700 for the year ending Aug. 31, 1934, after interest and charges amount to 87c, a share on 8,900 shares of preferred stock, were deducted. First time since April 1, 1932, that preferred stockholders received a melon.

A year ago, corporation showed a net loss of \$11,977. In past annum, funded debt has been set \$24,000 to \$37,000 and no share of preferred stock have been retired.

Corporation expressed itself as well satisfied with management of Loew, although latter is understood to be seeking a new contract with Penn-Federal. Present one doesn't expire until 1936. Under current agreement, Loew's receives \$5,000 for management against net 25% of gross—charged in such cases.

Another life-saver for Penn is contract whereby Metro and United Artists films gets rental only on a profit-sharing basis. In several instances, pictures haven't returned a cent to distributors and it's this phase to which Loew's, of which UA is a subsidiary, is said to object. Corporation, however, argues that in boom times, distributors received in many cases two and three times as much as pictures would have brought on a flat rental.

## START 'CALL OF WILD'

Hollywood, Dec. 17. William A. Wellman is back from plane trip through the northwest, where he picked new locations for 20th Century's "Call of the Wild" near Mt. Baker, Washington.

Picture gets under way tomorrow (Tuesday) at United Artists studio on interior sequences.

## Comparative Grosses for November

(Continued from page 10)

### DENVER

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
DENHAM (1,000; 25-30-50) High, \$16,000 Low, 2,000	Menace \$3,750	Pursuit Happiness \$7,000	Ready for Love \$10,000 (Boosted Prices) (Texas Gunnar Reed)	Richest Girl \$3,000
DENVER (2,000; 25-35-50) High, \$27,700 Low, 5,000	Galante \$8,000	Widow \$8,000	White Parade \$7,000	Live Again \$4,500
ORPHEUM (2,000; 25-35-50) High, \$20,000 Low, 3,500	Lady By Choice \$7,500	Gambling \$5,000	Hell In Heaven \$8,500	Kansas Princess \$5,000
PARA- MOUNT (2,000; 25-40) High, \$22,000 Low, 1,200	Blind Date and Night of Love \$3,000 (Split- Repeat)	Love (\$2 wk) \$3,000	Widow and Outcast Lady \$1,500	Howling Dog and Student Tour \$1,500

### CINCINNATI

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
ALBEE (3,500; 35-40) High, \$35,500 Low, 9,500	Every Woman Knows \$5,500	Pursuit Happiness \$5,500	Live Again \$5,500	Green Gables \$10,000
PALACE (2,000; 35-40) High, \$28,100 Low, 4,500	Captain Hates Sea \$5,000	Widow \$10,000	Evelyn Prentice \$10,000	College Rhythm \$18,000
LYRIC (1,400; 35-40) High, \$23,900 Low, 2,900	Wagon Wheels \$5,500	Kentucky Kernels \$5,000	Widow \$4,500 (Repeat)	White Parade \$9,000
KEITH'S (1,000; 30-40) High, \$22,100 Low, 5,200	Big Hearted \$5,000	Howling Dog \$4,500	St. Louis Kid \$5,500	Gentlemen Born \$2,800 (6 days)

### KANSAS CITY

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
MIDLAND (4,000; 15-25-40) High, \$35,000 Low, 5,100	Widow \$19,000	Evelyn Prentice \$11,000	Live Again \$7,400	Kid Millions \$13,500
MAIN- STREET (3,200; 35-40) High, \$35,000 Low, 3,300	Bike Rider \$12,000 (Poly Moran) (Vaude)	Captain Hates Sea \$5,000 (Bowers Follies)	Lady By Choice \$20,000	Kentucky Kernels \$7,000
NEWMAN (2,000; 35-40) High, \$33,000 Low, 4,000	Howling Dog \$5,500	Limehouse Blues \$5,000	Pursuit Happiness \$5,800	St. Louis Kid \$6,000
UPTOWN (2,000; 35-40) High, \$30,000 Low, 1,500	Judge Priest (3d wk) \$5,400	Peck's Boy (6 days) \$5,400	White Parade \$5,200	Galante \$3,500

### MONTREAL

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
PALACE (2,700; 30) High, \$18,000 Low, 4,500	British Agent \$5,500	My Heart \$7,000	Every Woman Knows \$7,000	Widow \$13,000
CAPITOL (3,700; 30) High, \$30,000 Low, 5,000	Wiggs and Gift of Gab \$7,000	Galante and 365 Nites in H'wood \$7,000	Divorce and Limerlost \$12,000	Divorce and Limerlost \$8,000
LOEW'S (2,000; 30) High, \$18,000 Low, 3,000	Dragon Murder \$13,000 (Vaude)	Lost Lady \$11,000	Ready for Love \$10,000	Student Tour \$11,000
PRINCESS (1,900; 30) High, \$25,000 Low, 3,500	Cuckoo and Chin Chow \$5,500	Cuckoo and Chow \$5,500 (2d wk)	Last Gentleman and Blind Date \$9,500	Gentleman and Date \$5,000 (2d wk)

### TACOMA

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
MUSIC BOX (1,800; 15-25-35) High, \$10,500 Low, 1,100	Big-Hearted Princess and Wednesday's Child \$4,900 (Split-Vaude Policy)	Happiness Ahead, Belong to Me and Exciting Adventure \$5,000	Limehouse Blues, Scarlet Empress and Self Anything \$4,900	St. Louis Kid and Wiggs \$4,000 (Split- Vaude)
ROXY (1,800; 25-35) High, \$7,000 Low, 2,000	Hideout and Sensations Entrance \$3,900	Judge Priest and \$5,900	Barretts \$5,300 (Stage Show)	Night of Love \$4,000

### PROVIDENCE

	Nov. 15	Nov. 22	Nov. 29	Dec. 6
STATE (2,200; 15-25-40) High, \$29,000 Low, 2,500	Galante and Peck's Boy \$6,300	Happiness Ahead and Scarlet Letter \$5,800	Live Again \$7,300	Kid Millions \$14,500
MAJESTIC (2,200; 15-25-40) High, \$18,000 Low, 2,500	Menace and Ready for Love \$7,300	Limehouse Blues and Tomorrow's Youth \$10,000	Einer Norton and Hell in Heaven \$6,100	Flirtation Walk \$9,800
STRAND (2,200; 15-25-40) High, \$16,000 Low, 2,000	Chin Chow and Gridiron Flash \$5,500 (Split)	Widow and Blind Date \$9,800 (Stage Show)	Jalousy and Gig \$7,400	Pursuit Happiness and Successful Failure \$6,100
ALBEE (2,200; 15-25-40) High, \$20,000 Low, 1,900	Widow and Blind Date \$9,800 (Stage Show)	Expectations \$8,900	Kentucky Kernels \$7,500 (6 days)	

(Continued on page 33)





# an open letter to SANTA CLAUS

Send to  
Paramount Pictures

~~SANTA CLAUS~~  
~~NORTH POLE~~

DEAR SANTA-  
PLEASE SEND BING CROSBY  
AND KITTY CARLISLE IN  
"HERE IS MY HEART" TO  
DADDY'S THEATRE FOR  
THE HOLIDAYS. IT WILL  
BRING US A VERY MERRY  
CHRISTMAS AND A  
PROSPEROUS NEW YEAR.  
WITH LOVE FROM  
BETTY

*"Here is My Heart"*

with

BING CROSBY, KITTY CARLISLE,  
Alison Skipworth, Roland Young, Reginald  
Owen . . . Music and Lyrics by Ralph  
Rainger, Leo Robin and Lewis Gensler . . . A  
Paramount Picture directed by Frank Tuttle





# Saenger Reorganization Plan Only Awaits Official U. S. Court Approval

Adoption of the Saenger reorganization plan has been recommended by Special Master John E. Joyce and now merely awaits approval of the U. S. District court (N. Y.) providing no snags occur meantime. This is hardly expected following changes from the original plan of more than a year ago.

One of the knottiest problems confronting the Par trustees, the Saenger plan has reached its present point only after much travail on the parts of the Saenger people, their committees, the banks and the Par trustees. A complicated condition on claims and indebtedness, many mortgages and the state of receivership which has existed over Saenger Theatres and Saenger Realty, its affiliate, since January, 1933, has made the reorganization of this branch of Paramount its most difficult.

Under the reorganization of Saenger, which is to be followed by the setup of a new holding company in Delaware, E. V. Richards is to buy 50% of the capital stock of this new corporation for the sum of \$25,000. He also agreed to finance the reorganization of Saenger by buying one half of three-year 6% notes of reorganized Saenger to be issued under the proposal on advances to be made by the Par trustees up to \$200,000.

Richards is to drop a claim he filed against Paramount for \$20,271 for alleged breach of a personal service contract, becoming general manager of the new Saenger. A board of directors was to be set up, will elect a president, which is virtually certain to be Richards, since the plan sets as salaries \$600 a week for the general manager and president, plus one assistant. The v. p. and treasurer to be elected by the board, will be limited to \$100 a week while a New York representative will be limited to the same amount.

Under the plan, the stock Richards is to buy for \$25,000 will constitute 50% of the capital stock of the reorganized holding company. Will represent all of the Class A shares. The other 50%, to be held by the Par trustees, will be the B stock. Trustees are to hold \$1,500,000 in five-year 5% income debentures.

## Provisions

A unique provision with respect to the stock is incorporated in the plan. After Jan. 1, 1936 the Par trustee may force Richards to fix a price at which he will sell his 'A' stock or a price at which he will buy the 'B' stock from them. In other words he must set a figure to sell at which he is ready to buy himself.

Within five years from that date the trustees reserve the right to buy Richards' stock at 50% of the price he sets or he must buy their shares at 150% of the price set. After five years, the price or purchase price set by the trustees is to be 100% of the figure to be set by Richards. Should Richards refuse to set a price, the trustees in 600 of five years from the Jan. 1, 1936 date may buy his stock at \$125,000. If it is after a five years lapse, they are to pay \$250,000.

A part of the plan proposes the setup of Arkham's Theatres, Inc., for the purpose of buying up Saenger claims, with the trustees to advance up to \$50,000 in cash for this purpose for which trustees are to get three-year 6% notes. Arkham's proposes to buy the \$150,000, 807 in Saenger claims for \$35,000.

In return for advancing money to Arkham's, for elimination of a claim by Paramount against Saenger of \$44,464 and the capital stock of Saenger, the trustees are to receive the following:

All stock of the new Saenger company, (half of which they will turn around to E. V. Richards), all of the outstanding stock of Paramount.

(Continued on page 58)

Sign Helen Van Camp

Hollywood, Dec. 17.

Helen Van Camp, otherwise 'Helen Green', New York news-papergirl, has been given a writing contract at Fox.

Part of assignment is to develop an original idea.

## U May Put Rains Under Pact Before London Trip

Hollywood, Dec. 17. New contract between Universal and Claude Rains is expected to be concluded before the actor leaves this weekend for New York on a vacation which will also take him for a quick trip to his home in London.

Rains, whose work in 'Man Who Claimed His Head' was well liked by studio and critics, is driving east.

## Strand, N.Y., Blaze Will Send WB Pix Into Other Spots

Warner Bros. yesterday (Monday) was awaiting a report on the extent of the fire damage to the Strand, N. Y., meanwhile preparing to start negotiations with other theatres for the sale of its 'Sword Adeline' which was to have come into the Strand Xmas week. Decision to sell 'Adeline,' if a buyer can be found for holiday play-date, was reached when preliminary survey of the damage to the Strand indicated that house, at the earliest, could not open for about three weeks.

Major Albert Warner yesterday (Monday) declared that an estimate of damage, which may reach the \$100,000 mark, depending on what repairs are necessary to the ceiling, could not be accurately made just yet. He added that it was doubted the Warner would be reopened as a substitute for the Strand. Besides the purpose of testing the ceiling, the seats were water-gutted to a marked degree.

Work of putting up scaffolding in the theatre started yesterday (Monday) for the purpose of testing the ceiling. If it requires only superficial repair, house will be reopened in three weeks, Herman R. Maler, WB construction head, stated. If repairs are more extensive it will be later than that. Around 1,000 seats were ruined and will have to be replaced as a result of fire and water damage, Maler said.

Joe Bernhard, WB theatre operating chief, returns from out of town today (Tuesday) when reports on the Strand are expected as to how much repair work will be needed.

The fire broke out around 6:30 p.m. Friday night (14), starting in the engineering room. House was emptied and an operator who was trapped died in safety on a cable outside the theatre but was sent to the hospital suffering from shock and exhaustion. It was believed the ventilating system sucked in sparks from a bonfire which boys had built in one of the alleys. Damage is covered by insurance.

'Filtration Walk' was on the second day of its third week when the fire occurred.

The same night, Friday (14), fire broke out in the booth of the Warner, Hoboken, N. J., and the house was emptied. After two hours the show was resumed, with damage reported to have been slight.

## MONO CLOSES FOR YEAR WITH 14 OUT OF 20 IN

Hollywood, Dec. 17. Finishing 'Mystery Man' Saturday (22), Monogram will take a production hiatus until after the holidays, 'Hoosier Schoolmaster' expected to start around first of year.

With completion of 'Man,' company will have finished 14 of its slate of 20 for the year.

Trem Carr, production head of Mono, is planning to hop east the early part of January. Conferences with W. Ray Johnston on Mono production layout for the 1935-36 season prior to the company's sales convention here next March.

## Warfield, S. F., Yanks Its Ad, Reinstates in 24 Hrs.

San Francisco, Dec. 17. Warfield theatre here pulled its advertising from the San Francisco News after Claude Labelle, picture critic, in notice on Garbo's 'Painted Veil,' panned it.

After thinking it over for 24 hours, the house reinstated its regular copy in the News.

## ITOA Expansion Plans; Merger of 3 Bodies Chills

Talks about amalgamating the I.T.O.A., Allied and the M.P.T.O.A. into a national organization has chilled, and the I.T.O.A. is making plans to go ahead on its own. Idea is to expand the I.T.O.A. into a national body, based on Congressional district lines, so that each Congressional district will have an exhibit representative of the I.T.O.A.

Suggestion of set-up is said to have been made first by Compliance Director Sol A. Rosenblatt some time ago. Charles C. O'Reilly is reported to be mulling an invitation to join the I.T.O.A. in its expansion program, and Harry Brandt, president of the organization, is planning to open the country, to be made shortly, for the purpose of lining up exhibits and local bodies for the I.T.O.A.

## TWO L. A. PIC HOUSES SWING OVER TO UNION

Los Angeles, Dec. 17. Lelmert, de luxe nabe operated by Dave Beronah in association with Fox West Coast, has gone union after being operated by country, both help since it opened some years ago.

'Million Dollar (downtown)' also shifted back to the union fold during the week. Harry H. Puplin, who took over the house several months ago, eliminated the union projectionists and stage hands, but with a change in policy last week, when the union projectionists were shipped, comes back into the union fold.

## Modest Fees Allowed Par Trustees' Attys. May Be Upped by Future Suits

Although the fees as allowed by Federal Judge Goddard to the Par trustees and latter's counsel, the Root firm, may be below expectations, it is possible for the trustees and counsel to enhance these amounts they will receive ultimately as final from Paramount, through being continued in charge of pending suits, even after reorganizations. Final determination of these actions could consume many months and take many months additionally for preparation. Consequently fees should be proportionately larger.

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## Downtown Noteholders' Committee And Attorneys Are Delaying Fox Met Reorg; Battle for Control

### Baby Rose-Marie Set In Par 'Broadcast'

Hollywood, Dec. 17. Paramount has engaged Baby Rose Marie for 'Big Broadcast' which goes into production Jan. 16. Youngster meanwhile will do two weeks of personals opening at the Palace, Chicago, Dec. 21, with Frodo's News following. Thence back to Hollywood.

## Court Reviews Monkey Wrench Suit Over F-WC

Los Angeles, Dec. 17.

Hearing of review by which Marshall Theatres seeks to postpone the sale of Fox-West Coast Theatres bankrupt estate to National Theatres for approximately \$17,000,000 until a federal court suit involving the F-WC trustees shall have been decided, was slated for hearing before U. S. Dist. Judge William P. James today (Monday).

Plea for review, filed by Attorney Jules Goldstone, was certified up to Federal Court together with a statement by Referee in Bankruptcy Earl E. Moss justifying his challenged affirmation of the sale over two weeks ago.

Action by Marshall Theatres was the only hitch in acceptance of purchase bid, which assures creditors 100c. on the dollar, and is being attempted by Marshall Theatres as a last ditch effort to postpone the sale of the F-WC trustees' assets to National Theatres, a company which has been declared bankrupt.

Hearing before Federal Judge James is expected to consume several days, because legal contentions are of an involved nature and lack legal precedent. O'Melveny, Tuller & Meyers represent the F-WC trustees.

## Modest Fees Allowed Par Trustees' Attys. May Be Upped by Future Suits

Although the fees as allowed by Federal Judge Goddard to the Par trustees and latter's counsel, the Root firm, may be below expectations, it is possible for the trustees and counsel to enhance these amounts they will receive ultimately as final from Paramount, through being continued in charge of pending suits, even after reorganizations. Final determination of these actions could consume many months and take many months additionally for preparation. Consequently fees should be proportionately larger.

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Between attorneys and the downtown noteholders' committee, the Fox Metropolitan theatre reorganization has become a very much muddled business.

In the meantime the noteholders' committee are supposed to meet today (Tuesday) to consider a final setup on the plan.

There is active outside competition for control of the operating management of the circuit. This is linked seemingly to a possible change of ownership of the company assets. Warners is said to be involved. St. Fabian has been mentioned as a possible choice of operator.

Added to these conjectures, rifts inside the trade as well as out, is the probable split-up of the noteholders' committee. The latest proposed Fox Met reorganization plan does not show the names of Joseph Dixon, of the firm of Graham & Parsons. This leaves a committee of four—only standing. These are Ernest Brown and Alvin Schlosser, of Halsey, Stuart; Max Hovland, of Halsey, Stuart; and William Greve, of Alford Owners. The Halsey, Stuart representation is the largest.

However, it has been inferred by some that even the Halsey, Stuart (Continued on page 61)

## GIVEAWAYS ON BOOM AGAIN IN DENVER

Denver, Dec. 17. Giveaways are fast coming back in Denver. Apparently given knockout blows by both the code and the city ordinances, giveaways have bounded to the fore, 14 theatres, either promising giveaways or admissions or are conducting drawings to determine the winners.

Several theatres were ordered to stop grocery nights, bank nights, and other giveaways, and to whom the orders were issued are obeying them. Some who made the complaints are conducting giveaways, with some of the owners who did not object to the order trying to get those who did to file against them.


Harry Huffman has resumed his weekly Ford giveaway—in his eight-theatre circuit. His code was voided against him by the local code board, and is up on appeal. Huffman says that if the Code Authority orders him to stop he intends going into Federal court and asking for an injunction. Huffman says it increased business in his eight houses from two to three times that otherwise expected, considering the pictures they were showing. Both his neighborhood houses and his third-run downtown house had standouts.

The Rivolt, a 16c house with a standstill show, is giving a code every show, and is offering an Auburn sedan to be drawn for Christmas Eve. The Alpine gives \$40 Saturday nights, the Eldorado has a grocery night, the Local has a gift night; the Santa Fe has grocery and cookie night; the Washington Park has currency night, and the Webster gives cutlery to the women three nights a week.

Several months ago the city attorney discovered giveaways of any sort were in violation of city ordinances and amusement licenses, and ordered them stopped. Later the ordinance was repealed, and giveaways started again.

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**"Intelligent, serious drama . . . gripping entertainment . . . to be one of the season's most talked-about productions!"**

—*Motion Picture Herald*

**"A dramatic offering of highest merit . . . absorbing intensity...suspense which will grip any audience... this offering hits the bullseye!"**

—*Daily Variety*

# *They mean* **BUSINESS!**

**"Fine and important picture . . . Universal deserves great credit...a picture that 6 months from now will be far ahead of the pack . . . give it everything!"**

—*Hollywood Reporter*

**"Highly dramatic... splendidly acted... superbly directed... in this finely written story the acting stands with brilliance!"**

—*Showmen's Round Table*

CARL LAEMMLE PRESENTS  
**CLAUDE RAINS**  
(*"The Invisible Man"*)  
**JOAN BENNETT**

## **THE MAN WHO RECLAIMED HIS HEAD**

A UNIVERSAL PICTURE with  
**LIONEL ATWILL**  
**BABY JANE · HENRY O'NEILL**  
Henry Armetta Lloyd Hughes  
Bessie Barriscale Carol Coombe

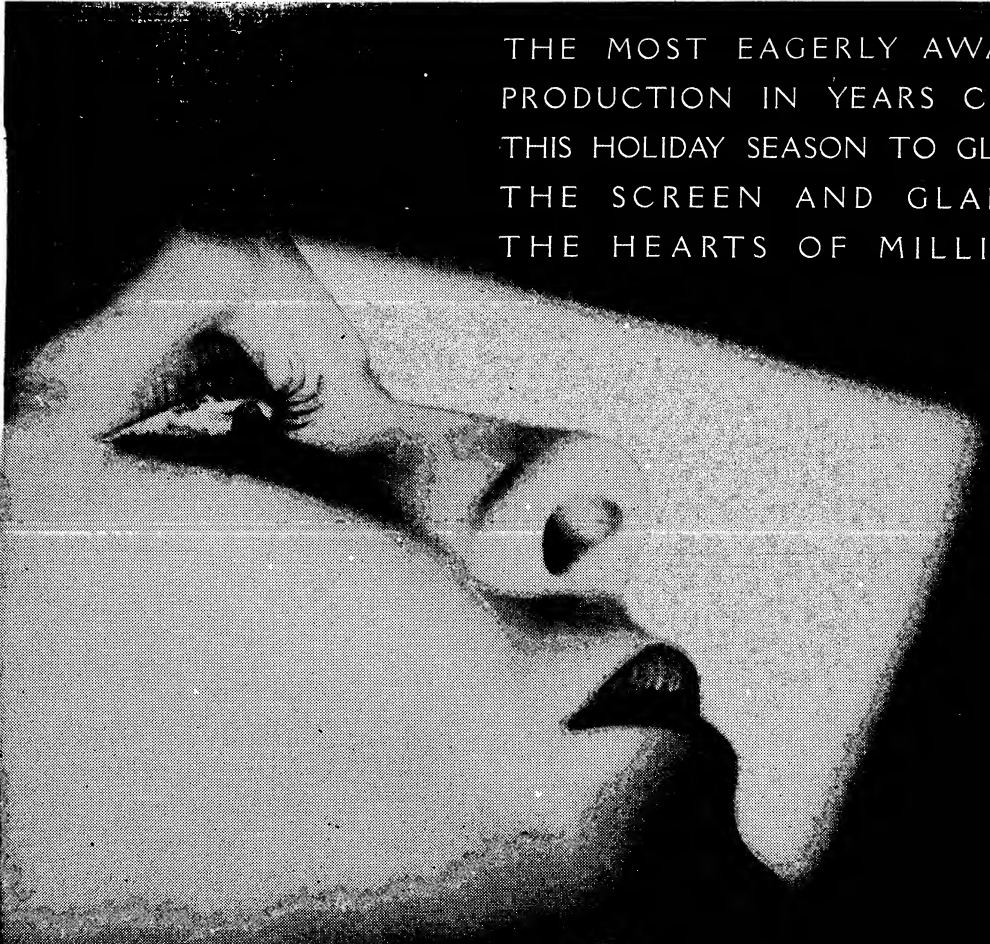
Directed by EDWARD LUDWIG from the play by JEAN BART  
Produced by CARL LAEMMLE, Jr.

**"POWERFUL DRAMA . . . VIVIDLY HUMAN . . . SPLENDID CHARACTERIZATION . . . PROMISES TO TAKE RANK OF SEASON'S MOST DISCUSSED PICTURES!"**

—*Motion Picture Daily*







THE MOST EAGERLY AWAITED  
PRODUCTION IN YEARS COMES  
THIS HOLIDAY SEASON TO GLORIFY  
THE SCREEN AND GLADDEN  
THE HEARTS OF MILLIONS.

# Hepburn

SIR JAMES M. BARRIE'S

## THE LITTLE MINISTER

JOHN BEAL <sup>WITH</sup> ★ ALAN HALE

NATIONWIDE HOLIDAY WEEK  
PRESENTATION IN KEY CITIES  
BACKED BY NATIONAL CAMPAIGN  
OF FULL AND HALF-PAGE ADVER-  
TISEMENTS IN LOCAL NEWSPAPERS  
RKO-RADIO PICTURE

DIRECTED BY RICHARD WALLACE ★ A PANDRO S. BERMAN PRODUCTION

Stock Market

(Continued from page 6.)  
port of net profit equivalent to \$1.28 a share on preferred compared with \$1.00 per share in 1933. Corporation report was for year ended August 31.

The figures for week showed that four of the 12 most active issues on stock exchange were amusement stocks. Loew's common, Paramount certificates, Radio Corporation and Radio preferred B fell into this category.  
Out of the wide swings, both upwards and downwards, Radio B attracted largest amount of attention. After jumping to a new 1934 peak at 46 previous week, the preferred stock started to decline on Monday of last week. The slump was resumed on vast volume Tuesday, price of Radio B fell to 35% before meeting support. It rallied to above 41 on following day, and upward was continued Thursday when stock went to 44. But it fell back again on Friday. To make cycle complete, Radio B again forced ahead on Saturday to 46, day to finish week at 44, off less than a point on week. More than 10,000 shares of this preferred stock exchanged hands.

Radio Preferred A slipped back early in week, but on Saturday it forced ahead on Consolidated 50%, closing week with a gain of 1 1/2 points. Volume was about four times as great Saturday as an previous trading day.

While preferred issues were active in this manner, Radio common was doing a "virtuous" nose dive. Weak most of past week, it dropped heavily in final session on large volume and wound up at 5, where it was off 1 1/2 points. The decline was erratic action of Radio B was blamed on various rumors and interpretations of recapitalization plans. Early week reports were rated as being not so favorable for Preferred B stock but later developments indicated that such reports were brought forth to thin stock down. At least the manner in which this issue acted later in week

showed that Radio B holders would not be overlooked in a new realignment. Traders apparently considered the present plus as being highly beneficial to preferred issue holders and affecting common stockholders a bit adversely.

RKO also was active Friday on prospects of a new line-up. It climbed to 2 1/2, first time it has gone this high in many months. Stock dropped back to 2 1/4 at close, for a fractional gain on week.

**Eastman Stock**  
Eastman Kodak common was sold heavily on Saturday after being sloppy all week. It closed on bottom at 10 1/2 for a loss of 3%. Universal preferred also dropped off badly near close to wind up at 35 1/2, where it was down 4 1/2 points. Westinghouse preferred, on the other hand, was strong. It closed on top at 30 1/2 for two point gain.

Pathe A, which earlier in week had fallen to 13, closed at 13 1/2 for a loss of one point. Warner Brothers common was fairly steady with some increase in activity. It was off a quarter at close at 22 1/2. Amusement liens were generally strong. Paramount bonds going to new highs for the year with exception of Paramount-Broadway 5 1/2, which high was 5 1/2. It made a new top at 6 1/2 and closed at 6 1/2 for a gain of three points. Certificates of same made a new peak at same figure and wound up at 6 1/2, where they were up 3 1/2 points. Paramount-Public 5 1/2 also ran up to a new 1934 top at 6 1/2, finishing week at 6 1/2 for an advance of three points. Certificates of same made a high at same figure and wound up at 6 1/2 for a fractional gain.

Keith rose to 67 on Saturday with up 2 1/2 points at close of 64 1/2. Paramount-Broadway bonds closed on top at 4 1/2, for a fractional gain. Keith rose to 67 on Saturday with up 2 1/2 points at close of 64 1/2. Paramount-Broadway bonds closed on top at 4 1/2, for a fractional gain.

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Summary for Week Ending Saturday, December 15:

STOCK EXCHANGE							
High.	Low.	Sales.	Issue and rate.	High.	Low.	Last.	Net
4 1/2	2 1/2	1,800	American stock.	3 1/2	2 1/2	3 1/2	0
4 1/2	2 1/2	1,000	Col. F. v. (10).	3 1/2	2 1/2	3 1/2	0
1 1/2	1 1/2	100	Consol. Film pfd (21).	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Eastman Kodak.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe A.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe B.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe C.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe D.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe E.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe F.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe G.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe H.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe I.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe J.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe K.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe L.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe M.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe N.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe O.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe P.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe Q.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe R.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe S.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe T.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe U.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe V.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe W.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe X.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe Y.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe Z.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AA.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AB.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AC.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AD.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AE.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AF.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AG.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AH.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AI.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AJ.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AK.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AL.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AM.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AN.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AO.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AP.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AQ.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AR.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AS.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AT.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AU.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AV.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AW.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AX.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AY.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe AZ.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BA.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BB.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BC.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BD.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BE.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BF.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BG.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BH.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BI.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BJ.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BK.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BL.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BM.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BN.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BO.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BP.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BQ.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BR.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BS.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BT.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BU.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BV.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BW.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BX.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BY.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe BZ.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CA.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CB.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CC.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CD.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CE.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CF.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CG.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CH.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CI.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CJ.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CK.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CL.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CM.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CN.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CO.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CP.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CQ.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CR.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CS.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CT.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CU.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CV.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CW.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CX.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CY.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe CZ.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe DA.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe DB.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe DC.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe DD.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe DE.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe DF.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe DG.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe DH.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe DI.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe DJ.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe DK.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe DL.	1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	100	Pathe	1 1/2	1 1/2	1 1/2	0

*The brightest eyes in town...*  
**are those of the exhibitor  
who has booked ....**



*Shirley  
Temple*

in  
**BRIGHT EYES**

with  
**JAMES DUNN**

Produced by Sol M. Wurtzel

Directed by David Butler. Screen play by William  
Conselman. Story by David Butler and Edwin Burke





# CALENDAR OF CORRELATIVE RELEASES

## Harold Auten

**Offices:** 1540 Broadway, N. Y. C.  
**Autumn Crocus (British).** Charming film from Anthony, with femme appeal. Dir. Basil Dean. 70 mins. Rel. Oct. 15. Rev. Nov. 6.  
**Blaus von Himmel, Dos (Ger.).** Musical romance. Martha Eggert. Dir. Victor Janssen. 70 mins. Rel. Sept. 23.  
**End of the World (Fin du Monde) (Fr.).** Scientific dream based on Flammarion novel. Dir. Abel Gance. 65 mins. Rel. April 15.  
**Es war Einmal Ein Walzer (German).** Musical romance with Lohar music. Martha Eggert. Dir. Victor Janssen. 70 mins. Rel. Oct. 15.  
**Loyalties (British).** Drama from the Galworthy play. Dir. Basil Dean. 70 mins. Rel. Oct. 15. Rev. Oct. 30.  
**Melo (German).** Sensative study of psychological difficulties. Elisabeth Berger. Dir. Paul Czinner. 95 mins. Rel. Feb. 1. Rev. Feb. 8.  
**Poli de Carrots (Red Head) (French).** A story of adolescence. Robert Lynen. Dir. Julien Duvivier. 95 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 Crossman. Dir. Chas. Lamont. 67 mins. Rel. Oct. 1.  
**Fugitive Road.** An Austrian-Italian border story. Eric von Stroheim. Vera Engels, Leslie Fenton. Dir. Frank Strayer. 69 mins. Rel. July 1. Rev. Nov. 20.  
**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.

## Columbia

**Offices:** 729 Seventh Ave., N. Y. C.  
**Against the Law.** Gangster mixup with an ambulance crew. John Mack Brown, Sally Blane, Arthur Hohl. Dir. Lambert Hillyer. 61 mins. Rel. Oct. 26.  
**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. Rev. Nov. 6.  
**Bashing the Evidence.** Newspaper man smokes out a master mind. Norman Foster. Donald Cook, Sheila Mannors. Wm. Boyd. Dir. Frank Strayer. 69 mins. Rel. Aug. 15. Rev. Nov. 6.  
**Best Man Wins.** The Edmund Lowe, Jack Holt in a familiar outline. Florence Rice as the girl. Dir. Earle Kenton. Rel. Jan. 6.  
**Captain Hates the Sea.** The riotous nautical comedy of a mixed passenger list. Victor Janssen. Dir. Allison Skipworth. John Gilbert. Dir. Lewis Milestone. 80 mins. Rel. Oct. 22. Rev. Dec. 4.  
**Call to Arms.** Willard Mack, Sheila Mannors, Esther Ralston. Dir. Willard Mack. Rel. Nov. 20.  
**Carnival.** Les Tracy, Sally Eilers, Jimmy Durante. Dir. Walter Lang.  
**Defense Rests.** Story of a lawyer who defended gangsters. Jack Holt, Jean Arthur. Dir. Lambert Hillyer. 70 mins. Rel. July 15. Rev. Aug. 21.  
**Fugitive Lady.** Innocent girl, sentenced to prison, finds a haven and love. Neil Hamilton, Florence Rice. Dir. Al. Rogell. 45 mins. Rel. Oct. 20. Rev. Dec. 10.  
**Girl in Danger.** "Inspector Trent" story of a lost emerald. Ralph Bellamy, Shirley Grey. Dir. D. Ross Lederman. 61 mins. Rel. Aug. 29. Rev. Nov. 6.  
**Hit 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. Rev. Nov. 20.

**Jealousy.** Jealous prize fighter has a vivid dream while taking the count. Nancy Carroll, Roy McRoy. Dir. Roy W. Neill. 66 mins. Rel. Nov. 16. Rev. Nov. 20.  
**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. 15. Rev. Nov. 20.  
**Lady is Willing.** Investment victim kidnaps banker's wife. She falls in love with her captor. Leslie Howard, Blinnie Barnes. Dir. Gilbert Miller. 66 mins. Rel. July 30.  
**Man of the Night.** Romance of a detective. Bruce Cabot, Judith Allen. Dir. Henry French. 58 mins. Rel. Nov. 23. Rev. Dec. 4.  
**Mills of the Gods.** Industrial story of the depression. May Robson, Fay Wray. Victor Jory. Dir. Roy W. Neill. 67 mins. Rel. Dec. 15.  
**Name the Woman.** Politics and a girl reporter. Arline Judo, Richard Cromwell. Dir. Al. Rogell. 63 mins. Rel. Aug. 1. Rev. Dec. 4.  
**Once a Gentleman.** Tullio Carminati, Lillian Harvey, Tula Birel. Dir. Victor Schitzinger.  
**One Night of Love.** Romance of an opera star. Grace Moore, Tullio Carminati. Lily Talbot. Dir. Victor Schitzinger. 84 mins. Rel. Sept. 1. Rev. Sept. 15.  
**Passport to Fame.** Edw. G. Robinson, Jean Arthur. Dir. John Ford. Rel. Jan. 12.  
**Prescott Kid.** The McCoy western. Sheila Mannors. Dir. David Selman. 66 mins. Rel. Nov. 8.  
**Square Shooter.** Tim McCoy, Jacqueline Wells in a Western. Dir. David Selman. 67 mins. Rel. Jan. 21.  
**That's Gratitude.** Theatrical man gets no thanks in farcical romp. Frank Craven, Mary Carlisle. Dir. Frank Craven. 67 mins. Rel. Oct. 13. Rev. Nov. 20.  
**Westerner.** The Tim McCoy, Marion Shilling. Dir. David Selman. 67 mins. Rel. Dec. 10.  
**White Lies.** Rich society girl falls for the big, brave cop. Walter Conolly, Fay Wray, Victor Jory. Dir. Leo Bulgakov. 63 mins. Rel. Nov. 27.

## DuWorld

**Offices:** 729 Seventh Ave., N. Y. C.  
**Beast of Borneo.** Melodrama and animals. John Preston, Mary Stuart. 70 mins. Rel. July 15.  
**Blue Light.** (Austrian and Italian.) Mountain romance among Italian Dolomites. Directed and starring Lini Riefenstahl. Rel. Sept. 15.  
**Bride of Samoa.** South Sea features. Dir. Phil Brown. 90 mins. Rel. March 1.  
**Dawn to Dawn.** Artistic rural story. Julie Hayden. Dir. Cameron McPherson. 58 mins. Rel. Jan. 21.  
**Girl in the Case.** Comedy in the 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 cinematography. Rel. March 30.  
**Kocha, Lubi, Szanuje (Polish).** Young love in Poland, with music. Dir. Michal Wyzanski. 70 mins. Rel. Nov. 1.  
**Man Who Changed His Name (British).** An old Edward Wallace yarn revived. Dir. Henry Edwards. 76 mins. Rel. Oct. 1. Rev. Oct. 23.  
**Norah O'Neals (British).** Irish yarn. Dir. Desmond Hurst. 70 mins. Rel. Oct. 15. Rev. Oct. 30.  
**Romance in Budapest (Hung.).** Franciska Gaal. Musical. 70 mins. Rel. April 15. Rev. May 15.  
**Sword of the Arab.** Adventures of American cowboys in Arabia. George Durrough, Duane Benson. Dir. Alfred Smalley. 30 mins. Rel. Sept. 1.  
**Tell Tale Heart (British).** Edgar Allan Poe thriller. Dir. Desmond Hurst. 60 mins. Rel. Nov. 15. Rev. June 10.

## First Division

**Offices:** R.K.O. Bldg., N. Y. C.  
**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.  
**Fugitive Road.** An Austrian-Italian border story. Eric von Stroheim. Vera Engels, Leslie Fenton. Dir. Frank Strayer. 69 mins. Rel. July 1. Rev. Nov. 20.  
**Girl of the Limberlost.** The famous Gene Stratton Porter classic. Marian Marsh, Ralph Morgan, Louisa Dresser, Eddie Nugent. Dir. Christy Cabanne. 83 mins. Rel. March 30.  
**Green Eyes.** Murder at a masquerade party. Wm. Bakewell, Shirley Grey, Charles Starrett, Claude Gillingwater. Dir. Richard Thorpe. Rel. July 30.  
**Girl of My Dreams.** College life and college romance. Mary Carlisle, Eddie Nugent, Creighton Cheney. Arthur Lake, Sterling Holloway, Gigi Parrish. Dir. Ray McCarey. Rel. Nov. 17.  
**Happy Landing.** Story of the U. S. air border patrol. Ray Walker, Jacqueline Wells. 65 mins. Rel. Sept. 1.

These tabulations are compiled from information supplied by the various production companies and checked up as far 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 showing and can only approximate the actual running length of 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 the 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.

## DIG UP 'OLD KENTUCKY' AS WILL ROGERS' NEXT

Hollywood, Dec. 17.  
 Will Rogers will be starred by Fox in 'Old Kentucky,' famed Frank Dazey play of 30 years ago. Piece has been pictured twice, both silents, once in 1919 by First National and in 1927 by Metro.

## MG Kindergartners In 'Ladies' Money' Play

Hollywood, Dec. 17.  
 Second play to be presented by the younger stock group of players at Metro will be 'Ladies' Money,' by George Abbott.  
 Oliver Hingdale, dramatic coach at Metro, is rehearsing the cast at the present time, and play is slated to be presented for two nights at the Hollywood Music Box around Jan. 10.

## G-B Sales Huddles

All the salesmen of Gamont-British each of Chicago were in New York Sunday (16) for a one-day get-together which included previews of three G-B pictures.  
 A similar meet will be held in Chicago next week for the western peddlers. George Weeks and Arthur Lee will go to Chi from New York to attend the party and lecture the boys.

## Behind the Keys

(Continued from page 21)  
 Whyte, manager of the Columbia; Harry Stahl, part owner of the Nuluna, and John Miller, owner of the Gable.

Lincoln.  
 Bob Dunnick, former city manager at Hastings, Neb., for the Tri-State circuit, was moved to Ottumwa, Ia., for the same organization. Don Fuller, formerly at the World, now takes over the Hastings houses.

Cedar Rapids, Ia.  
 Theatre managers organized an association for purpose of promoting common interests and establish policies in meeting certain business problems. J. Diebold has been named president and John Dostal, secretary. Membership limited to managers and assistant managers.

Baltimore.  
 Fred Greenway back at Loew's Century after a fortnight at the Fox, Washington, handling house while Gene Ford, who was staging an amateur local talent show for Loew's at the Century, Balto. Howard Burkhardt, Loew relief manager in this area, hold down temporary home berth during his absence.

Joe Fields has shrouded his loop Western genre. Embossey, in redecorating. Reopens New Year's Day.

Elyria, O.  
 John Pekras, has taken over the Capitol theatre here from Warner Bros.

Jane Eyre. Screen adaptation of the Charlotte Bronte classic. Colin Clive, Virginia Bruce, Allen Pringle. Dir. Christy Cabanne. Rel. Oct. 15.  
 King of Kings. Dance drama and historical girl dancing troupe swap contracts on way to Paris, and bring prosperity to a mythical Belgravian kingdom via crooning, dance routines, etc. Romantic comedy with music. Guy D'Arcy, Irene Hervey. Rel. Nov. 16.  
 Man from Utah. John Wayne western. 62 mins. Rel. July 1.  
 Manhattan Love Song. Two orphaned Park Avenue society old sisters, forced to go to work, change places with their servants who go 'society.' David Gray, Robert Armstrong. Dir. Leonid Kide. Rel. May 28. Rev. Sept. 3.  
 Moonstone. The Wilkie Collins novel of the disappearance of a famous gem. David Manners, Phyllis Barry. Dir. Reginald Barker. 60 mins. Rel. Sept. 18.  
 One in a Million. Romance of a department store employee and the boss' son. Dorothy Wilson, Charles Starrett. Dir. Frank Strayer. Rel. Nov. 15.  
 Port of Lost Dreams. A gun moll's past catches up with her after she has reformed and is happily married to a sea-faring man. Lola Lane, Bill (screen) Boyd, George Marion, Edward Gargan. Rel. Oct. 15.  
 Redhead. Romance of a disowned playboy son and an artist's model with a past. Bruce Cabot, Grace Bradley, Burton Churchill, Regis Toomey. Dir. Melville Brown. Rel. Nov. 20.  
 Shock. Shell shock world war victim unknowingly falls in love all over again with the wife he married before going to the front. Ralph Forbes, Gwellaigh Gill, Munroe Owsley. Dir. Roy Poweroy. 66 mins. Rel. Aug. 1.  
 Woman's Man. Hollywood inside story. John Halliday, Marguerite de la Motte, Wallace Ford. Dir. Edward Luddy. 68 mins. Rel. Aug. 1.  
 Young Eagles. Boy Scout adventures in wilds of Central America. Twelve episode serial. Dir. Harry Hoyt. Rel. July 1.

## First National

**Offices:** 821 W. 44th St., N. Y. C.  
**British Agent.** Adapted from the novel about international spies. Leslie Howard, Francis. Dir. Michael Curtiz. 75 mins. Rel. Sept. 15. Rev. Sept. 26.  
**Dragon Murder Case.** Philo Vance detective yarn. Warren William, Margaret Lindsay. Dir. Bruce Humphreys. 66 mins. Rel. Aug. 25. Rev. Aug. 28.  
**Filtration Walk.** West Point story. Ruby Keeler, Dick Powell, Pat O'Brien. 68 mins. Rel. Aug. 25. Rev. Oct. 1.  
**Gentlemen Am Born.** Four college boys beat the boys. Franchot-Tone, Jean Muir, Ann Dvorak, Margaret Lindsay. Dir. Alfred E. Green. 66 mins. Rel. Nov. 17. Rev. Nov. 27.  
**Happily Aboard.** Wedded wife success. Dick Powell, Josephine Hutchinson. Dir. Mervyn LeRoy. 80 mins. Rel. Oct. 22. Rev. Oct. 16.  
**I Sell Anything.** Comedy in a fake auction room. Pat O'Brien, Ann Dvorak, Claude Rains. 70 mins. Rel. Aug. 25. Rev. Oct. 1.  
**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. Dir. Archie Mayo. 73 mins. Rel. Aug. 8. Rev. July 17.  
**Midnight Alibi.** Heart interest melodrama from Damon Runyon's 'Old Doll's House.' Lewis Mumford, Barbara Stanwyck, Charles Bickford, Bill Chandler. Dir. Alan Crosland. 69 mins. Rel. July 21. Rev. July 10.  
**Return of the Terror.** This. Mystery drama with plenty of heart interest. Rex Brown, John Halliday, Robert McGough. Dir. Howard Bretherton. 65 mins. Rel. July 17. Rev. July 17.  
**Six Day Bike Rider.** Thrills and spills in a bike race. Joe E. Brown. Dir. Lloyd Bacon. 69 mins. Rel. Oct. 13. Rev. Oct. 6.

## Fox

**Offices:** 44 West 56th St., N. Y. C.  
**Baby Take a Bow.** The Fox child star comes through again. Shirley Temple, Bachelor of Arts. From John Erskine's recent novel. Tom Brown, Henry Hathaway, Anita Louise. Dir. Louis King. Rel. Nov. 23.  
**Caravan.** Romantic story based on 'Gypsy Melody.' Chas. Boyer, Loretta Young, Jean Parker, Louise Fazenda. Dir. Nick Chasels. 68 mins. Rel. Sept. 28. Rev. Oct. 2.  
**Cat's Paws.** Comedy done from story by Clarence Podgrodin. Harold Lloyd, Una Merkel. Dir. Sam Taylor. 68 mins. Rel. Aug. 17. Rev. Aug. 21.  
**Charlie Chan in London.** Another detective yarn. Warner Oland, Drew Levy. Dir. Eugene Forde. 73 mins. Rel. Sept. 14. Rev. Sept. 18.  
**Dude Ranch.** The. Geo. O'Brien, Irene Hervey. Dir. Eddie Cline. 64 mins. Rel. Sept. 21.  
**East River.** Story revolving around an underwater tunnel. Edmund Lowe, Elinor Norton, Claire Trevor, Hugh Williams. Dir. Hamilton MacFadden. Rel. Nov. 2.  
**First World War.** This. Hitherto unreleased film from the archives of several governments. Lawrence Stallings, editor. 77 mins. Rel. Nov. 23. Rev. Nov. 13.

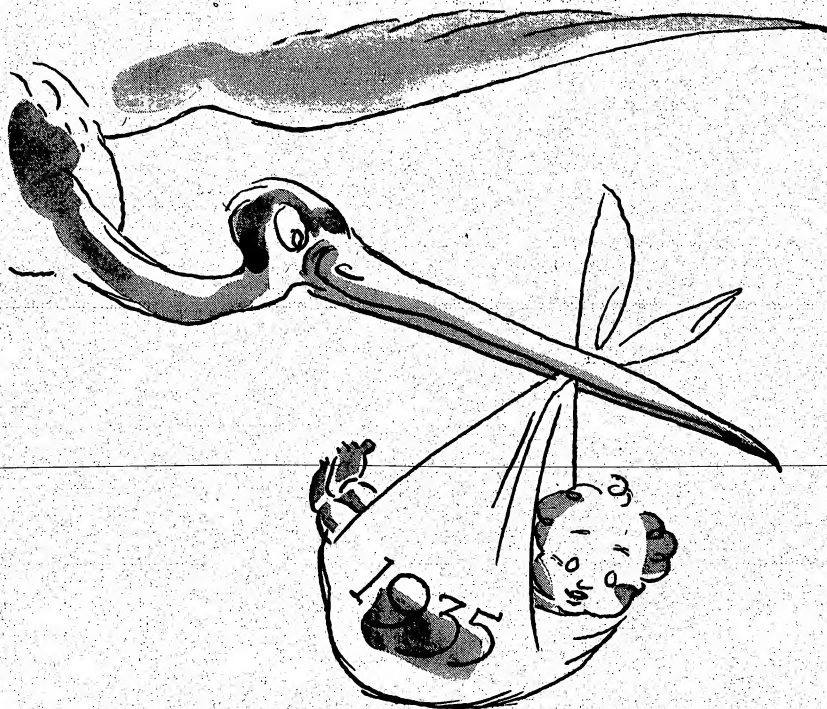
**Gambling.** From the George M. Cohan play. Geo. M. Cohan, Wynne Gibson. 68 mins. Rel. Nov. 23. Rev. Nov. 23.  
**Grand Canary.** Warner Baxter, Madge Evans. Dir. Irving Cummings. 73 mins. Rel. July 13. Rev. July 24.  
**Handy Andy.** Will Rogers, Peggy Wood. Dir. David Butler. 81 mins. Rel. Aug. 17. Rev. Aug. 27.  
**Hall in the Heavens.** Air story. Warner Baxter, Conchita Montecorno. Dir. John Blystone. Rel. Nov. 9.  
**Judge Hardy.** From the Lindbergh stories of down-south. H. B. Waithall. 68 mins. Rel. Nov. 23. Rev. Nov. 23.  
**Lovette Lover.** Pat Paterson, Lew Ayres. Dir. Wm. Thiele. Rel. Nov. 30.  
**Lottery.** Musical romantic story. Pat Paterson, Nils Asher, Herbert Marshall, Harry Green. Dir. Jas. Tinsling. 72 mins. Rel. Sept. 21. Rev. Nov. 6.  
**Marie Galante.** Done from the novel of the same name. Spencer Tracy, Cecil Gailian, Helen Morgan. Dir. Henry King. 90 mins. Rel. Oct. 26. Rev. Nov. 27.

**Music in the Air.** Gloria Swanson, John Boles. Dir. Joe May. Rel. Nov. 30.  
**Pack's Bad Boy.** Story of an adopted son and an understanding man. Jackie Cooper, Thomas Meighan, Jackie Scarle. Dir. Eddie Cline. 65 mins. Rel. Oct. 13. Rev. Oct. 30.  
**Persuaded.** Romantic drama. Original. Rosemary Ames, Victor Jory. Pert Kelton. 70 mins. Rel. Nov. 23. Rev. Nov. 23.  
**Survant's Entrance.** Janet Gaynor and Lew Ayres decide to spend their honeymoon earning their own living. Both engage in domestic service. Both work to a happy ending. Dir. Frank Lloyd. 50 mins. Rel. Sept. 7. Rev. Oct. 2.  
**She Learned About Sailors.** Navy romance in Shanghai and Los Angeles. George Forman, Lew Mitchell. 68 mins. Rel. July 6. Rev. July 31.  
**She Was a Lady.** Helen Twopenner. Robert Young. Dir. John Blystone. 68 mins. Rel. July 28. Rev. Aug. 18.  
**365 Nights in Hollywood.** James B. Dunn, Alice Faye, Mitchell & Durant. Dir. Geo. Marshall. 77 mins. Rel. Oct. 12. Rev. Nov. 13.  
**Twenty-four Hours a Day.** Claire Trevor, Gilbert Roland. Dir. Hamilton MacFadden. 72 mins. Rel. Oct. 22. Rev. Nov. 23.  
**White Parade.** The. Loretta Young, John Boles. Dir. Irving Cummings. 80 mins. Rel. Nov. 16. Rev. Nov. 13.  
**Wild Geese.** From the novel by Louis L'Amour. Harry Green. Dir. Geo. Marshall. 77 mins. Rel. June 8. Rev. July 31.

## Gaumont-British

**Offices:** 600 Broadway, N. Y. C.  
**Chu Chin Chow.** Arabian tales in musical form. Anna May Wong, Fritz Kortner. Dir. Walter Forde. 95 mins. Rel. Sept. 15. Rev. Sept. 25.  
**Evenings.** Musical dramatization from the Beverley Nichols novel. Evelyn Gais, George Forman, Carl Borcia, Conchita Supera. Dir. Victor Saville. Rel. Nov. 16. Rev. Nov. 20.  
**Jack Ashby.** Comedy with song and dance. Jack Hulbert, Nancy O'Neill, Al. E. Green. Dir. Walter Forde. 77 mins. Rel. Nov. 23. Rev. Nov. 23.  
**Evergreen.** Musical adaptation from Cochran's stage production. Jessie Matthews, Sonnie Igle, Betty Halloway, Harry Mackay. Dir. Victor Saville. 77 mins. Rel. Nov. 23. Rev. Nov. 23.  
**Iron Duke.** The. Drama based on Duke of Wellington at Battle of Waterloo. George Arliss, Billie Teale, Gladys Cooper, A. E. Matthews, Allan Aynesworth. Dir. Victor Saville. 141 mins. Rel. Jan. 1935.

(Continued on page 31)



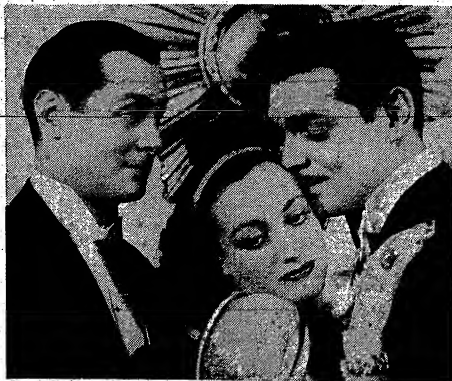
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## Studio Placements

Hollywood, Dec. 17.  
 Alfred B. Green to direct Edward G. Robinson and Bette Davis in "Money Man," WB.  
 Donald Crisp, "China Seas," "Mutiny on the Bounty," MG.  
 Roy Compston, "Go Into Your Dance," WB.  
 Charles La Mott, directing three Stooges short, "Kaleidoscope," C. Co. On Orntis and Hy Kraft, collaborating on screen play for "Vampire of Prague," MG.  
 Oscar Chatter, "Comedy Carrousel," De Witt Jennings, Matt McHugh, Arthur Hoyt, Morgan Wallace, George Mesker, "Puzzle of the Paper Tree," Radio.  
 Lloyd Nolan, Nora Cecil, "Car 99," Fox.  
 Henry Travers, Jed Prouty, "Captain Hurricane," Radio.  
 Virginia Hammond, "Once a Gentleman," Col.  
 Herman Bing, Dorothy Appleby, Paul Hurston, "Cumbria," "Redheads on Parade," Fox.  
 Lawrence Riley, adapting "Stolen Harmony," Fox.  
 J. P. McCarty and Virginia Van Upp, adaptation and dialog, "Vengeance," Par.  
 John Sale, "Redheads on Parade," Fox.  
 Francis Martin, adaptation, "Big Broadcast," Par.  
 Bert Rouch, "Nine Palaces," "Only Eight Hours," MG.  
 R. M. Adams, adapting "Crimson Ice," Fox.  
 Allen Jenkins, "Get Rich Quick," WB.  
 Robert Graves, Guy Usher, Inez Courtney, T. Roy Barnes, Bill Irvine, "Carnival," Fox.  
 Claire Dodd, "Roberta," Radio.  
 Gene Lockard, "Cape Cod," Radio.  
 Gilbert Emery, Tom Ricketts, Monte Trust, Ruth Clifford, Phillips Smalley, "Once a Gentleman," Col.  
 Doris Anderson, adaptation and dialog, "Nancy Smith," Par.  
 Donald Woods, "Florentine Dagger," WB.  
 Victor Jory, "Midsummer Night's Dream," WB.  
 Austin, writing two-reel comedy, Fox.  
 Harry Clark and Doris Malloy, adaptation and dialog, "Milky Way," Par.  
 Helen Flint, "While the Patient Slept," WB.  
 W. M. O'Connor and Angela Shawnee, treatment, "Hong Kong," Futur.  
 Fred Regan, "Go Into Your Dance," WB.  
 Virginia Bruce, Ricardo Cortez, "Snow of Doubt," MG.  
 Miles Davenport, "Wedding Night," Goldwyn.  
 Max Meyer, Joe Cawthorn, "Naughty Marietta," Fox.  
 Maxine Doyle, Robert Armstrong, "Mystery Man," Mono.  
 Henry Stephenson, "Rockies," MG.  
 Stephen Morehouse Avery, script, "Hensley's Gate"—and an original, Fox.  
 George Seitz, directing, "Shadow of Doubt," MG.  
 Chic Sale, Jean Parker, first of the Month, MG.  
 Howard Hickman, Tom Ricketts, "Naughty Marietta," Fred Kelsey, "Gypsy Sweetheart," WB.  
 Leon Gordon, writing original, "Aeolian," Col.  
 Sam Hellman, scripting, "In Old Kentucky," Fox.  
 Buckston Hays, first treatment for "Cecil Rhodes," Fox.  
 Albert Traylor and Gladys Lehman, collaborating on "Highway Robbery," Fox.  
 Loretta Young, "Call of the Wild," 20th Century.  
 John Robinson, writing script, "Captain Blood," WB.  
 John Lynch and Jim Tully, collaborating on "The Raven," Dec. 1.  
 Margaret Lindsay, "Florentine Dagger," WB.  
 Brenda Fowler, Augusta Anderson, Harry Bowen, Sarah Edwards, "Ruggles of Red Gap," Par.  
 Fatsy Kelly, "Go-Into—Your Dance," WB.  
 Stanley Price, Sam Ashe, James Burke, "Caprice Espagnole," Par.  
 Arthur Strider, writing screen play, "Black Room Mystery," Col.  
 Frank Craven, Alfred Delcambe, "My Crawley, My Radio," Par.  
 Joseph Moncre March writing an original, Par.  
 George McCarty, screen play, "Theodora Goes Wild," Col.  
 George Hoyle, Arthur Hoyt, "All the King's Horses," Par.  
 Mike Simmons, screen play, "Jim Burke's Boy," Col.  
 Grant Garrett, writing gags, "Stolen Harmony," Fox.  
 Luis Alberni, Arthur Treacher, Janet Beecher, Claudia Coleman, "Go Gentlely," Col.  
 Ralph Murphy, directing "McFadden's Flute," Par.  
 Warren Villars, "Case of the Curious Bride," WB.  
 Richard Boleslawski, directing "Les Misérables," 20th Century.  
 Fred MacMurray, "Les Misérables," 20th Century.  
 Queenie Smith, "Stolen Harmony," Par.  
 Sue Duer Miller, screen play, "Orchids to You," Fox.  
 Nydia Westman, Otto Hoffman, "Capitulation," Radio.  
 Brooks Benedict, "Puzzle of the Pepper Tree," Radio.

## CALENDAR OF CURRENT RELEASES

(Continued from page 11)  
 In a feud with a neighboring estate, Bert Wheeler, Robert Woolsey, Mary Carlisle, Spanky McFarland, Noah Beery, Dir. George Stevens. 75 mins. Rel. Nov. 2.  
 Let's Fight! After ten years of married life, a couple decide to try new partners, only to discover that the habit of being together is too strong. Clive Brook, Diana Wynyard, Irene Hervey, Hale Vinton. Dir. Worthington. 67 mins. Rel. Nov. 2.  
 Lightning Strikes Twice. A fast-moving farce which concerns itself with an amusing tangle of identities that result from two young men bringing their own lives to a head. Robert Montgomery, Helen Broderick, Part Kelton, Laura Hope Crews, "Skeets" Gallagher, Chick Chandler, Walter Catlett. Dir. Ben Holmes. 64 mins. Rel. Dec. 7.  
 Little Love. The romance of a young stock minister and a gypsy girl, who really is the ward of a nobleman of the district. Katharine Hepburn, John Beal, Alan Hale. Dir. Richard Wallace. Rel. Dec. 28.  
 Of Human Bondage. A poignant story of a man who faces life on a paria. Ronald Colman, Bette Davis, Reginald Denry, Reginald Sheffield, Alan Hale. Dir. John Cromwell. 83 mins. Rel. July 20. Rev. July 2.  
 Red Morning. Adventure in a primitive setting of Papua, New Guinea. Steffi Duna, Regis Toomey, Raymond Hatton. Dir. Wallace Fox. 66 mins. Rel. Dec. 14.  
 Richest Girl in the World. Wealthy girl seeks non-mercenary suitor. Miriam Hopkins, Joe McCreas, Fay Wray. Dir. Wm. A. Seiter. 80 mins. Rel. Sept. 12. Rev. Sept. 2.  
 Romance in Manhattan. A young Czechoslovakian enters the United States (his promised land) illegally and finds happiness and the chance for a successful future. Frances Lederer, Arthur Rogers, Arthur Kohl, Jimmy Butler, J. Farrell MacDonald. Dir. Stephen Roberts. 70 mins. Rel. Jan. 11.  
 Their Big Moment. A comedy drama with a supernatural twist and murder mystery. John S. Sillm Summer, Fred C. Cabor, Ralph Morgan. Dir. James Cruze. Rel. Aug. 10. Rev. Sept. 11.  
 Silver Streak. The A. fast-action melodrama in which the famous steam-train train of the Burlington Railroad is stolen. Sally Bland, Charles Starrett, William Albright, William Farnum. Dir. Thomas Atkins. 62 mins. Rel. Dec. 10.  
 We're Back 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. 2.  
 Wednesday. The effort of a doctor to save a young woman. Edward Arnold, Karen Morley, Frankie Thomas. Dir. John Robertson. 68 mins. Oct. 26.  
 West of the Paces. The locale is the Pecos county in New Mexico. A young girl, disguised as a boy, regenerates an outcast and wins happiness. Richard Dix, Martha Sleeper, Samuel Hinds, Fred Kohler. Dir. Phil Rosen. 65 mins. Rel. Jan. 4.  
 Women in Chains. A fast and melodrama about a paroled convict who is involved in saving a beautiful society girl from the town cad. Fay Wray, Ralph Bellamy, Melvyn Douglas, Roscoe Ates. Dir. Phil Rosen. Rel. Oct. 10.  
 United Artists Offices: 729 Seventh Ave., New York N. Y.

Affairs of Calicut. The love life of Benvenuto Calicut. Fredrick March, Lorraine Bennett, Frank Craven. Dir. Gregory La Cava. 64 mins. Rel. Sept. 11.  
 Bulldog Drummond Strikes Back. Further adventures in crime solution. Ronald Colman, Loretta Young, Warren Oland, Charles Butterworth. Una Merkel. Dir. Roy Del Ruth. 80 mins. Rel. July 20. Rev. Aug. 21.  
 Clive of India. The story of Clive, who founded a new British dominion—Bolsheviks. Rel. Jan. 25.  
 Count of Monte Cristo. The famous Dumas' classic about the man who is abandoned for a fortune and returns to get his revenge. Richard Dix, Dolores Costello, Elissa Landi, Louis Calhern, Sidney Blackmer. Dir. Rowland V. Lee. Rel. Sept. 7. Rev. Oct. 2.  
 Kid Millions. Musical spectacle in the U. S. and Egypt. Eddie Cantor, Ethel Merman. Dir. Roy Del Ruth. 80 mins. Rel. Dec. 10. Rev. Nov. 13.  
 Last Gentleman. The Shrewd and elderly millionaire cleverly plots the ethical of a son to chase his money away. George Arliss, Edna May Oliver, Janet Beecher, and Ralph Morgan. Dir. Sidney Lanfield. Rel. Sept. 21.  
 Just Daily Bread. Debauched folks from all walks of life begin all over on a abandoned farm. Karla Brown, Robert Montgomery, and Robert Cooper. Produced and directed by King Vidor. Rel. Sept. 28. Rev. Oct. 9.  
 Transatlantic Merry-Go-Round. Mystery-rides the waves. Music in one of the most important of the new comedies in Hollywood. A comedian, 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. Rev. Oct. 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, Jr., Elaine Barrie, Benta Gurne. Dir. Alex Korda. Rel. Nov. 30. Rev. Oct. 19.  
 Runaway Queen. A merry-melodrama of revolution and romance. Anne Arliss, Ferdinand Grambling, Fred Herge. Rel. Nov. 13.  
 We Live Again. A vivid new version of Tolstoy's "Immortal Resurrection." Anna Sten, Frederic March, Jane Baxter, C. Aubrey Smith. Dir. Rouben Mamoulian. Rel. Nov. 18. Rev. Nov. 18.

Universal Offices: 30 Rockefeller Center, New York, N. Y.  
 Cheating Cheaters. From Max March's stage play. Fay Wray, Cesar Romero, and Charles Bickford. Dir. David Selznick. 75 mins. Rel. Nov. 15.  
 Embarrassing Moments. Comedy-drama. Chester Morris, Marian Nixon. Dir. Ed. Laemmle. 67 mins. Rel. July 8. Rev. Nov. 20.  
 Gift of Gab. Comedy-drama-musical—Edmund Lowe, G. Stuart and big cast. Includes screen cast. Dir. Karl Freund. 70 mins. Rel. Sept. 2. Rev. Oct. 2.  
 Good Fairy. The From Ferenc Molnar's stage play. Margaret Sullivan, Richard Dix, Richard Dix, Richard Dix. Dir. Stuart Walker. Rel. Oct. 22.  
 Human Side. Drama. Adolphe Menjou, Doris Kenyon. Dir. Eddie Busc. 60 mins. Rel. Sept. 21. Rev. Sept. 19.  
 I've Been Around. Comedy drama. Chester Morris, Rochelle Hudson, Isabelle Keith. Dir. Richard Laemmle. Dec. 31.  
 Imitation of Life. Drama. Claudette Colbert, Warren William, Isabelle Keith. 116 mins. Rel. Oct. 23. Rev. Nov. 27.  
 Let's Talk It Over. Comedy-drama. Chester Morris, Mae Clarke, Frank Kelly. Dir. Divine. Dir. Kurt Neumann. 67 mins. Rel. June 11. Rev. June 19.  
 Man Who Reclaimed His Head. The From Jean Bar's stage play of French life. The Raina, Joan Bennett, Lionel Atwill. Dir. Edw. Ludwig. Rel. Dec. 24.  
 Million Dollar Ransom. Comedy-drama. Edward Arnold, Mary Carlisle. Dir. Edwin DeLoz. The From the Dickens story. Claude Rains. Douglas Montgomery, Heather Angel. Dir. Stuart Walker. Rel. Jan. 21.  
 Night Life of the Gods. From Thorne Smith's fantastic tale. Alan Mowbray, Pich McKinney. Dir. Lowell Sherman. Rel. Jan. 14.  
 One Exciting Adventure. Comedy-drama. Blinnie Barne, Neil Hamilton. Dir. B. J. McK. Rel. Oct. 15.  
 One More River. Drama. Diana Wynyard, Colin Clive. Dir. James Whale. 68 mins. Rel. Aug. 6. Rev. Aug. 6.  
 Rocky Rhodes. Western. Buck Jones. Dir. Al. Raboch. Rel. Sept. 24.  
 Romance in the Rain. Comedy-drama of a slum Cinderella. Roger Pryor, Victor Jory. Dir. Richard Heather Angel. Dir. Stuart Walker. Aug. 13. 75 mins. Rel. Sept. 11.  
 Secret of the Chateau. Mystery story. Claire Dodd, Clark Williams. Dir. Richard Dix. 68 mins. Rel. Dec. 10.  
 Strange Wives. Comedy drama. Roger Pryor, John Clayworth. Dir. Rich. Thorpe. Rel. Dec. 10.  
 Straight from the Heart. Baby Jane, Mary Astor, Roger Pryor. Dir. Kurt Neumann. Rel. Dec. 10.  
 There's Always Tomorrow. Drama. Frank Morgan, Lois Wilson. Dir. Ed. Egan. 86 mins. Rel. Sept. 11. Rev. Nov. 13.  
 Wake Up and Dream. Comedy-drama. Roger Pryor, June Knight. Dir. Kurt Neumann. Rel. Oct. 1. Rev. Oct. 16.  
 When a Man Sees Red. Buck Jones western. Rel. Nov. 12.

Warner Brothers Offices: 321 W. 44th St., New York, N. Y.  
 Big Hearted Heart. From the stage farce. Old-fashioned farce. A heart from his modern family. Guy Kibbee, Alene McCalla, Patricia Ellis. Dir. Wm. Keighley. 60 mins. Rel. Oct. 6. Rev. Nov. 26.

Goss 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.  
 Dances. Musical spectacle. John Blondell, Ruby Keeler, Dick Powell, Guy Kibbee. Dir. Ray Enright. 90 mins. Rel. Sept. 1. Rev. Aug. 21.  
 Damel. Mother and daughter in a battle for love. Jean Muir, Geo. Brent, Verree Teasdale. Dir. Archie Mayo. 68 mins. Rel. Sept. 8. Rev. Sept. 18.  
 Firebird. Murder mystery in Austria. Verree Teasdale, Ricardo Cortez. Dir. M. M. Seltz. 80 mins. Rel. Nov. 13.  
 Friends of Mr. Sweeney. Comedy-drama of the brown-bread husband who turns the big trick for his newspaper. Charlie Ruggies, Ann Dvorak, Eugene Pallette, Dorothy Tree. Dir. Edward Ludwig. 65 mins. Rel. July 27. Rev. July 31.  
 Here Comes the Navy. Comedy-drama of a bob that tried to buck the fleet. Mims Canyon, J. O'Brien, Gloria Stuart, Dorothy Tree, Frank McHugh, Lloyd Bacon. 40 mins. Rel. July 21. Rev. July 24.  
 Housewife. A domestic wife beats the vamp. Bette Davis, Geo. Brent. Dir. Alfred B. Green. 68 mins. Rel. Aug. 13. Rev. Aug. 14.  
 Kansas City Prince. Two mid-western courtiers on a lambores. John Blondell, Gladys Farrell, Hugh Herbert. Dir. Wm. Keighley. 64 mins. Rel. Oct. 13. Rev. Nov. 6.  
 I Am That. Mystery and murder in a diamond theft. Mary Astor, Ricardo Cortez. Dir. Robert Florey. Rel. Nov. 24.  
 Madame Du Barry. Drama of the lady who made history set up and take notice, with comedy twist. Richard Dix, Reginald Owen, Gerald Perkins, Verree Teasdale, Victor Jory, Dorothy Tree, Helen Lowell. Dir. William Dieterle. Rel. Oct. 13. Rev. Oct. 30.  
 Persecuted. A moving story of the h'm and beater that turns into a real champagne to witely. Pat O'Brien, Gladys Farrell, Claire Dodd, Henry O'Neill. Dir. Alan Crosland. 68 mins. Rel. July 7. Rev. July 7.  
 St. Louis Kid. The. James Cagney, Patricia Ellis. Dir. Ray Enright. 66 mins. Rel. Oct. 10. Rev. Nov. 6.

## Miscellaneous Releases

Are We Civilized? (Raspin). Propaganda for peace. Dir. Edwin Carewe. 70 mins. Rel. June 15. Rev. June 15.  
 Battle. The. (Gargano). French-made story of a Jap naval officer who sacrifices his wife for his country. Charles Boyer, Marie Obbron. Dir. Richard Boleslawski. 70 mins. Rel. Nov. 20. Rev. Nov. 20.  
 Blue Steel. (Blue Star). John Wayne Western. Dir. R. N. Bradbury. 64 mins. Rel. July. Rev. July 21.  
 Crossed. A story of a down and out surgeon who performs a skilled operation. Frank Craven, Sally Blane. Dir. Wm. Hing. July 20.  
 Dancing Man. Gligote story. Reginald Denry, Judith Allen. Dir. Al. Ray. 64 mins. Rel. July. Rev. July 24.  
 I Can't Escape (Syndicate). Ex-convict goes straight. Onslow Stevens, Lila Lee. Dir. Otto Grover. 58 mins. Rel. Sept. 3.  
 Man from Hell. (The Marcy). Western. Bob Russell. Dir. Law Collins. 60 mins. Rel. Oct. 2.  
 Marrying Widows (Tower). Young widow gets her wish. Judith Allen, Richard Dix, John Allen Brown, J. P. Seltz. 67 mins. Rel. Sept. 3.  
 Young and Beautiful (Mascon). Studio story with the Wamp's baby stars. Hal K. Hall, Johnnie Walker. Dir. Joe Sanley. 68 mins. Rel. Sept. 2. Rev. Sept. 25.

## Foreign Language Films

Note: Because of the slow movement of foreign films this list covers one year (Most of these available with English titles).  
 Abel mit der Mundharmonika (Ger) (Ufa). Comedy of young love. Dir. Erich Waschneck. 60 mins. Rel. Sept. 1.  
 Adieu Les Beaux Jours (Fr) (Ufa). Great romance. Brigitte Helm, Dir. Hans Bender. 90 mins. Rel. April 15. Rev. May 1.  
 Airplane (Ger) (Capitol). Test tube babies. Brigitte Helm, Dir. Richard O. Nelson. 60 mins. Rel. Feb. 15.  
 Blonde Christi, Die (Ger) (Bavaria). Musical. Karl Hardt. Dir. Franz Seltz. 75 mins. Rel. Feb. 15.  
 Buena Vista (Ger) (Ufa). Musical with Victor Herbert score. Enrico Caruso, Jr. Dir. William McGann. 80 mins. Rel. Sept. 15.  
 Broken Shoes (Rues) (Aminko). Film talker made in Palestine. Dir. Heinrich Heine. 70 mins. Rel. Sept. 15.  
 Chulutzim (Hebrew) (Acme). Child taken in Palestine. Dir. Alexandre Ford. 70 mins. Rel. March 15.  
 Ciudad de Carton, La (Sp) (Fox). Drama of marital relations. Antonio Moreno, Lila Lee. 70 mins. Rel. Feb. 15.  
 Corazones en Derrota (Spanish). Tragic drama made in Mexico. Dir. Ruben C. Novarro. 70 mins. Rel. Oct. 1.  
 Crew of the "Titanic" (Kladner). (Dubbed Eng.). Biblical drama. Dir. Robert Wiene. 70 mins. Rel. March 15.  
 Cruz, La (Esp) (Fox). Historical romance. Jose Mojica. Dir. Frank Craven. 70 mins. Rel. Feb. 1.  
 Cuesca Abajo (Sp) (Romanic). Drama. Carlos Gardel, Mona Maria. Dir. Louis Gasnier. 75 mins. Rel. Aug. 15.  
 Deutscher (Russian) (Garrison). More class struggle. Dir. V. I. Pudovkin. 90 mins. Rel. June 1.  
 Duo Orpheus, Les (Fr) (Blue Ribbon). Costume melodrama. Yvette Guilbert. Dir. Maurice Tourneur. 90 mins. Rel. Feb. 15. Rev. Feb. 15.  
 Dos Mae Uno Dos Espanoles (Fox). Comedy romance. Roleta Moreno. Dir. Charles Reisner. 70 mins. Rel. Feb. 15.  
 Dos Mujeres y un Don Juan (Sp) Romantic comedy. Dir. Jose Buche. 60 mins. Rel. June 1.  
 Du, Du, Du (Weimar) (General). Operetta. Glitta Alpar. Dir. Karl Froelich. 80 mins. Rel. Oct. 15.  
 Ein Gewisser Herr Gern (Ger) (Capitol). Spy drama. Hans Albers. Dir. Ewald André Ginter. 70 mins. Rel. May 15.  
 Ein toller Einfall (Ger) (Ufa). Farce comedy. Willy Fritsch, Dorothea Wieck. Dir. Kurt Gerson. 70 mins. Rel. May 15.  
 Eins ist Nix, Zwei ist Guter (Capitol). Farce. Dir. Gustav Gruendgens. 70 mins. Rel. Jan. 15.  
 Elise Prinzen Jung Lieb (Ger) (Ufa). Romantic comedy. Willy Fritsch. Dir. Arthur Robinson. 80 mins. Rel. Feb. 15.  
 En Glas, Gult (Norwegian) (Scandinavian). From Bjornson's novel. Dir. John Brunius. 80 mins. Rel. Nov. 16.  
 Einmal Eins Grosse Dame Selt (German) (Ufa). Comedy with music. Kaethe von Kralup. 70 mins. Rel. Oct. 15.  
 Ein Mann Will Nach Deutschland (Ger) (Ufa). Drama of patriotism. Dir. Paul Wegener. 80 mins. Rel. Nov. 1.  
 Enemigos de Progresso (Rues) (Aminko). Last of the Czarist generals. Dir. Berthold. 65 mins. Rel. Jan. 15.  
 Enemigos (Sp) (Inter-Continent). War drama. Dir. Chano Urueta. 70 mins. Rel. Jan. 15.  
 Escadalo, Ein (Sp) (Inter-Continent). Dramatic romance. Dir. Chano Urueta. 70 mins. Rel. Sept. 15.  
 Es Wird Schon Wieder Besser (Ger) (Ufa). Farce. Dolly Haas. Dir. Kurt Gerson. 70 mins. Rel. Jan. 15.  
 Feldherrnhuegel, Der (Ger) (Bavarian). Military comedy. Betty Bird. Dir. Eugen Thiele. 70 mins. Rel. April 15.  
 Fluchtlinge (Ufa). General comedy. Hans Albers. Rel. Oct. 15.  
 Fraulien-Falsch Verloben (Ger) (Capitol). Musical comedy. Trude Breechen. 70 mins. Rel. Jan. 15.  
 Freudschen (Ger) (Ufa). Romantic comedy. Willy Fritsch. Camilla Horn. Dir. Carl Boese. 75 mins. Rel. Jan. 15.  
 Freundschaft Eine Grosse Manner, Die (Ger) (Ufa). Theatrical comedy. Kaethe von Kralup. 70 mins. Rel. Nov. 1.  
 Fueser Wenzel (Ger) (Ufa). Romantic drama. Brigitte Helm. Dir. Arthur Robinson. 60 mins. Rel. Nov. 15.  
 Galtvorstellung, Die (Ger) (General). Mystery comedy with music. Max W. Feller. 70 mins. Rel. June 1.  
 Geld Regiert die Welt (Ger). Domestic comedy. Gustav Froelich. Camilla Horn. Dir. Ewald Ginter. 70 mins. Rel. Sept. 15.  
 Grit in Uniform (dubbed English) (Ger) (Filmmobile). Dorothea Wieck and Hertha Thiele. Dir. Richard Oswald. 60 mins. Rel. March 15.  
 Grueszkynder, Der (Ger) (Capitol). Boarding house romance. Felix Bressart. 70 mins. Rel. March 15.  
 Granaderos del Amor (Sp) (Fox). Romantic drama. Conchita Montenegro. Raul Roulien. Dir. John Reinhardt. 70 mins. Rel. Sept. 1.  
 Heichelmann (Ufa). (Ufa). Nazi back to the farm propaganda. Dir. Carl Heinz Wolf. 70 mins. Rel. April 15.  
 Hell on Earth (Ger) (Garrison) (dialog in five languages). Horrors of war.

Hollywood, Dec. 17.  
Radio has retagged 'Cape Cod,'  
James Barton starrer, as 'Captain  
Hurricane.'  
Fox's 'Safe in Jail' has been re-  
named 'Tabloid.'

**TITLE CHANGES**

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## Parent-Teachers Glib in Criticism But Slow on Constructive Action, KSTP Director Tells Listeners

St. Paul, Dec. 17.

Kids wake up in their sleep trying to sidestep that withering death ray. They sneeze deeper under their coverlets to escape some radio meanie's blue-steeled scimitar.

It's been going on for months, this sort of thing, and the end is not yet. But Thomas Dunning Rishworth, KSTP educational director and Uncle Tom of that station's Children's Hour, proposes to do something about it. And how.

It all came to a head when the Minneapolis Parent-Teacher Assn. recently joined in a campaign of protest against children's programs, sending resolutions to all northwest radio stations.

Rishworth promptly took up the cudgels and for the first time in the six years he's been conducting the KSTP Children's Hour, became a bit wrathful on the air. For 10 minutes during the hour on Monday (10) he minced no words. In substance, it was "but or shut up!"

He invited all parents who objected to kid's programs to cut out the side-stepping, stop gabbing and DO something—or turn off their radios. He urged Minnesota PTAs for insincerity, and ambiguity, and claimed their attitude manifestly unjust if every member of various groups was not represented at meetings which adopted resolutions.

Rishworth also lit into T. P. Giddings, supervisor of musical education for Minneapolis schools, for being opposed to 'one of the best educational programs for children now on the air, NBC's Walter Damrosch Music Appreciation Hour.' Rishworth revealed that while opposed to the program, Giddings at the same time is a member of its advisory board.

Rishworth's spirited stand had two immediate and direct results: a flood of letters and phone calls supporting him and an invitation from the Minneapolis PTA council to conduct a symposium on children's programs at one of the Minneapolis schools.

Meeting was called for tomorrow (18), with audience composed of two representatives of every Minneapolis PTA group. On the platform with Rishworth will be representatives from the following organizations: Minnesota Educational Assn., University of Minnesota, Minnesota Federation of Women's Clubs, Campfire Girls, Boy Scouts.

With kids throughout the country missing their meals and doing a slide down the health-charts as a result, simply because they can't

### Skeptical Mags

Periodical publishers, notably Hearst, McCall, Saturday and Crowell, are surveying the public for sponsor identification on radio programs. Understood the undercover objective of the glazed paper boys is to lay the facts thus adduced in juxtaposition with findings previously gathered for the publishers on advertising identification of copy published in magazines. It is the thought of the publishers that their findings will reveal a situation favorable to them.

Clark-Hooper is making the survey for the periodicals.

### CROSSLEY REPORT TO ASSUME NEW FORM

Subscribers to the Co-operative Analysis of Broadcasting, otherwise known as the Crossley Reports, will get a better idea of how their programs are faring as compared to other shows using the same span of time when the next set of popularity ratings is released. Documenting of the period poll results is being revised so that the hour, half-hour and quarter-hour shows are each grouped as to time units. There will also be an average rating for each time class.

By separating the programs according to the segment of the clock and listing them in groups it is figured that the sponsor and agency will obtain a better interpretation of their program's relative standing. Instead of comparing the rating of a quarter-hour show with that of an hour's stanza these concerned will measure the status of a quarter-hour affair by the average percentage prevailing for the quarter-hour class.

New form of the Crossley Reports will also indicate what the changes in average percentages have been for each class of time unit for the two previous two releases.

wait-to-hear-when-and-where-the corpse will turn up, or who did the counterfeiting, slugged the mortgage-ridden widow or robbed poor Mr. Zlich, the present picture is admittedly acute. Blood-and-thunder, maw-chewing, hair-raising, nerve-riveting radio programs designed for children's consumption have left the kiddies with a bad case of jitters.

### SECOND RADIO PRIEST

Father Cox of Pittsburgh On CBS From KGV

Two Pittsburgh programs will go over the ABS network for the first time on Dec. 22. Both from station KGV. First is the new Father Cox hour, which is to present some militant political and timely surveys. Priest cannot solicit funds over the air, it is understood. On from 8:15 to 8:45 o'clock.

Next in order will be Will Ry-shanek's music from Hotel Schenley.

## Lasker Back as L. & T. Prexy as R. Sollitt Quits

Chicago, Dec. 17.

Ralph Sollitt has resigned as president of Lord & Thomas, effective immediately. Sollitt's resignation breaks an association with this agency since 1923 and removes a president who has been in the chair since 1931. A. D. Lasker returns to active presidency of the organization and Sollitt will continue on the directorial board.

Other elections last week in the agency named Don Francisco as executive vice-president resident in Los Angeles. In New York among the top men in the agency will be Sheldon Coons and Steve Hannigan, among others, while here in Chicago Ralph Adams is nominating as head of the local office with David Noyes and Stewart Sherman in high executive positions.

## WHN, NEW YORK, WIRE TO FLORIDA FIGHT

Benny Leonard will broadcast his fight for Truly Warner firm from Miami during winter over WHN, New York. Said to be the longest single wired remote job on record. Leonard has regular weekly series over station covering mat tussles at St. Nicholas arena on Mondays and from Ridgewood Grove on Saturdays.

Period—will cover from eight to ten weeks, with former champ hopping back and forth.

## ABS Affiliates' First Get-Together Sets Rates; Cormier, Aleshire Debut

ABS rates are due for revision shortly following the one-day session held Tuesday (11) at the Waldorf-Astoria hotel, New York, in which all network affiliates came together for the first time. Albert Cormier, new v.p. in charge of sales, and Edward Aleshire, director of sales-research and development, presented to the visitors also for first time.

Closer co-ordination in operation discussed at length. The shuffling of commercial schedules now in process to be ready for the stations within a week's time. Not all rates are to be changed, however.

Those attending meeting were: Alfred Pote and William Pote, of WMEX, Boston; William C. Cherry, Jr., president, WPRO, Providence; William J. Pope, president, WKBX, Waterbury; Benedict Gimbel, Jr., president, WIP, Philadelphia; Clair McCollough, president, WDEL, Wilmington; John Elmer, president, WCBM, Baltimore; H. J. Brennan, president, KGV, Pittsburgh; Robert M. Thompson, commercial manager, KGV, Pittsburgh; H. H. Howell, president, WEBB, Buffalo; Roy Albertson, general manager, WBBB, Buffalo; Ralph Matheson, treasurer, WHDH, Boston; Harold Smith, president, WABY, Albany; Ralph Atkins, president, WJJD, Chicago; William Clark, manager, WBB, Cincinnati; James L. Hughes, general manager, WHBP, Rock Island, and L. A. Benson, president, WIL, St. Louis.

## Ad Agency Will Tell

System devised by the research department of Young & Rubicam for determining the value of each radio station according to listener response can, if adopted by the advertising trade in general, force a complete readjustment of rates in the broadcasting industry. Copies of the manual of charts developed by the probe have been turned over to Professor H. S. Hattis, who recently took a year's leave of absence from the University of Pennsylvania, to make a study of the relation between station coverage and cost to the advertiser for the National Association of Broadcasters.

Dr. George Gallup, who, as director of research for Young & Rubicam, charted and directed all angles of the inquiry, describes his as a simple way of determining station coverage, even though it is still in the experimental stage. The method relies wholly on two sets of figures. One is the census of sets in each station's primary and secondary areas and the other is the results by a breakdown by primary and secondary areas of the mail received from an inquiry. Involved in the system are two equations, one dealing with the value per listening unit of the station's city coverage and the other with the like value for the coverage outside the city. On one side of the multiple mark in each equation is the number of sets over the number of responses and on the other the ratio of the number of responses to the sets in the area over the figure 'X' which represents the unknown value per listening unit of the station.

Dr. Gallup avers that in some of the spots probed the local stations were charging anywhere from 10 to 20 times more for per listener than outlets in other sections of the country. The chartings, he said, showed that an appreciable number of the country's stations carried no advertising charge for their spots, while other outlets were selling their facilities at excessively low levels.

Networks are reported alarmed and resentful at the efforts of agency to work out a method of cost-appraisal. One executive has stated if the movement should spread the networks would combat the imposition of outside criteria.

## NRA HEARS BUFFALO PANELMEN DISPUTE

Buffalo, Dec. 17.

Operators strike at WEBB (Howell Broadcasting Company) was settled after labor differences with the station already had been aired before the NRA Adjustment Bureau.

Two operators who had been discharged were re-employed, although one resigned immediately after having been reinstated. Prior to the NRA hearing the station headquarters had been picketed by the operators.

## McKee on Coast

Los Angeles, Dec. 17.

J. H. McKee, of Cecil, Warwick & Cecil, is due here this week to start the Grace Moore programs for Victor over NBC. Expected to be on the Coast a month.

No date set for the beginning of the program, but likely start early in the new year.

## Telephone Co. Raps Station Before FCC

Washington, Pa., Dec. 17.

Granting of a license renewal for WNBZ here is being held up by the Federal Communications Commission pending the receipt of its examiner's report on the case. Among those who opposed the station's renewal application during the hearing before Examiner Ralph L. Walker was the local telephone company. Latter accused the station of circumventing the cost of a special telephone hookup for a football broadcast by making routine long-distance calls from a point 15 miles away from Washington.

Phone company cited other instances of alleged similar practices and averred that its contract for local exchange service was confined to personal and business calls and not for the transmission of remote point broadcasts.

## COMPLAINED OF HOURS; AS EXECS IT'S WORSE

Philadelphia, Dec. 17.

Murray Gold and John Hayes, a duo of WIP ex-splitters who have been upped to publicity and programming respectively, were the studio's constant squawkers ament night announcing.

Boys said that their new chores bring them in at seven in the dawn for a short stay until midnight or so.

## Life Savers Goes Web

Life Savers, once a major spender in the spot broadcast field, goes CBS January 7 with a 15-minute patter act, 'Vivian and Her Life Saver,' over 36 stations. Candy account will use ten spots on both the Monday and Wednesday schedules.

Topping & Lloyd, Inc., is the agency.

## Bernie Bierman's Acct.

St. Paul, Dec. 17.  
Bernie Bierman, coach of the champion Minnesota eleven sports aiming for General Mills every Monday from 9:30-9:45 P. M., beginning Dec. 24.

Will be interviewed by Halsey Hall, Minneapolis sports writer, scribbler and WCCO's baseball and football expert.

Program, designed to sell Wheaties, will include the original Wheaties stunt for the lighter entertainment. Signed for 13 weeks. McCord Co. agent.

## Christmas Gift

Station Managers Will Find a Year's Subscription to VARIETY, the only critical medium in Broadcasting, an Appreciated Gift by Station Employes or Business Associates. Packed with News and Ideas—An Investment in Source Material.

SUBSCRIPTION—\$6 ANNUALLY

FOREIGN \$1 ADDITIONAL

(ORDER BLANK)

VARIETY

154 West 46th Street  
New York City

I wish to send VARIETY for one year as a Christmas Gift to—

Enclosed please find check for ..... Dollars in payment.  
(Signed)



# RAISE PROPAGANDA ISSUE

## INDIRECT RAP AT TRANS-RADIO

**Hanson's Veiled Attack May Open Press-Radio Question Again—Expect Fed'l Move to Curb Paper-Station Tieups**

### PUBS WORRIED

Uneasiness caused among the newspaper press associations the past several months over the strides made by the Transradio Press Service was brought out into the open last week when Elisha Hanson, counsel for the American Newspaper Publishers' Association, in a radio address accorded Transradio's affiliation with Haves, the French subsidized news agency, Herbert Moore, president of the American Newspaper Publishers' Association, in a letter addressed to M. H. Aylesworth last Friday (14) demanded that he be granted the same NBC facilities in which to answer Hanson's charges.

Hanson charged in his talk over a WJZ hookup Wednesday night (12) that foreign radio stations under government control are attempting to spread propaganda in this country. Without mentioning Transradio by name Hanson declared that recently a French government subsidized news agency established a contact with an American radio station for the purpose of broadcasting foreign news reports in the United States.

"The question," continued Hanson, "should be asked by any American listener: Why should this be when the impartial, unbiased, uncolored and authentic news reports of the four great press associations have been made available to all American citizens through the Press-Radio Bureau. If any agency subsidized by the French government could utilize the same broadcast facilities, then there is no reason why other agencies—those serving Mussolini, Hitler, Stalin, or any other dictator—may not do the same."

Moore's answer to Hanson's remarks was that his organization is operating along the same lines as the Associated Press. Although both are allied with the semi-official news agencies of France, England, Italy, Germany, Russia and Germany, they each have correspondents established in the important capitals of Europe whose function it is to get the American alert on events and to provide aid in filtering the news at this end.

Moore avers that he is aware of the fact that the Press-Radio Bureau has been transcribing Transradio news broadcasts on aluminum with the object of cutting them from the air. He said that Moore regards the tenor of Hanson's speech as revealing a desperate move to keep the press associations in line.

Recent reports in newspaper circles have had it that Carl Bickel, head of the United Press, is anxious to resume for his service the radio station, which he had abandoned when his organization became a party to the press-radio pact. Bickel has given considerable study to the development of Transradio. Bickel offered to have carry Moore's answer to Hanson.

On Friday Moore sent a message over the teletype to his station subscribers. Excerpts from the message:

"Hearty approval of the stand against foreign propaganda in the United States, as voiced by Elisha Hanson, general counsel for the American Newspaper Publishers' Association, was expressed today by Herbert Moore, president of Transradio Press Service and the Radio News Association.

"Transradio's foreign correspondents, American born or American trained, today stand guard against propaganda in all major world capitals, and—provide the American people with the news, unbiased, non-partisan news which

## EPILOGOS

**Danny Malone Back in England—Gardel Off Air**

Danny Malone Irish tenor imported by NBC some months ago is now back in England. Singer whose entry into the states was hush-housed, knot by knot in mid-ocean, had a short fling at the U.S. air waves and then faded.

Next his voice was heard with the Abbey Theatre Players in one of their quaint productions. Then after some Decca recordings he sailed back to England. Variety and BBC dates on the other side, including a tour of Scotland. He may return later for another try.

Carlos Gardel, South American sizzler is another foreign voice imported at great expense by NBC. He too is now away from the microphone. Hollywood is his new address where he is making Spanish films.

In both cases the publicity department wears itself out thinking up new and choice phrases for the importations.

the vast social responsibility of radio demands for America's immense radio audience. It carries on a tradition of newspaper tradition of America by purchasing any supplementary news it needs from the same foreign press associations which have so long and ably supplied the great newspaper press services.

Washington, Dec. 17. Federal move to curb tie-up between broadcasters and newspapers is in prospect as consequence of steady invasion of radio field by press throughout the country.

First blow in impending warfare was struck last week by Representative Emanuel Celler of Brooklyn, who appeared before Federal Communications Commission in opposition to application of the Brooklyn Eagle for permission to operate on the 1.470-k.c. frequency now shared by four small Brooklyn transmitters.

Threatening to ask Congress to enact appropriate legislation, Celler bluntly registered his opposition to press ownership of broadcast facilities and called for competition between two agencies.

I am opposed to any newspaper owning and operating a station, Representative Celler said. It is a matter that is fraught with a great deal of danger, especially in these perilous times when the greatest freedom should be given to the dissemination of news.

There should be as many owners of radio facilities and newspapers as possible so that there cannot be any combination that will narrow the type of dissemination. Newspapers should stick to their own knitting. They should not own and operate stations, and I would be in favor of legislation which would separate them.

Possibility of Congressional action is not to be laughed at, according to local indications, since organized labor is taking an interest in the increasingly frequent tie-ups and is likely to ask Congress to take steps to preserve competition. American Federation of Labor leaders fear the continued invasion of broadcasting industry by publishers will eventually penalize workers or place further obstacles in the way of unionization of studios. International Brotherhood of Electrical Workers recently called attention to the number of assignments of licenses to press groups and extent of radio ownership or operation of transmitters.

Press-radio war is expected to break out on another front here growing in as a consequence of the increasing importance of Transradio Press Service. While no move has been made by radio news collectors to force the issue, it is in the air before the winter ends a show-down must occur on the question of admitting Transradio legmen to Capital press galleries.

Any overt row over this matter is bound to blow the lid off the whole radio-press feud and throw into the entire subject open for further discussion. Broadcasters here feel that radio must obtain a better foothold in news-field, but publishers are determined to keep other industry in check.

## ASCAP NOT DISCUSSED AT N. A. B. DIRECTORATE'S QUARTERLY CONFAB

### Odd Commercial

Hookup between Hal Kemp and the King Feature Service is the first of its kind involving a dance combo, a hotel and a group of syndicated columnists and cartoon strip names.

Series of sustaining pickups from the Pennsylvania, Kemp's current stand, starting this Thursday (20) will have the band leader interviewing Bing Crosby, Milt Gross, Robert L. Ripley, Jack Laity, James A. Well, George McManus, Otto Segov and Prunella Wood.

## \$250,000 FOR HOLLYWOOD STUDIO

Hollywood, Dec. 17.

Don Gilman, coast v.p. of NBC, and O. B. Hanson, chief engineer, have been here a week looking for a suitable location for new chain headquarters here. Execs have so far failed to find what they need. Plan is to get a building already erected which can be revamped but so far have drawn a blank.

Report is that the chain is willing to spend up to \$250,000 for new facilities, and will build if necessary. New quarters are to take the place of the present offices and transmitting rooms on the RKO lot.

### Feldman, WNEV V.P.

Robert Feldman is slated to get a vice-presidency at station WNEV, New York. WNEV's only other v.p. is Dick O'Day. Milton Blow owns the station.

## Special Equipment for Stations to Broadcast Film Sound Track of Newsreels; Liquor Account

Brown, Wassery agency is developing for National Distillers a spot broadcasting campaign along institutional lines, with the program composed of newsreel clips. Tied in with the ad text in the program whose resources would be used for the gathering, editing and distributing of the clips for the stations on the National Distillers list. By wrapping up the ad text in a program with a striking element of educational and informative interest those concerned figure that the objection of many stations to liquor business will be overcome.

Only in rare instances would the clips shipped to stations be the same as those used in Pathe newsreel releases. Plan is to have the broadcast soundtracks specially made by Pathe's regular staff and correspondents for mike release purposes. Also entailed in the proposition is the installation in each of the stations involved of special sound reproducing equipment for film. As mapped out by the agency some 40-odd stations would be included in the campaign. Over 20 outlets have already been lined up, with others being made to obtain choice time that is guaranteed protection against network demands.

**Hostetler Ill, Can't Attend—Next Convention in Colorado Between July 1-15—Bellows Warns of Impending Legislation in Washington**

## BILL TO TAX RADIO ADV.

Washington, Dec. 17. Enactment of legislation imposing a Federal tax on radio advertising will be urged in the forthcoming session of Congress. While details have not been worked out, a scheme under which broadcasters would make some payment to the Federal Government for their franchises is certain to be drafted and submitted for Congressional consideration. A substantial bloc of members who feel that the broadcast industry is getting a great deal for nothing is behind the idea.

One bill is being prepared by former Representative Edgar Howard of Nebraska, who forecast Saturday (15) that the measure would be introduced early in the session, which opens Jan. 3. Tax rate has not been decided but proposed tariffs run from 1% to 10%. Conflicting suggestions are under consideration, some members advocating definite fixing of the rate by Congress and others urging that the problem be left to the Federal Communications Commission.

One objective of the bill is to provide revenue with which the Federal Government might aid states in improving and maintaining educational facilities. Another idea would provide for the use of the funds derived from the advertising imposed for the maintenance and operation of educational stations by Federal agencies.

Russ Hodges has joined WJJD, Chicago, as a specialist in sports. He hails from the announcing staff of "WHBF," Rock Island-Davenport, Ia.

## MAYBELLINE TO CHICAGO

**Quits Hollywood—Star Salary Ideas Too Fancy**

Hollywood, Dec. 17. Giving up the plan of spotting picture names on the weekly program, the Maybelline NBC broadcast shifts from the NBC studio here to Chicago starting next Sunday (23).

Last Coast emanation of this program was yesterday (15). High cost of film names the reason.

### Ed Petry Back in N. Y.

Edward Petry returned to his office in New York last week. Just completed a six-week swing around the country as far west as California visiting the 33 towns he lists as station rep.

### Novelist at Young-Rubicam

Norman Klein, novelist and columnist, has left the New York Post and joined Young & Rubicam, where he will handle publicity for General Foods.

Klein's next novel, "Terror by Night," will be published by Farrar & Rinehart, Jan. 21.

Sudden illness of its counsel, Joseph A. Hostetler, prevented the directors of the National Association of Broadcasters from learning last week what concessions, if any, had been made regarding a new license contract by the American Society of Composers, Authors and Publishers. Hostetler, who since September has had several talks with E. C. Mills, ASCAP gen. mgr., on the proposition of charging radio on a per hour basis, was due to make a report of these pourparlers to the quarterly gathering of the NAB board. Hostetler was coming in from Cleveland where he has a law office partnership with Newton D. Baker.

Meeting, which was held at the St. Regis Hotel, New York, obtained from Henry A. Bellows, former CBS v.p., and now special legislative agent for the NAB, some inside info as to what is in store for the broadcasting industry at the coming session of Congress. Bellows averred that there was a good possibility that another drug and food bill would be introduced. This measure he said would likely turn out far more stringent than the one proposed at the last Congressional pow-wow by Rex Tugwell. Bellows reviewed the hearings held by the Federal Communications Commission two months ago on the educational interests' demand for 25% of broadcast facilities and opined that the thing that seemed to impress the commissioners most was the plea for co-operation revealed by both sides of the issue.

### Colorado Next

Directors approved an operating budget of \$40,000 for 1945 and agreed that the next national convention was to be held in Colorado sometime between July 1 and 15. The exact dates and town were to be determined by the executive committee.

Uniform accounting system for stations was adopted and the membership applications of KTSM, El Paso, WJLA, Boston, WOC, Davenport, WLKBS and WJLB, Kansas City, were approved. With this quintet the NAB membership stands at 275.

New committees were also appointed. Chairmen of the groups are Arthur B. Church, commercial; E. M. Elkin, KDKA, Pittsburgh, tax; H. K. Carpenter, cost accounting; and Alfred J. McCosker, copyright. J. T. Ward, WLAC, Nashville, NAB prez, presided at the meeting and the other attending were C. W. Myers, KOIN, Portland; John Gillan, WOW, Omaha; Isaac E. Hedges, WPHL, Philadelphia; Alfred J. McCosker, WOR, Newark; Harry C. Butcher, WJSV, Washington; Gordon Persons, WSPA, Montgomery, Ala.; William S. Hedges, WPHL, Philadelphia; WJLB, Cleveland; I. R. Lounsbury, WGR-WKWB, Buffalo; Frank Russell, WRC, Washington; Arthur B. Church, KMBC, Kansas City; M. J. Thomas, LYCA, WCAO, Baltimore; J. T. Buckwater, WGAL, Lancaster, Pa.; Stanley Hubby, KSTP, Minneapolis; Howard Wheelan, WWSB, New Orleans, and Powell Crozier, Jr., Cincinnati.

### Steve Ciser Resigns

Birmingham, Dec. 17. Steve Ciser, manager of WSGN, resigned last week and is planning to take over the operation of six stations in North Alabama. Headquarters will be established at WJBY, Gadsden.

Don Campbell, of the business staff has been made manager, succeeding Ciser.

# Big Splurges Hearten Spot Biz; Ford Discs Go to 289 Stations

As part of its December-January campaign the Chrysler Corp. is renewing blanket spot broadcasting contracts with some 60 stations. These blanket contracts involve the maximum number of broadcasts allowed under the station's highest discount rate and cover business turned in by any Chrysler subsidiary.

Business now being placed by Rutrauff & Ryan for Dodge for the December-January period takes in 75 stations, with the contracts calling for one minute announcements on a split schedule. Distribution in this case will come to over \$12,000.

These represent the most heartening men in spot broadcasting this season. Most comprehensive dealer hook-up known to spot broadcasting is being undertaken by Ford Motors through the World Broadcasting System. Campaign calls for the use of 289 stations, with the car manufacturer providing the discs and the local distributor arranging for their own station time.

Stencel series, with each program running 15 minutes, are dubbing from transcripts taken of Fred Waring's network shows, and are being billed as Ford's New Car Anniversary.

Albany, Dec. 17. Broadcasting through 16 stations in the state, the New York Department of Health has what it claims to be the most extensive program of public health education ever undertaken by a governmental agency. By use of direct broadcasting and transcriptions and employing dramatic form of presentation for its health messages, the department is on the air somewhere in the state every week day for a total of four hours a week. The basis of the new general program is a series of 16-minute plays which have been broadcast by WGY for more than a year under the title of "The Health Hunters".

This includes the state at large outside New York City which is outside the Department's jurisdiction.

## NBC Resumes Band Dept. With Kemp in Charge; Engels' Jan. Biz Trip

NBC Artists Service will return to the business of booking dance bands shortly after the first of the year. Harold Kemp, who was formerly in charge of the bureau's popular entertainment division, will head up the revived department. His first assistant will come from the bureau's present staff while two other aides are being brought in from the outside.

George Engels, v.p. in charge of the artists' service, figures on having the band booking thing smoothly going by the end of January. After he has disposed of this suggestion from the recent report of Trade-Ways, Inc., Engels will move on to Chicago and Hollywood to put into effect all the Trade-Ways proposals, as has been practically done in the New York office.

NBC dropped out of the band business about three years ago after taking some hefty losses, particularly in Chicago. Before John J. Kemp was general vaudeville booking mgr. for the Warner Bros. circuit.

## Hexin Folds 'Wings'

Chicago, Dec. 17. Hexin is taking its 'Wings of Dawn' show off the Columbia wires with the close of this week.

## Standard Oil Giving Coast Symphonies a Nod

Los Angeles, Dec. 17. Los Angeles Philharmonic orchestra of 90 pieces will be used for two broadcasts on the Standard Oil symphony program, starting Jan. 3. Here for seven weeks using Raymond Paige's orchestra, broadcast was switched this week for three programs emanating respectively in San Francisco, Seattle and Portland, using local symphonies in each, and then returns for the local Philharmonic alters.

## CHINA WANTS COFFEE SHOW

Distributors of the canned coffee in China would like recorded versions of Maxwell House Show Boat to broadcast over Chinese stations in areas where there are appreciable English-speaking colonies. Request for the discs were received last week by Benton & Bowles, the agency responsible for the program. Mueller & Philips, which has the China distributing franchise for Maxwell House, advised the Shanghai rep for the Conquest Alliance Co. that it would be interested in putting the product on the air. It could obtain stencils of the Show Boat broadcasts. When the Conquest home office relayed the info to B & B, the agency averred that although it hadn't made a practice of recording the shows it would see what could be done about taking care of the Chinese situation.

## Nets' Housewreckers Steam Up Heifetz; Calls Off Benefit

Declaring that he was an artist and not an auctioneer, and that the networks should have known better than to send over men to chop holes in the walls of his Park avenue penthouse apartment, Jascha Heifetz called off the charity broadcast which was slated to originate from his home this afternoon (Tuesday). Program was to be staged in behalf of the Musicians' Emergency Relief Fund, with the event calling for the auctioning of items contributed by figures from the concert world.

Heifetz said he might have overlooked the attempt to make an auctioneer of him, but not the men assigned by the webs to install the pickup equipment, bored holes all over the Renaissance decor of his apartment. Auctioning was to be aired over the metropolitan stations as well as NBC and Columbia.

## Mack Millar, Cabaret P.A., Publicizing WNEW

Ed Fisher, who organized the press department at WNEW, New York, when the station started a year ago, resigned Saturday (15). He is succeeded by Mack Millar, Broadway cafe p.a.

Fisher returns to United Artists, for whom he has previously worked, and goes to work immediately ahead of the film, 'Mighty Barnum'.

## Dept. Store Starts

Richmond, Va., Dec. 17. Thalhimers, a large department store here signed a 13 week contract with WYVA for so-called "Thursday Matinee".

Electrical and shoe departments are co-sponsors of the program which top lines Fritz Mayer and orchestra with Meyer and Helen Wyatt as vocalists.

## Agencies-Sponsors

Philes ordered Arm Chair Traveler program put out on disc by World Broadcasting for 50 stations. Placed through Hutchins Advertising Company.

Carnation Co. has renewed with its Monday Night program on NBC's red (WEAF) link for the third year. Extension becomes effective Jan. 7 and involves 41 stations. Erwin, Wasey is the agency.

Studebaker has taken another 13 weeks on the NBC red and Friday night programs with Richard Himber. Hookup concerns 32 stations. Roche, Williams & Cunningham is the agency.

Pontiac moves up to the 10 to 10:30 p.m. EST, spot on NBC's red Sundays, starting with Jan. 6, making that date also the starting point for a season 12-week run. Program uses 51 stations. Agency is MacManus-John-Adams, Inc.

Shell Eastern Petroleum has renewed for Eddie Dooley's sports spots on 23 stations over CBS Saturday night. J. Walter Thompson is the agency.

Sterling Products (Bayer's Aspirin and Phillips Dental Magnesia) has given CBS another contract for the 'Lavender and Old Lace' and 'Accidental Hums', with each renewal effective Jan. 1. Agency is Blackett-Sample-Hummert, Inc.

Vick Chemical has renewed for the 'Plantation Echoes' twice weekly affair over NBC's blue (WJZ) loop. The program features band plays, but a male quartet will replace Mildred Bailey. Disc versions of the program will be continued on nine supplementary stations in the south, southwest and EGU, Honolulu. Cecil Warwick & Cecil is the agency and Jean V. Grombach, Inc., the producer.

Venida products is arranging for a Saturday matinee program on NBC. Donahue & Coe is the agency.

Dr. Scholl's footpads is working on something for the Mutual Network, with WOR, Newark, the originating point.

## Wax Works

Harry Earnshaw of the Barnhart-Younis agency, former Barnhart Radio Productions, is producing several disc programs, recording at the Freeman Lang studios, Los Angeles.

MacGregor and Seltie have made contracts with stations CIOX, CHWIC, KPXC, CDAC, CJOX and CJCA in Canada.

Horlick's blossoming out still farther with its Lum and Abner show which is now on the Mutual system, recording WGN, WXYZ, WLW and WOR.

Reading to record the program for spots throughout the west and southwest.

Beech-Nut Packing's 'Red Davis' serial limited to four stations, WJAX, which appears in Buffalo; WDAF, Kansas City, and WJR, Detroit. Previous local contracts prevents the inclusion of the foursome in the regular NBC hookup.

## ABS' Bridgeport Stunt

Bridgeport, Dec. 17. ABS invades Bridgeport, hitherto completely monopolized by WICC of the Yankee web, with a remote special Thursday noon in advance of the world premiere of 'The Mighty Barnum', opening Friday (21) at the Majestic.

Broadcast, emanating from Barnum museum, reopened for a long time, will present Governor Cross, Mayor McLevy and p.a. of Adolph Menjou who appears in film and who's east on vacash. Sam Taylor, ABS film commentator, will m.c. Program was arranged by United Artists with ABS headquarters in New York. Understood to be on a good-will basis.

# New York Radio Parade

By Nellie Revell

Impresario Hanna of the Ence Crime Club broadcast is by way of being the De Mille-skowalski of radio. Using trick overhead spots, wearing large earphones, waving his hands and sporting shoes in rear of studio under weird lighting, Hanna is out-batching Bill Bachar.

Morpheus Wins Phil Ducey leaving the early morning B. A. Rolfe program. His evening assignments keep him out too late while the Rolfe morning show rings him to studio too early. At present Ducey works on Philip Morris show which has a late repeat broadcast, Let's Dance which runs until the wee hours, and Manhattan Merry-Go-Round. By the time he gets home to Larchmont he meets himself going to work.

Discovered Kathleen Wells, ex-vocalist with Peter Van Steeden ork, is to be next 'find' to sing on Lanny Ross' Log Cabin show at NBC. However, program will be in nature of final audition for Wells. She is now being handled by NBC and Benton & Bowles have taken option on her voice. Does she click on Log Cabin she is readied to join 'Showboat' after first of year.

Rule No. 678 Didn't Cover Crisis Ed Wyman's son arrived at NBC last Tuesday eve totting his pet dog to pose for photos with his dad and the dog. However, service men would play key his entry since there is a house rule against admitting dogs to building. Even a frenzied search among emergency passageways revealed no form for special entry of dogs and there the long arm of service stalled. Finally the photographer, a gent from NY Times, hid himself to press desk and where he wangled a photographer's pass which okayed entry of pup.

Split-Second Stuff Paul Whiteman ork had very bad Thursday last week. Band playing vaude which called for them to be at NBC to rehearse Kraft show at seven in morn. Then to theatre where they hibernated until nine p.m., where they caught bus to make broadcast. On way downtown with police escort there was a bit of a jam with a truck, though no one was hurt.

Fan's Fidelity Mrs. Juliet Delmar of Long Island is a fan among fans. For the past five months she has been attending every Thursday rehearsal of Showboat. Just a yen to see rehearsals. Is among first in studios and last out. Coming so often of late she is never stopped by pages now and sits and chats with members of cast between numbers. On busy days she brings her bundles with her. She goes home to listen to broadcast.

Visiting Manhattan In town: J. T. Ward of WLAC, Nashville; S. G. Persons of WBSA, Montgomery, Ala.; C. M. Myers of KOIN, Portland, Ore.; H. K. Carpenter of WHK, Cleveland; A. B. Church of KMBX, Kansas City; Tom C. Gooch of KRLD, Dallas; Jerry Blockstein, chief of KMOX press; E. S. Rogers of CFRB, Toronto; Mr. and Mrs. Edgar without name mention; T. W. Symons, Jr. of KPFT, Spokane; Harry Butcher of KNS, Washington; Messrs. Winger and Thomas of WJOD, Chattanooga; Tenn and Carl H. McKenzie of WLWB, Erie, Pa.

Short Shots Rosalind Green, speaking voice of Showboat's Mary Lou, will be the announcer and m.c. of new Lint all-girl show airing over CBS on Jan. 3. George Hicks and Howard Fettle will be miking on Let's Dance, the new CBS. Goodrich Thayer has definitely bought the Dr. Rockwell show though may have trouble getting chosen time on NBC and have to switch to CBS. George B. Storor, proxy of ABS to Phila for Gumbel dinner. Roxy will headline Kingsley & Chase, the pianists, at opening of the Maubauin in Phila on Sat. eve. Ray Heatherton is new vocalist with Jack Denney ork. Arthur Johnson, former radio columnist of Boston Eve Transcript, is now news substituting in NY. John Herrick, NBC baritone, is back on Gens of Melody with new name mention. Sponsor gave Merrick build-up last year but now has him signed for only alternating Thursdays. Harry Acton, ship news reporter, will air WINS today. PH D'Orsey debuts at opening of Congress Restaurant on Dec. 23 with tie to radio spot. Bill Sweets out of action last week with a bit of cold. Green & DeRose celebrated fifth wedding anniversary last week.

Scrambled Notes Boswell sisters have been slipped from Crosby show with Mills Bros due on next few weeks. Means of Bing with guest stars. Helen Gleis-er moving on 'Roses and Drums' and Swift-Kornberg show is now writing script for the Swift opus. Jimmy Carney sick last week and missed some Lux rehearsals. Henry Herbert ork with WHN wire will Dick Hopkins at Roseland with Claude going trouping. Silver Duet looking to clear time on Tues. five times weekly set of three. Don Bestor at Arcadia in Phila may go into Roosevelt Hotel after that engagement. Roy Campbell Swane Singers of CBS go vaude at RKO. Routine will have choir using soloists from four different bands. Mildred Munson of Goburn ork; Bill Thorne of Chas Davis ork; Jean Ue of Cornet ork, and Eleanor Bowers of Milscha Gerner ork. Doug Connah is now head of commercial string of CBS press. Leah Rule, ABS traffic mgr., once publisher of Toledo, O. Weekly Tribune. Carol Lee, once Voice of RKO before she joined Ted Coakley's ork, has returned to pix and signed new contract with RKO.

## GoSSIP

American Radio News Corp is now Hearst Radio, Inc., and Frank Daly ork at Meadowbrook with CBS wire going trouping. Day owns and operated club beside landing ork. Dick Figheli, an American football player, now being handled by Rockwell O'Keefe. All-Fishell has sports show titled 'Our Coach', aimed at youngsters. Hi Brown has a show per week on air. 'Gumps' and 'Little French Princess' on CBS and 'Cap'n Tom' on WOR. Bob Sullivan of ABS press is proud puppy of ninepound pup. NBC Artist Bureau set Peg LaCentra on CBS Woolcott show. Kevin Keesh to Bernice for four-week vacash due to Dick Bard from Radio Guide to special events staff of ABS. CBS banned lyric of 'Let's Have Breakfast in Bed' and shortened announcement. Lucile Haver, heroine of 'The O'Flynn' and Louis Hector, villain of the show, are man and wife in real life. Bayler Aspinlin's Lavender and Old Lace renewed.

## Colored Singer Sponsored

Bob Howard, colored singer, on his first commercial over WINS, New York. Edwin Cigar firm sponsoring. Daily except Saturdays and Sundays at 6:15 o'clock. Howard also in Douglas' Relatives program over same station.

## Six-Year-Old Pianist

Oakland, Dec. 17. KROW has added a child-prodigy pianist to its staff. Yvonne Farrar, age six, plays a quarter-hour of classics once a week. She's protégée of Norman Pillsbury.



# AIRCAPTS AMATEUR NIGHT

## Contests Fall Off

Both contests and giveaways have taken an appreciable tumble on NBC. Although the first 11 months of 1934 accounted for 20% more accounts than for the like period of the previous year, the drop in the number of contests came to 30%. January-November, 1934, while 44 clients had a total of 46 commercials testing the skill and wit of the tuner-inners. So far this year the contest tally has been 33.

During the first 11 months of '33 there were 149 regular offers made, as compared to 136 for the like period in 1934. Eight NBC made, as compared to 136 for the like period in 1934. Eight NBC made, as compared to 136 for the like period in 1934. Eight NBC made, as compared to 136 for the like period in 1934.

## COMMISH OKES 10 POWER LIFTS

Washington, Dec. 17. With demand for better facilities continuing unchecked, the Federal Communications Commission, last week arbitrarily granted permission to 10 transmitters to stop their operating strength and slated for hearing six pleas for power boosts and new stations.

Increases authorized were WKBO, Harrisburg, Penn., from 100 to 250 watts daytime; WMFB, Binghamton, N. Y., from 100 to 250 watts daytime; WKBB, Muskegon, Mich., from 150 to 250 watts; WIBU, Poyndette, Mich., from 100 to 250 watts; KRE, Berkeley, Calif., from 100 to 250 watts; WSIU, Iowa City, Ia., from 500 to 1 k.w. daytime; WFBL, Syracuse, N. Y., from 250 to 5 k.w. daytime; WKBB, East Dubuque, Ill., from 100 to 250 watts; and KGDH, Stockton, Calif., from 500 to 1 k.w. daytime.

Applications carded for examination: WQDM, St. Albans, Vt., frequency shift from 1370 to 1390 k.c. and power boost from 100 to 1 k.w.; Homer Grog, Lufkin, Tex., new station 1540 k.c., 250 watts; WDNB, Durham, N. C., frequency shift from 1590 to 1590 k.c. and power boost from 100 to 1 k.w.; KPFO, Denver, Colo., from 500 to 1 k.w. daytime; F. N. Pierce, Taylor, Tex., new station 1310 k.c., 100 watts; WJZ, Tuscola, Ill., from 100 to 250 watts.

New Applications  
New applications received: Clarence Wheeler, Rochester, N. Y., new station on 1210 k.c., 100 watts; WFRB, Baltimore, Md., increase from 500 to 1 k.w.; Cumberland Broadcasting Co., Portland, Me., new station on 1210 k.c., 100 watts; Worcester Broadcasting Co., Worcester, Mass., new station on 1240 k.c., 100 watts; WRGA, Rome, Ga., increase from 100 to 250 watts; John Brown University, West Silem Springs, Ark., new station on 1590 k.c., 250 watts daytime; night, KGFJ, Los Angeles, from 100 to 250 watts daytime; Southwestern Broadcasting Co., San Diego, Calif., new station on 1210 k.c., 100 watts; Brothers & England, Mansfield, O., new station on 1370 k.c., 100 watts; WHBC, Canton, O., from 100 to 250 watts; WGBI, Scranton, Penn., from 250 to 1 k.w.; F. J. and J. Kohn, Nashville, Tenn., new station on 1370 k.c., 100 watts; E. F. Houser and Clyde Miller, Big Springs, Tex., new station on 1210 k.c., 100 watts; WTGN, Minneapolis, Minn., from 1 k.w. to 5 k.w. daytime; WIRA, Madison, Wis., from 500 to 1 k.w. daytime.

## New Hoover Show for Mme. Schumann-Heink

Chicago, Dec. 17. Mme. Ernestine Schumann-Heink will be on in a new program series for the Hoover vacuum cleaner company starting Jan. 6 on a regular Sunday broadcast. Before starting the series Mme. Schumann-Heink will be a guest star on the Dec. 23 show. Also the new Sentinels Serenade program will be Edward Dwyer for baritone and Josef Koestner leading the orchestra.

## CROONERS 6% OFF

About 30 Bookings as Far as Macy's Talent Dept.

Macy's new entertainment department, where milady can book a hot orchestra or a ten-time fiddler and charge it to her account, getting its first work-out during the holiday season. Store is advertising this new bureau in the dailies, making mention of the usual low rates which are an institutional feature.

Store's policy of selling merchandise at six percent cheaper than anywhere else in town, also in effect where crooners and tooters are concerned. Since no big names have been handled, this angle can be adjusted with ease.

About 30 deals have been made so far, with requests divided between entertainment for kid parties and cocktail sessions. Magicians, clowns and tricksters for the first affairs and regular-sized bands in demand on the second item. Department is located on the fifth floor with experienced bookers in charge to talk terms.

Bamberger's party bureau in Newark is also in operation now, but biz has been somewhat slower. Both stores plan to continue these departments after the holidays. WOR artists' bureau directs the general negotiations.

## Don Withycomb Too Expensive For WLIT-WFI

Philadelphia, Dec. 17. Owners of WFI and WLIT, who recently merged their operations under the call letters WFL, are still conferring with NBC over the selection of a man to become general manager.

Donald Withycomb, NBC manager of station relations, had been tagged for the job, but understood negotiation blew-up when those concerned couldn't get together on the salary angle.

Withycomb is one of the best known executives in radio having started years ago as Aylesworth's assistant. His present position at NBC is very responsible.

## Pastor Gets Paying Job

Baltimore, Dec. 17. WCBM this week takes on new announcer in person of Raymond W. Cooke, an active preacher with a church and congregation over on west side. He has a daily quarter-hour program on commercial basis which has been airing over WCBM for past year. When scouting around for a needed speaker, station thought of Cooke, who possesses pleasing pipes, and the preacher took up proposition.

His own daily commercial will continue, it being the opening program of day on station. Cooke will then announce all the programs through first halves of mornings, act as a preacher and minus the 'Rev.' tag which is appended to his name on own commercial spots.

## OLD THEATRICAL STUNT HAS DOOM

Stations Like Local Programs Because of Cheapness, Community Tie-Ups, Listener Check-Ups

### SPREADING

Amateur night, once standard as a business-getter in vaudeville and film theatres, is the newest cycle in radio production. Stations throughout the country are adopting the amateur stunt. Most of them have local twits, some have no twits, majority use a telephone or letter-writing gag for the vote. Prizes vary in character and value.

Station WHN, New York, has been conspicuous in starting the current craze for the amateur shows. Although not the first on the air the manner in which Major Edward Bowes has built and handled his entertainment is largely responsible for the imitative enthusiasm.

Amateur programs fit nicely into station conceptions of showmanship. First the affairs are slight. Second the community interest is keen. Third it affords definite proof of station listening by the telephone check-ups.

Heard organization will probably launch an ambitious amateur contest over WINS, New York, in the near future. This will be a circulation promotion stunt tie-up with Hearst's Evening Journal. Details are not settled and the nature of the prizes is unreported. Gus Edwards, with a lifelong reputation as a talent digger-upper, may be retained by the Hearst group to do for WINS what Major Bowes does for WHN.

One of the most thoroughly and deftly handled shows of the amateur night stripe is the WGN, Chicago, affair for Phillips 66 gasoline. Quinn Ryan, station manager-announcer, acts as ringmaster and imparts to the proceedings the light touch of showmanship by letting no one concerned take the thing too seriously.

Historically the amateur night in vaudeville or film theatres has always given cash prizes of half a dollar to the winners and a payoff to the audiences to vote by applause. Usually \$10 for first prize has been minimum, even in the smallest spot—with \$5 as second prize and \$3 as third.

Rent-House Party is the monicker of a new Harlem program in preparation over WMCA, New York. New sustainer comes as a follow-up of station's colored Amateur Night in Harlem, which has been growing steadily.

Program to open with the jangling of nickels and dimes on a tinplate cash register and a half-way their divvy. Ralph Cooper, m.c. at Apollo 125th Street theatre, down for similar chores on new hour. Orch and spot entertainment to be worked around Cooper. Considerable impromptu piano playing to figure in program so as to catch the rent-Harlem party angle.

Then each week one of the amateur contest winners will win a place. This will come as a sort of official station recognition for the newcomers. Pauline Edwards among the first to be picked for this bit.

Russell's takes Maj. Bowes' graduate amateur hour, Stars of Tomorrow after only one week's tryout over WHN, New York. Period covers three months. Program on Friday nights from 8 to 8:30, giving finalists a chance to branch out.

Henry Ginsberg, Leo Friedman, Gus Holley, Izzy Cohen, and Anderson, Tony Lorenzo included in the first broadcast (14). Bob Reed, also discovered on break-in hour, doing the preliminary spelling for the amateur contest.

Russell's also sponsored premier of 'Calling All Stars' from Hollywood lobby; Stars of Tomorrow

## Kaltenborn Gives Wash. the Lowdown On Crime and Radio Broadcasting

Grunow Show Back to CBS With Minn. Symp. in Feb.

Chicago, Dec. 17.

Grunow refrigerator is returning to the ether on the Columbia system early in February on a once-weekly shot with the Minneapolis symphony, directed by Eugene Ormandy. Grunow used the same talent set-up on its CBS show last year. Had also been scheduled for a CBS show last fall, but cancelled at the last minute with Chevrolet taking the allotted period.

On its new program Grunow will use a lighter type of music than formerly presented besides adding Ann Campbell, poetess of Detroit.

their first extended-air contract, however.

### Tie-Up Through Ballots

Providence, Dec. 17.

Station WPRO, Cherry and Webb Dept. store station, and affiliated with the American Broadcasting Company, opened a series of amateur nights at the Metropolitan theatre Saturday night (13), as first idea of its kind in Rhode Island.

WPRO is out to catch more commercial programs, and is using the free show idea to sell contracts. Shows conducted once a week on Saturday nights starting at 8 p.m.

Station is advertising the stunt heavily through the newspapers in conjunction with the New England Bakery, commercial sponsor. Cash prizes will be awarded each week to those taking part in the amateur nights. At the finals nearly \$300 cash will be awarded in addition to one week's radio engagement by the American Broadcasting Company. Stunt is catching on like wildfire. Plenty of enthusiasm being shown.

Heretofore Providence has been pretty dead from a radio showmanship standpoint. Theatre seats around \$300 and film exhibitors naturally don't relish the idea of having to compete with such a stunt.

Ken Whitmer, former band leader at Loew's State, has been hired to put the theatrical touch to the show. Selection of winners will be determined by number of votes. Ballot comes with bread sold by New England Baking Company, or a reasonably drawn facsimile.

### Store as Theatre

Akron, O., Dec. 17.

What is proving to be the most popular radio program at WADC is Amateur Night, aired twice weekly a half hour every Monday and Wednesday nights at 7:30. The station has secured a sponsor in the Sun Radio Company and in its showrooms these two nights amateurs are given an opportunity to do their stuff.

WADC announcer and other members of the staff are at the store to handle the program and the store provides a force of telephone operators to answer calls. Listeners are invited to send letters to the store which count as votes. Cash prizes are awarded the best acts each week. At the conclusion of the tryout series a program will be made up of the best talent and aired over the station and a grand prize given for the act voted best.

### Sustaining Star

Rochester, Dec. 17.

WHEC, Rochester, is trying out vaude's old amateur night idea. Starts as a sustaining feature Dec. 17 with a week's ballet to call in the amateurs and get the public interested.

Gunnar Wieg, general manager of the station, serves as announcer and m.c. Idea is to make it as near like the theatre atmosphere, as possible with everything but the book.

Washington, Dec. 17. Co-operation between commercial broadcasters and police agencies was brought to the attention of Attorney General Cummings' national conference on crime last week by H. V. Kaltenborn, radio news commentator.

Doubting the social value of courtroom broadcasts and deploring too exciting crime dramas, Kaltenborn predicted radio will play an increasingly important part in the prevention of crime and apprehension of criminals, but demanded that broadcasters be given the right to determine the manner in which the industry will co-operate with government authorities.

Although the number of police radio systems has increased greatly and nearly all large cities have this service, large parts of the country must rely for years to come on commercial broadcasters, Kaltenborn said. Past performances show that broadcasters are developing a sense of public service comparable to that of newspapers, he said, and existing tie-ups have proved of great value in facilitating police operations.

'Every radio listener feels himself to be a potential detective and he enjoys nothing better than an opportunity to exercise his talents,' the commentator remarked. 'Whenever a broadcasting station sends out a description of persons wanted by the police it largely increases the chance for arrests.'

Conscious of Responsibility  
Discussing importance of manner in which radio handles crime news, Kaltenborn contended broadcasters are conscious of their responsibility and described care with which the Press Radio Bureau selects bulletins and tries to restrict crime flashes. He pointed to the

(Continued on page 44)

## Avon Acoustics Cost CBS Coin For Bands Okay

CBS has had to invest an additional several thousand dollars in its Avon theatre studio in order to perfect the acoustics of the auditorium. Bands broadcasting on commercial programs from the spot complained that the reverberations prevented them from producing the best of impressions on the home loudspeakers.

Avon was the later of the two Times Square legit houses taken over by the network to provide studios with show places for their programs.

## RUTHRAUFF & RYAN DROP CHI AIR DEPT.

Chicago, Dec. 17.

First agency to dismantle its radio department since the ether has become a factor in advertising is the Ruthrauff and Ryan office here. Is doing away with an ether department which has been in existence for several years.

Lack of radio production here is the reason for the slough-on. In the past year the concentrated pushy much on Dodge auto radio programs but with Dodge halting campaigns for the time being the local agency has little more than some announcements.

Agency's New York office recently jacked up its radio personnel appreciably.





# Improbable Broadcasts

No. 1—Skippy Rescues the United States Marines

By Bob Landry

Sound effect—Lion's roar.  
Announcer—Welcome to the Air. The Lion Boy, Strong as the King of the Jungle, with muscles like steel gliders and a blow like a triphammer. But first let us hear from Skippy himself.  
Sound effect—Lion's roar.  
Skippy—Hello, fellows. They call me the Lion Boy. I guess I am pretty strong. And do you know how I got so strong. By drinking three quarts of malted sadwust every day. And, fellows, it's mighty nice to take that malted sadwust. Just mix it in with a strawberry ice cream soda, and you hardly notice the taste.  
Announcer—As Skippy told you, if you mix your malted sadwust with strawberry ice cream soda you'll hardly notice the taste. But now on with the story. Skippy, in response to an urgent summons from the United States government, has left school and gone to China, where the Chinese live and cause a certain amount of trouble for the white men. No sooner had Skippy arrived in China than he meets little Orphan Annie, who has married one of the Midvni boys and is making a trip around the world. By the deep look in her face Skippy quickly surmises that there's something on her mind. But let's hear for ourselves. Here they are.  
Skippy—Where's the prince?  
Little Orphan Annie—That's what I want to know. I think he's been kidnapped.  
Skippy—You think he's been kidnapped.  
Annie—Yes.  
Skippy—Let me get this straight. You think he's been kidnapped you think.  
Annie—Yes, yes, so I think. I do. I do so think.  
Skippy—How? Why? To what do you attribute this amazing thought of yours.  
Annie—I have received a communication.  
Skippy—Declare the nature of this communication.  
Annie—I read quote we have the prince you can have him back for fifty thousand yen two per cent off for cash ten days stop as we say or we will deduct the prince's head from his neck unquote signed Chinese Charlie.  
Skippy—Chinese Charlie. From him it is. Indeed, it is.  
Annie—Who is this Chinese Charlie?  
Skippy—He is sometimes known as Charlie the Chinaman. A cool fellow. Yes, a fellow of considerable coolness. I will phone the United States Marine. He is this the United States Marine?  
Annie—The Lion Boy. Take a letter. To Lieutenant Jack Armstrong, the All-American Boy, United States Marine, Secret Service Division, Care of General Delivery, Peep-Pep, China. Dear Armstrong. Keep an eye peeled for Chinese Charlie. He is suspected of kidnapping Prince Midvni stop Little Orphan Annie anxious to get prince intact Hudson High expects every Marine to look out signed Skippy Number 33456.  
Annie—Skippy, how can I thank you?  
Skippy—Utter no syllable of heartfelt appreciation. It is a mere nothing. The United States Marine will bring back the prince. Yes, and Chinese Charlie, too.  
Announcer—American Patrol.  
Announcer—But it is not so simple as Skippy, the Lion Boy, thinks. Chinese Charlie is very clever. Presently a message comes to tell Skippy that Jack Armstrong, the All-American boy, has disappeared and the United States Marines have been trapped by Chinese bandits and face extermination. We pick up Skippy again.  
Skippy—I'm afraid I won't be able to have that second cup of tea, fellows Midvni. I have just received word that Jack Armstrong, the All-American boy, has disappeared and the United States Marines are ambushed. I shall really have to attend to this matter personally.  
Annie—That's quite all right, Skippy. I understand.  
Skippy—They just take an airplane and fly late to Peep-Pep and dispose of this case.  
Sound effect—Hum of an airplane motor.  
Sound effect—Lion's roar.  
Announcer—Now we'll see some action. Push up close to the loud-

speaker, children and don't miss a word. Skippy the Lion Boy is going into action. And remember kids you too can be like Skippy and have muscles like steel and a sock like a Planter's Punch if you drink three quarts of malted sadwust every day.  
Sound effect—Telegraph ticker.  
Sergeant Flagg—Hurrah, hurrah, this message says Skippy is on his way.  
Sound effect—United States Marine cheering.  
Sergeant—That means we're safe. But poor Jack Armstrong, the All-American boy, I have my doubts.  
Sound effect—rifle fire.  
Sergeant—Save your bullets, men. We must hold out until Skippy gets here.  
Sound effect—airplane motor.  
Sound effect—Lion's Roar.  
Sound effect—United States Marine cheering.  
Sergeant Flagg—Gee, Skippy, with you here we sure feel better.  
Skippy—Where's Jack Armstrong?  
Sergeant—They got him in the haunted castle.  
Skippy—You fellows stay here.  
Sergeant—Where are you going?  
Skippy—To the haunted castle. Orchestra—Haunted Castle music.  
Skippy—Who's that?  
Sergeant—It's me. Sergeant Flagg—Come along.  
Skippy—There was no need for that. For that no need there was.  
Sergeant—I know. But I thought maybe I could hold your coat or something while you started giving Chinese Charlie that lion boy roughhouse.  
Skippy—All right, all right. You can hold my coat if it looks like some action.  
Sergeant—Gee, thanks, Skippy. It's white of you.  
Skippy—Hello, what's this. It's dark in here. Light a match.  
Sergeant—It's a hand.  
Skippy—It's a hand. Jack Armstrong's hand. Now we're getting somewhere.  
Sound effect—ghosts.  
Skippy—Let's look around for the other hand...hello, what's this, why it's Jack Armstrong's colon.  
Sergeant—Some more of Chinese Charlie's diabolical work.  
Skippy—And here is Jack Armstrong's ears.  
Sergeant—This is pretty bad.  
Skippy—Most regrettable. I always liked Jack Armstrong, the All-American Boy, Bobby Benson of the Bar X Ranch, will be sorry to hear about this. If we had a wheelbarrow we could get all of the All-American boy.  
Sergeant—The effect is godish yowling.  
Chinese Charlie—So. You have come.  
Skippy—Chinese Charlie you shall pay and dearly for this night's mayhem.  
Chinese Charlie—On the contrary Jack Armstrong was only the antipasto of my banquet. I have reserved you for the main dish.  
Sergeant—You are surrounded by an angry mob of Blackett Sample and Hummert office boys. They will remember you and make a fine stew out of you—all full of blood and gore.  
Skippy—Skippy is never trapped. Never. You do not know Skippy. I am the lion boy. Do you see this object which I hold in my hand?  
Chinese Charlie—(trembling). What is it?  
Skippy—It is the RCA Planetary Cathode calismirer. It will blow the Chinese mainland from here to the Philippine Islands which is in United States soil.  
Chinese Charlie—Hey, nix on that. You can't pull that Buck Rogers stuff on this program.  
Skippy—Here goes, Duck. Sergeant Flagg. I am covering you with the Skippy Patented Explosion-Insulator.  
Chinese Charlie—No. No. You can't pull that stuff on this program.  
Sound effect—pandemonium, series A, B and G.  
Sound effect—United States Marine cheering.  
Sound effect—Lion's roar.  
Announcer—And that's how Skippy rescued the United States Marines but unfortunately arrived too late to Peep-Pep and dispose of this case.  
Sound effect—Hum of an airplane motor.  
Sound effect—Lion's roar.  
Announcer—Now we'll see some action. Push up close to the loud-

## Measuring

Morton Downey and the new talent which succeeds the original show on NBC for Carlebad Spurred Sales has a definite got to shoot at.  
Previous show drew 1,600 letters a week and the sponsor wants 5,000 letters weekly as a gauge of success.

## ELECTRICITY SEEKS PUBLIC GOOD WILL

Philadelphia, Dec. 17. Philadelphia Electric Company, acting as agent for the Nat'l Electrical Association, will have an audition to N. Y. last week for a prospective, good-will CBS web show.  
Batoning a 30-piece unit was Sylvan Levin, former sub-conductor of the Chesterfield cig series with Stokowski. Alex Gray got start billing, with Ruth Carhart, Four shown Quartet and Florence Ridley warbling. Latter half, a Curtis Institute student, moved from her air debut two nights before (12) on a WCAU amateur show to the network audition.  
It is expected that the Electrical group will originate the coming program from Philly, with the above coterie probably to sign for 52 weeks. Show is an h.o. from last spring. N. W. Ayer is producing.

## Cemetery Biz Good

Baltimore, Dec. 17. Moreland Memorial Park, local cemetery lot, which for past year has maintained a once-weekly (Sunday afternoon) quarter-hour commercial on WFBR, expands current week, assuming similar Sunday slot on WGBM.  
Program is waxed, cemetery having on its site a carillon-like set of chimes which have been recorded dishing up such hymns as 'Lead Kindly Light'. Characterial is altered weekly and applied by an announcer, but the program never varies its set music, since but one platter has been pressed.

## Two Regionals in Texas Struggle

Southwest and Quality Group Alignments Sharply Marked

## 'JAZZED UP PRAYER' IS BANNED BY CBS

Although both the title and the lyrics have been revised several times, the spiritual 'O, Lord I Give You My Children,' published by the Miller Music Co., stands banned from the Columbia ranks. The network's censor considers that the verses are too sacrilegious for the loudspeaker trade. NBC has no objection to having the song cleared as is over its wires.  
Original tag that the publishers gave the tune was 'Glean, I Give You My Children.' CBS censored this title as likely to give general offense and described the composition as nothing but a 'jazzed-up prayer.' One of the lines in the lyrics that the Columbia execs found particularly objectionable read, 'We hope our savior excuses our behavior.'

## Sam Pickards Mending

Sam Pickard is recovering in the United Hospital, Portchester, N. Y., from injuries he received last week when his auto and a trolley car crashed.  
CBS v.p.'s face was badly cut by flying glass, while Mrs. Pickard suffered a broken leg.

tured at all but had left for Afghanistan to play polo.  
Skippy—Tomorrow night I will tell you how I slain Ten Manchus alive. There will be several other murders, too. Good night, kids, and don't forget to buy malted sadwust.  
Sound effect—Mon's roar.

## Brooklyn Eagle Has Radio Plans Worked Out in Detail with Big 'f'

### Corn Cob Pipe Club Goes On WRVA, WLW, WOR

Richmond, Va., Dec. 17. Corn Cob Pipe Club of Virginia, WRVA show, went on a bi-weekly schedule Dec. 16.  
WRVA carries the program at 8 p.m. Mondays and WLW, Cincinnati and WOR, Newark, air the second edition of the program on Monday at 10:30 p.m.  
Program originates at WRVA and advertises Larus & Bros. company, makers of Edgeworth Smoking tobacco and owners of the station.

### WAU Barn Dance Draws 4,200 Paid Admissions In First Month at 10-20

Columbus, Dec. 17. WAU is newest station to try a barn dance. In four weeks 4,200 paid admissions proves it's a good idea. Held at Columbus auditorium, on river front, Saturday night barn dance gives one hour broadcast, starting at 7:45, with dancing to midnight.  
Montana Meechy's cowboy band furnishes back dancing and dance music. Radio hour sponsored by Texas Crystals. Mike and Cowboy Joe Horashoe, Mike and Little Ann, with Meechy working as m.c. Prices are 10-20.

### KTSA Steps Up

San Antonio, Dec. 17. KTSA, local outlet for CBS and SBC, Tuesday (11) jumped its time output from 5,500 to 6,000 watts which gives the station additional coverage.  
Night time output of 1,000 watts unchanged.

### PHILLY AUDIENCE SHOWS REVEAL AN INCREASE

Dallas, Dec. 17. Keen competition exists between two regional networks for supremacy in the southwestern territory. Struggle is between the Southwest Broadcasting System and the Texas Quality Group. Grig-Blaiz & Spight represents the Southwest web and Edgett-Petry company the Texas Quality web.  
Entire southwest district is considered a money land at present due to the Tennessee Valley project and the easy money situation which exists throughout the section. Spot and national advertisers are finding the district a fertile territory for new business and testing of new products and programs.  
Behind the radio situation are some of the daily newspapers of the Texas territory. Especially is the case in Dallas, the key to the entire control of both regional networks. On the Petry list in Dallas there is WFAA, which is controlled by the Dallas News, while the Grig-Blaiz station is KRLL, owned and operated by the Dallas Times-Herald.  
Petry list has also the Ft. Worth Star Telegram for WBAF and the Houston Post for KPRC, other than WFAA, WBAF and KPRC the Petry web has only one station, WOL in San Antonio for a network of four stations.

Southwest web on the GBS list has a basic setup of seven stations, comprised of KPRC, Ft. Worth; KTSA, San Antonio; KRLL, Dallas; WRR, Dallas; KNOW, Austin; WACO, Waco, and KOMA, Oklahoma City. Besides these seven there are five other supplementary stations: KRLL, Little Rock; KFDM, Beaumont; KGKO, Wichita Falls; KWKH, Shreveport, and EGRS, Amarillo.  
Besides the newspaper split there are several other items which squarely raise the issue between the two networks. Petry list is comprised of NBC stations while Southwest web of the GBS list is formed of Columbia stations.

Brooklyn Eagle's determination to go radio if and when Washington approves, would place Burgess Nesbitt into the president's chair. Nesbitt was formerly with Baron Collier and Artemus Ward company. Others slated for executive posts in the tentative line-up include: M. Preston Goodfellow, publisher of the Eagle, vice-president; William V. Hester, treasurer, and Ellen A. Dockery, secretary. The last two hold similar positions with the sheet.

C. D. Isaacson, formerly identified with the Brooklyn three-sheets, WARD, WLTH and WVEW, and now acting as builder-upper for the paper's plea, also to be placed.  
Other promises include the erection of a modern station on the top floor of the Eagle's building, installing new equipment and operating in the most efficient way possible. Four sites under consideration for the transmitter site.

Paper plans to get behind the station editorially and as a financial aid in serving the Brooklynites. One of the major moves is to cut down the foreign programs which now flood the borough channels. Twelve hours would be allotted for this feature, but no more. Over 16 hours foreign tongues now stretched out between the various stations.

Music standards is another item to be raised. Commercial spots would be worked out also. All of these to go into effect if the Washington committee says ok. Call letters would be either WBE or WBE.

Nothing is expected to be settled in the Brooklyn mixup, however, until March 1. Briefs will be submitted again on Jan. 21 with another rehearsing of the situation following in order.

Battle takes in the stations of WARD, WLTH, WVEW and WBBB. The first three, now running under a single roof, are the main bones of contention. The fourth, WBBB, follows everyone and anyone wants to come in and absorb this outlet. Bulova and Winston, part owners of WNEW, among those putting in a bid for the spot. The station is sharing time with WBBB, Watch Tower Foundation station, and WHAZ, Renaissance Polytechnic station, also endeavoring to get full time. Dr. Hill, examining officer at the hearing.

Philadelphia, Dec. 17. With audience broadcasts having been nonentities in Philly, town has suddenly gone nuts about visual programs. Has been usual heretofore for the public affairs available were the visual ones done in connection with home economics patter for the gals, an occasional commercial, and an infrequent visit by some outside public affairs available. Now the list is up to more than a dozen local commercials and sustainers, one aired from 4,000-seat house and several others from nitty floor.  
Latest to join the parade were the Pep Boys show via WCAU with Vincent Traverser, piped from the band's hotel spot at the Pennsylvania Hotel, twice weekly. New Remit Champagne aircraft through WUP from Leo Zollo's Ben Franklin Hotel position, also a brace of shots each week.

At the radio auditorium, the situation is programming many public shows, among which are the new Esslinger Beer programs with Jan Savitt's band using the amateur night idea, the studio daily Women's School of the Air with visiting stage celebs, and a host of sustaining variety shows for which the station makes frequent plugs for a weekly audience gross. Local schools have taken to the free station ad-mish like ducks to water, but it is singular that the poorer shows are lacking in anything but a handful. Philly listeners, so close to New York, have become accustomed to the better type of shows and refuse to bother with hedge-podge programs.

Dan Lussier, former assistant dramatic editor of the Seattle Times, has been signed by KTAB, San Francisco, for script work.









# Radio Chatter

## New York

Lennie Hayton resigned for Town Hall tonight for 28 weeks.  
 Gladys Rice, soprano, in midst of auditioning.  
 Vincent Lopez, playing in St. Louis, slated to return to New York on Jan. 12.  
 CBS keeping Paul Sabin here instead of sending him south.  
 Pearl Hamilton of Three X Sisters on sick list.  
 Harold Van Amburgh new soloist with Jolly Chubbs.  
 Bill Wirtges' father died last Sunday (9) in Buffalo.  
 Jack Goodman new tenor at Village Barn.  
 Joe Reichman into Netherlands-Flora, Cincinnati, next month.  
 Gilbert Seldes on new night program over WHN, reviewing the shows.  
 WFAS, White Plains, moves into

new Roger Smith hotel penthouse quarters next week.  
 Harry Acton, ship news reporter in WINS interview.  
 Margaret West, radio cowgirl, singing over WMCA in prairie bar.  
 Society Sleuth, new mystery voice over WBN, giving Mayfair low-down and gossip.  
 Phil Dorsey guest of honor at Manhattan Club, 19 with Felix Ferdinand as host.  
 Olga Albani out of Michael Reese hospital, leaving Mayfair low-down and gossip.  
 WEVD holding Willem Hendrik Van-Loon's spot open for him on the University of the Air until he recovers from his illness.  
 "Stars of Tomorrow" name of WINS' follow-up program for its amateur contest winners.  
 WINS reading Americana program for Dec. 23.  
 WINS' half-hour and Louise Squire now over WINS in Broadway Book-Office program.  
 Jerry Lane handling soccer news bits over WBNX.  
 Jonathan Doolittle new WINS announcer.  
 NBC's K-7 Mystery Thrillers to be translated into French and Spanish.  
 New to World Broadcasting discs is Miss Toke, fashion counselor.  
 P. J. Testan of WBBG back from Washington season.  
 On last week's Atwater Kent program, with Reinald Werrenrath, over CBS, the A&P Gypsies (which broadcast half an hour later on the same night, over the rival NBC) were mentioned as one of the two commercials on the air nine years ago when the first Atwater Kent shot, with Werrenrath, was fired.  
 WIAA Radio City is putting on a series of bi-weekly programs for fans in tuberculosis sanatoriums.

started at WHO, Des Moines and the skids to WBUT, Low City; KFNZ, Shenandoah; KFJD, Marshalltown; WOI Ames; KMA, Shenandoah; WM, Waterloo; KSO, Des Moines; KSCI, Sioux City; KGCA, Decorah; KFGQ, Boone; KOIL, Council Bluffs; KWCR, Cedar Rapids; WCCO, Davenport.  
 Mary Jo Stroud, new songstress at the Tropical Room, Fort Des Moines hotel, warbling over KSO.  
 Irving Grossman, publicity manager, WHO, has a new daughter—their second.  
 Gwen McCreary and Ed Triggs do work with commercial department, KSO, the rest of the year.  
 Gwyn McCreary and Ed Triggs do work with commercial department, KSO, the rest of the year.  
 A new program on KSO called "Equator."  
 That who WOC has taken over its own call letters and WHO, Des Moines, has dropped the link designation: of WOC-WHO, that station will just use itself some 24,000 words a year through deletion of the WOC and in time computation just one hour and 50 minutes.  
 John Price, WKBB, Dubuque, Ia., announcer, took time out for the first time in a year to pay a flying visit to familiar home haunts in northern Indiana, stopping in Chicago, on business, Ed Palen, program director of the station, spent three days in Chicago, auditioning for NBC.

Broadcast features music, readings and intimate chatter.  
 Canadian Radio Commission programs are no longer heard from station CFNC.  
 B. C. Electric Company is sponsoring former program over CKWK.  
 Bill Holmes is on a leave of absence from WCCO, Davenport.  
 Listeners throughout the British Empire will again hear a message from George on Christmas morning.  
 Burton Holmes (not the traveler) is a recent addition to the artist staff of CBS. Holmes' new show is from Montreal. He sings.  
 Ramona Rambert, Vancouver opera soprano, and the Venetians are now heard over the B. C. network.  
 Mae Clark and Elsie Swann are the singing principals in the Artists' Revue program on CKWK.  
 Stan Patton and Carl are again on CKOR. Zeave has undergone some changes since their last engagement.  
 Loss of Canadian Radio Commission programs over CFNC missed by fans.  
 Reed Chapman, CKOR, is featured in a new program, known as "Going Hollywood," creating a sensation with the audience of that station.  
 CKOC time has been increased. Station now on air from 7:30 a.m. to 11:00 p.m.

program to be called "Stringing Along."  
 "Radio Rose", original musicomedie premiered two weeks ago by WICC, such a click that a repeat broadcast augmented by ork and radio effects, will be fed tonight (18) to entire Yankee network.

## Illinois

Radio Atlas, Leslie Atlas: P. K. W. Atlas and Sherman among the localities who flipped to New York last week.  
 Ray Linton on a business snoop in the St. Louis-Kansas City territory.  
 John Blair back from a hasty visit to Texas.  
 Helen Shively taking time out to dicker with a cold.  
 Radio Club now holding its weekly lunches at Grayling's grill.  
 Irving Collins around town trying to hustle up big for European music society.  
 Joe Chernavsky on three stations weekly: WENR and WMAQ from the Congress hotel and WGN from the Chicago theatre.  
 Cadets reading an act for possible vaude dates.

## Pacific Northwest

"Let's Quit Killing" campaign in Portland is being advertised over the air. City fathers trying to lower the number of auto accidents.

Jack B. Hest, some 24,000 words a year through deletion of the WOC and in time computation just one hour and 50 minutes.

John Price, WKBB, Dubuque, Ia., announcer, took time out for the first time in a year to pay a flying visit to familiar home haunts in northern Indiana, stopping in Chicago, on business, Ed Palen, program director of the station, spent three days in Chicago, auditioning for NBC.

Rocky Mountain football conference continues to frown on broadcasting of games.

Krasnow and Cohen for the Star Brewery on 14 N. W. stations.

Lipman Wolfe, dept. store, is sponsoring a Christmas program for kids for the fourth year.

McIntyre writes the dope for KOIN. Bill Moyer, radio editor for the Oregonian, writes the publicity for KEX and KGW.

KEX is now an outlet for NBC program, department Champions the first big account to use the station.

KXII, Portland, programs are picked up by KSLM in Salem. The beginning of a small network.

Virgil Smith, radio news service writer at KGW and KEX, visited his folks in Iowa.

Van Fleming, KGW, writing copy for the first time in a year to mix the dope.

## Minnesota

Stan Hubbard, KSTP boss, back from N.A.B. leave of directors' executive session in Gotham.

Wanda Maddy is "Carolyn" on the W. C. Fields style talk.

Roger Krupp building a new mousetrap just as Abbott Tessonman decided to leave.

All Twin Cities radioettes invited to a turkey dinner tonight (18) in celebration of WDGY's anniversary.

Corra Appleby, formerly with Kelley Sales System, now sec to E. P. Sparks at WJAX, which makes its first television broadcast on Jan. 1.

Dr. Morris Flahlein on WCCO at 4:30 P.M. today (18) as speaker of the Minnesota Public Health Ass'n.

Silver Ditch ork, with Jack Kennedy at the baton, now on nightly over WTCN. Maurice Coude is featured warbler.

His second Sikorsky amphibian arrived Saturday (18) from L. A. and Doc Young, WDGY owner, is determined to have it completely assembled by Xmas.

Dr. Roy L. Smith flying back to L. A. after his only north-west-radio appearance, over WCCO.

Minneapolis Symphony orchestra will air over CBS and WCCO the two Friday afternoons of Dec. 28 and Jan. 4.

James Ford Bell, General Mills chairman of the board, talks on "Please pass the bread" on the Forum of Liberty program Thursday (20) over WCCO.

Combined choral groups of St. Thomas and St. Catherine's colleges, total of 60 mixed voices, aired for NBC's northwest group via KSTP Thursday (13) night.

KSTP is adding two new studios to its present one, and is revamping includes installation of two-way control consoles. With announcers facing each other before suspended mikes, the new set-up will permit absolute split-second timing on voice changes.

## Canada

Jack Emerson, formerly heard at the Coconut Grove, now on a new program, "The Hamiltons" with Sunny Richardson, are featured with him.

Bill Burnie, for many years manager of CKMO, is now on CKOR & his own program, "Brown's Brew."

## Maryland

Another WFER studio party last week.  
 Joe Katz splits his weeks 'tween Balto and the Big Burg.

Broughton Tail scripting Santa Claus serial programs for the Hub's commercial air.

Bob Maslin and Purnell Gould plotting a junket to Miami in February.

Harry Green, in "Piper Paul" at the Maryland last week, interviewed by Nancy Turner on WFER. Two other members of cast, Edith Barrett and Spring Byington refused to be quizzed.

Enid Lee, WBAL, has penned more than 2,500,000 words continuously in past five years. Less laquers of a program daily.

WFER carrying latest ad ever etherized locally—a spot for a singer's first broadcast at 1:30 a.m. Sunday morn.

John Elder, prez of WCBM, in N. Y. last week attending pow-wow of heads of stations forming the ABS.

"Jimmy Allen" club fostered by WFER now boasts better than 45,000 members.

## California

Anne Sweeney, KTAB, has been moved from the Oakland office to San Francisco.

Tommy Harris, NBC, is back in Frisco and expects to go on air shortly.

Murray, Pappy, formerly NBC, is now at KTAB airing his hit-billies for Tarzan Mineral Water.

Hal Gibney has been named head-announcer for KTAB.

KFWB remoting Ted Fio-Rito from the L. A. Ambassador at 8 o'clock night, with KFI continuing to remote the same ork at 11 o'clock.

"Tale of Two Cities," which has been a Monday night show on KFWB for nine months, off air. Sara Langman, who adapted and produced, will follow with a serial-ization of "Vanity Fair" over the same station, starting Jan. 7.

## New England

Bellman, 40-voice Southern New England Telephone chorus, sked-ding special carol program over WJBC Christmas eve.

"Your Voice and Song" new series aimed to educate tuner-inners in art of talking and singing diction, started on WJBC by George C. Stock, New Haven composer.

Jenny Lee of Brookfield, soprano, gives examples.

WJBC, Waterbury, Conn., Kilo-watter, plotting to return to morning pre-holiday series at WICC Bridgeport.

Ross Reeves, Brookfield character actor, in charge of presentation.

Ethel Grenier on WEEI "After Dinner Revue."

Bill Addison, radio character player, is doing "The Robinson" American Family Robinson series. Eunice Howard plays "Betty"; Ethel Palmer, "The Robinson" and Frank Butler, "Disk Collins" over WEEI.

Sylvia Morse and Wm. Kahakula, Jr., are rehearsing novelty

COLUMBIA BROADCASTING SYSTEM  
**MARK TARNOW**  
 "MUSICIAN DIRECTOR"  
**BORDEN'S**  
**45 MINUTES**  
**HOLLYWOOD**  
 Thursday Nights at Ten, EST  
 CBS NETWORK  
 (SUNDAY AFTERNOON)

HOTEL BILTMORE NIGHTLY  
**JACK DENNY**  
 AND HIS ORCHESTRA  
 WJZ  
 Tues. 11 P.M. WJZ  
 Thurs. 11:30 P.M. WJZ  
 WED. 11:30 P.M. WJZ  
 CONOCO CO.  
 Wednesday, 10:30 P.M., WJZ

A New Idea in Music  
**EDDIE PEABODY**  
 AND HIS ORCHESTRA  
 Direction  
 Orchestra Corp. of America  
 1519 Broadway  
 NEW YORK CITY

**ROY FOX**  
 AND HIS  
**BAND**  
**ON TOUR**  
 B.B.C. NETWORK

**KEN AND HIS BANJO HARVEY**  
 Dorchester House, London  
 Immediately  
 DOUBLING "PROCESSION" CAFE  
 (Dec. 9)  
 RECORDING FOR HIS  
 MASTER'S VOICE  
 (BRITISH VICTOR)  
 Radio Direction  
 Phil Fosse Herby Herman

## HOW'S YOUR SCRIPT?

Brighten up dull spots in your programs.  
 Original material and "script doctoring" services furnished by Author of National Network Shows.  
 Comedy Sketches  
 "Gag" Continuity  
 Dramatic Dialogues  
 Write Box 80, Variety, New York

## GRACIE BARRIE

KEEL OVER  
 CASINO DE PAREE  
 LOU'S STAGE  
 NEW YORK  
 (Week Dec. 14)  
 Role Direction  
**HERMAN BERNIE**  
 1619 Broadway, New York

## ABE LYMAN

AND HIS  
 CALIFORNIA ORCHESTRA  
**COAST-TO-COAST**  
 WABC—Tuesday, 8:30 to 9 P.M., DSB  
 (Phillips Dental)  
 WEAF—Friday, 9 to 9:30 P.M., DSB  
 (Phillips Milk)

## MOLLY PICON

"Variety"  
 "This program is now one of the best of its kind."  
 W M C A  
 Wed. 7:30 P.M.  
**JELLO**  
 GEN. FOODS

## GIERSDORF SISTERS

"CHERRYFIELD"  
 Monday, Wednesday, Saturday,  
 WABC—9-10 P.M.  
 Columbia Broadcasting System

## ADIA KUZNETZOFF

WMCA—10 P. M. EVERY TUESDAY  
**"JOLLY RUSSIAN"**  
 Russian Krechma Night  
 Sole Direction  
 Herman Bernie, 1619 Broadway, N. Y. C.

## JAY MILLS and TOLLE

"ALL WORK AND NO PLAY"  
 Exclusive Management  
 MEYER D. NORTON  
 JOE FLAUM

## North Carolina

Jane Bartlett, WBT, Charlotte, N. C., suffered burned nose when a package of matches flared in her face recently.

Luther Bullington, WBT, Charlotte, N. C., operator, suffered attack of appendicitis.

Newman Brubaker, cowboy-hillbilly act, has moved to Charlotte, N. C., and is appearing on the Dollar Crystal program from WBT.

Johnny McAllister, half of the Pathfinder team of "Just the Two of Us," on WBT, Charlotte, N. C., is getting talking parrot.

Martha Dulin is now playing the dumb steele in Holly Smith's "Let's Be Friendly Show," WBT, Charlotte, N. C.

Modern Melody Mads, under the direction of Clemie Reid, formerly of the WBT program department, are back on the air over WBT each Wednesday night at 11 o'clock.

Jeannette Perry, Kasa City radioite, is playing the Carolina Grover with Paul Cholet's Coconut Grove Revue.

Grady Cole, WBT news commentator with three different daily sponsors is now sporting new car.

WBT has extended the time for its "Man on the Street" broadcast to a full half hour every Saturday afternoon. Show has been running five years.

Part of the Earl Carroll Vanities road show was presented over WBT on Sunday night before the show opened at a local theatre on Monday.

Lines were extended from Charlotte to Rock Hill, S. C., 30 miles away, for the installation services of the new president there. College footed the bill.

Bo Norris and his orchestra from WBOC is playing supper music at a Charlotte cafeteria.

## Iowa

Voice of the University of Iowa, WSUI, steps into more power under a recent grant by the Federal Communications Commission, going from 500 to 1,000 watts, daytime and permitting unlimited operation.

Coincident with stepping up of WKBB, East Dubuque, Ill., from 100 to 250 watts, announcement has been made that the broadcasting company, headed by Walter Klauer, president, and Reginald Martin, station manager, will probably revamp articles of incorporation and apportion considerable money on its transmitter south of East Dubuque, and in its studios in the Hotel Julien, Dubuque. Station was also granted a construction permit and time limits extended to unlimited operation, the outlet now being on the air for 14 hours daily, serving a tri-state territory in Wisconsin, Illinois and Iowa.

Iowa radio stations co-operated Sunday (16) in putting on an all-state disc program, starting at 12 midnight, and continuing until 1 a.m., when the majority started regular broadcast periods. Stations co-operating furnished from a half hour to an hour of entertainment and music in a round robin that



## Here and There

Grieg, Blair & Spight, Inc., have been appointed exclusive national representatives of station WHEC, Rochester.

Don Forbes, formerly program director of CJOR, Vancouver, B. C., has joined the announcing staff of KHJ, Los Angeles.

WINS, New York, has added three new acts to its schedule. Lillian Montali, contralto, on Mondays and Wednesdays at 2:30; Rose Diamond, the accompanist; Hal Gould, baritone, on Saturdays at 3 p.m., and Llewellyn Price, playing two piano arrangements.

L. A. Benson, WIL, St. Louis; James L. Hughes, WHBF, Rock Island, Ill., and John Gillan, WOW,

Omaha, tripled over to Washington from New York last week.

RCA Victor is working on a matinee program over NBC.

Irving Greenman, manager of the WHO, Des Moines, artists' bureau, and Al Crosser of the Oklahoma Outlaws, are fathers of new daughters.

Al Banks of the commercial department, WHO, Des Moines, married to Betty Halliburton.

Al Triggs, KSO, acting as commercial manager during Craig Lawrence's stay at WMT, Waterloo, and Gwen McCleary, head of continuity, assisting in the commercial department.

Key Becker new member of the continuity department of KSO, Des Moines, to pay special attention to programs for women.

Priscilla Wayne, chief staff writer for the Register and Tribune, interviewed Max Baer, but Max wouldn't read the right words and give the right answers much to the embarrassment of Priscilla and KSO.

WBNX, Bronx, to air the Spatari radio code on Dec. 23 now from 2:30 to 5 a.m. Program was first scheduled for next week. Canadian DX relay, U. S. DX club and the Newark News DX group cooperating by picking up the messages.

Jean Boaz, blues singer, returns to WLW, Cincinnati, as Jean Bowes. Goes on Pure Oil Peppers, commercial, alternating with Jeannine Macy, a newcomer from WJL, Detroit.

Jane Tressler, young Cincy blues singer, whose success on WSAI warranted promotion to Crosley's WLW, in hospital recovering from appendix jerking.

Don Gilman, Coast NBC v.p., is in Phila. looking over KTHH, the chain's outlet there.

O. B. Hanson, NBC chief engineer on the coast, is in Denver for the opening of new quarters for KOA, 50,000-watt NBC outlet in that city.

Cliffen Wood, WTAG, Worcester, announced, is back on job after a month in hospital. Bill Williams, formerly with WBZ, did pinch casting during Wood's absence.

Louis Hadad, conductor of the 'Bridge Club of the Air' over WGN, Chicago, has been elected president of the American Bridge League.

Douglas Stanbury gets two more appearances with Chase & Sanborn opera guild.

Irving Askenazy, the pugilist-post of J. Walter Thompson's writing staff, did the Christmas sketch which Ben Lyons and Bebe Daniels may enact on the Fleischman show this Thursday (19).

Eleanor P. Hurley, G. W. (Johnny) Johnstone's sect, at NBC for over five years, has joined him at WOR, Newark.

Hubbell Robinson, of Young & Rubicam, was put out of the running for a spell last week by an attack of la grippe.

Jack Van Volkenburg, gen. mgr. of KMOX, St. Louis, in and around the CBS home office last week.

Raymond Northcutt, who used to be Wheatville's Santa Claus, is now Santa-ing for KROW, Oakland.

Emil Gough, of Hearst's American Radio News, is in San Francisco.

H. C. Connett, KYA, San Francisco, script man, is back from an enforced lay-off due to illness.

WFBL, Syracuse, has a new 'whispering baritone,' Al Morris. Is his own announcer.

## DENTAL ASSN. ON AIR

Ethics and Advertising Obscure Issue

Dubuque, Ia., Dec. 17. WKBB has a sustaining program at present with members of the Dubuque Dental association talking over the air of the teeth, preventive medicine, and health in general as affected by the molar. The series, once a week, is presumably under sponsorship of the Dubuque Dental association and announced as such. Ethical phases as a commercial still in process of being ironed out and if it will be as a regular paid program. As it is station has it logged as part of its public and community service program.

Dubuque Dental association, sponsors, is composed of some 35 dentists in the community. Talks over WKBB, by various members of the association, relate in subject matter, to topics strictly within the bounds of ethics that permits no direct advertising, other than the urge to care for the oral region and the tag of the Dubuque Dental association.

It is thinly veiled advertising matter, but whether it can be commercialized under the banner of the association remains to be seen.

## Radio Alibis Flop

Philadelphia, Dec. 17. Exact sign-off time of WPHN 'S. S. All In Fun' show proved an important link in chain of evidence pointing to guilt of hit-and-runner who was shot to death recently while resisting arrest on Philly boulevard.

When wife of Herbert Smith, in presenting dead husband's alibi contented that on fateful night at 9:20 they were both aware of program's sign-off and were in bed at 9:30, the time the death occurred. This prompted investigation by local detective bureau, and checking the station's log sheets, it was discovered that the show in question did not leave the air until 9:56. Alibi was thereby discredited.

This is second reported instance of an attempt to use radio as alibi.

## Feed, Speed Herndon

Baltimore, Dec. 17. L. C. Herndon, regional supervisor through this territory for the Federal Communications Commish, has been shifted to the Pacific Northwest territory with headquarters in Seattle. Herndon steps into new spot Jan. 1. George Sterling, who has for long been Herndon's assistant at Federal office here, assumes top spot when later leaves.

Understand that when Herndon goes the sector of east-coast territory which has been supervised out of Balto., will be narrowed down and Federal offices installed in several cities to take over the jurisdiction in those areas. At present everything south of Jersey, including Pennsylvania, forms part of the Balto. domain, and the territory stretches down to South Carolina. Burden has grown too weighty for one office, it is deemed, and likely first of year that a Fed rep will be installed in Philly, and one in a southern town, probably Charlotte.

## WLVA Drops News

Lynchburg, Va., Dec. 17. WLVA here has dropped daily newscast, put on by Nain Fickett, Washington Herald correspondent. No reason given for the discontinuance. Program apparently was designed to scoop local dailies on news breaks occurring between the time the last edition of the afternoon paper went to press and the appearance of the morning sheet. Lasted about three months.

## Traffic Court on Air

Cincinnati, Dec. 17. Traffic court proceedings hit the air today over WSAI. Crosley's 2,500-watt, and will continue to be broadcast daily for an indef period as a means of reducing Cincy's death toll from auto accidents, which is one of the highest in the nation. Court is presided over by Judge Samuel W. Bell, who is blind, Joe Ries, announcer on Crosley's 500,000-watt WLW, handles the mikes. Blasts are from 9:30 to 10 a.m.

## First Liquor Show Okay, So KSTP Tries Second

St. Paul, Dec. 17. KSTP, already airing Bens Bouquet, hard liquor account, and resolving no squawks, has signed its second liquor account. It's called 'Haskell's Punchbowl' and dispenses music and info on 'what's behind the wine.' 'Haskell' is the same Bonnie Haskell who two weeks ago pleaded guilty to Federal charges of income tax evasion. To be sentenced Dec. 26. Local radio circles are watching for reaction on this angle, feeling that if no howls are forthcoming, almost anything should go on now.

KSTP, however, has signed the account for 13 weeks on two 15-minute periods, for Monday and Thursday airing, with no proviso for immediate cancellation, evidently anticipating no trouble. Only restrictions for KSTP liquor programs: (1) Must run at least 15 minutes; (2) Must be dignified in character; (3) Must not contain objectionable material; (4) Must air after 8:30 P. M., as protection to the little una.

## Blues Singers Become WAOI She-Hillbillies

San Antonio, Dec. 17. Newest angle on the hillbilly vogue is a two-gal harmony team which yodels the rustic ditties for WAOI. Team is Zelma and Irene Cullom, who have aired for various local spots. WAOI spot is team's first venture into hillbilly music, their previous stuff embracing hot and blues tunes. Program initiated Saturday (14).

## Suds Air in Balto

Baltimore, Dec. 17. Brace of big brewery accounts (debut on other over WFER today (Monday). Arrow Beer, set for a year, has a 30-min. morning program that's slanting off a new angle locally. Tagged 'Today's Events,' and subtitled 'What's Going on in Balto Today.' Period is sort of civic info found, announcer reading off list of events taking place each day and where—such as charity bazaars, dinners, etc. Program prances daily, save Sundays. There's a novelty ork on period, and guest stars are brought down from N. Y. or from other burgs on weekly basis. Tommy McLaughlin, NBC warbler, is due in today to inaug the series of out-of-town entertainers. Ray Heatherton slated for next week. Account placed by Joseph Katz agency. Other sud's account on WFER is half-hour weekly mystery drama program for Gunther Beer. Serial is penned by Mrs. Margaret Sanger. N. Y. novelty and programs, originating in studios of WFER, are to be piped over to WRC, Washington, and carried. The beer is peddled in both burgs. Cast snatching programs recruited here from little theatre circles; the serial is called 'Black Moon.' Account set by L. A. Goldman, and it is the initial live-broadcast drama series on commercial scale ever aired in Balto.

## 'Pause That Refreshes'

Title devised by Coca Cola for its half-hour Friday night program on NBC's red (WEAF) link starting this week (21) is a twist on the firm's slogan. Stanza is being billed as 'The Pause That Refreshes on the Air.' A Frank Black studio combo and a mixed chorus has the entertainment assignment. Walter Craig, as production man, acts for Arroy agency.

## RENAULT CHAMPAGNE ON WP

Philadelphia, Dec. 17. Renault Champagne, the Egg Harbor (N. J.) winery, which has escaped local radio contacts for the period of repeal, finally succumbed to WP for two 15-minute musical shows weekly, to debut Wednesday (19) at 8 p.m. Program, using Leo Zollo's 14-piece unit, will air from the Ben Franklin hotel where the band performs itself nightly. On the talent list is the team of Pat and Patty, a song-chatter duo, recently discovered by Ben Gimbel. Show is said to be a test for air reaction, with the client looking for national release early next season.

## WJIM, LANSING, SEES FIRE FROM WINDOWS

Lansing, Mich., Dec. 17. WJIM, Lansing outlet of the Michigan Radio network and located opposite the Kern hotel, was in a direct position to air details of the fire which destroyed that hostelry last week. The conflagration started shortly before the station opened in the morning, and within a few minutes engineers were telephoning news bulletins into WXYZ, Detroit key station of the web. Regular flashes were then carried out from there.

Later in the day, a special broadcast was given in which several persons who escaped were interviewed. Fireman fighting the blaze were also brought before the microphone, for first time description. Other details of the tragedy were carried for two days afterwards.

**GEORGE BEULER**  
BARITONE  
Soloist with Tastyest Every Sunday, 12-12:30 P.M. WJZ  
Representative  
ROCKE PRODUCTIONS

**WANTED:**  
Experienced Radio Master of Commercial Material Capable of Ad-Libbing Comedy Material to Fit Required Commercials for Weekly Morning Program Now on the Air.  
No Novices or Amateurs Wanted  
Apply in Writing, Listing Experience  
BOX 17, VARIETY  
NEW YORK

**GEORGE GIVOT**  
THE GREEK AMBASSADOR OF GOOD WILL  
TOURING  
DELUXE THEATRES  
Personal Director  
HERMAN BERNIE  
1610 Broadway, New York

**fred allen's**  
"TOWN HALL... TONIGHT!"  
HOUR OF SMILES with  
PORTLAND ROFFA  
LIONEL STANBER  
JOHN HENRY  
MINERVA FLOUS  
EILEEN DOUGLAS  
Material by Fred Allen and  
Harris Eugene  
Management, Walter Batchelor  
Wednesdays  
9-10 P.M. E-S-T WJEF

**LEON BELASCO**  
ARMOUR HOUR  
FRIDAY, 9-10 P.M.  
NIGHTLY, CASINO DE PAREE  
Broadcasting—Coast-to-Coast—CBS  
Direction, HERMAN BERNIE  
1610 Broadway, New York

**EMERSON GILL AND ORCHESTRA**  
HOTEL WEBSTER HALL  
DETROIT  
MCA DIRECTION

**HERB KINGSLEY and VICKI CHASE**  
WABC  
Saturday Nites at Eight  
**ROXY REVUE**  
Also Opening Roxy Maubum, Phil.  
Dec. 24—Doubting  
Areglia, Phil., Dec. 24  
Special Arrangements and Material  
Gould, Exclusively by  
**JEAN PAUREL**  
Direction, WM. MORRIS

**LEITH STEVENS**  
CONDUCTOR  
**PINAUD PROGRAM**  
Every Saturday Evening at 6 P.M.  
WABC  
SPECIAL BROADCAST  
of Leith Stevens Harmonies  
Thursday, Dec. 21, 8-9:30 WABC  
Exclusive Management Columbia  
Broadcasting System

**TASTYEST STARRING SAM HEARN**  
Every Sunday at Noon for 30 Minutes WJZ  
Management ROCKE PRODUCTIONS

**Jack and Loretta Clemens**  
WEAF  
9:30-10:30 P.M.  
Saturdays  
**IVORY SOAP**  
Direction  
NBC Artist Bureau and  
San Roque Productions

**Tommy "Ceeli" MACK**  
ON TOUR  
DE LUXE THEATRES  
Management  
HERMAN BERNIE  
1610 Broadway, New York

**MARTHA MEARS**  
COLGATE HOUSE PARTY, MONDAY, 9:30 P.M., RED NETWORK, WJEF  
ARMOUR, FRIDAY, 9:30 P.M., BLUE NETWORK, WJZ  
WEDNESDAY, 4 P.M., RED NETWORK, WJEF  
SUNDAY, 7 P.M., RED NETWORK, WJEF  
Management—NBC-Per Direction Harry Lantaka



## Inside Stuff—Radio

S. B. H. Mails, British Broadcasting System official, has made a book (Lippincott, \$2.50) of his tour of America in late 1933. At that time Mails was sent to the States by the British radio organization for a tour of four months. Each week along the route Mails broadcast a report of his findings, which was relayed by short wave to London. NBC co-operated.

Book is an amplification of the broadcasts. As light reading it's diverting. Style is simple with Mails' perceptive eye and sense of humor helping to make it readable.

Several inside hints are divulged. William Hard laid out Mails' itinerary from south to north, which worked out all wrong as to weather. M. H. Aylesworth was full of misinformation about English radio due to a member of Parliament's previous bum steers.

John Royal and Margaret Cuthbert (to whom the book is dedicated) were the path-clearers for the British Columbus. Mails wrongly stated that American radio stars get much bigger salaries than Hollywood film stars.

Mystery Chief, who signs off December 21 on his present twice-weekly morning swing over the NBC for the Davis Baking Company after five years' sponsoring by that concern, is building up to a farewell by hints to the listening audience that he will be heard on another and bigger, program under different auspices. He says that he hopes 'shortly to reach every home in the United States which has a radio; whereas the present series of broadcasts go out to 'only ten or twelve cities.' The Mystery Chief expresses, on the air, his appreciation to the Davis Company for the pleasant relations which have existed between him and it.

Unusual for a sponsor to permit an artist to begin air-plugging for another program while he is still working under contract; also to have attention drawn on each broadcast for a month before the fadeout to the exact date of the finale.

Marshall Field department store, Chicago, this week goes on-WBBM, the Columbia station, for the continuation of its morning Musical Clock program brought over from KYW now in Philadelphia.

In order to get the Field account WBBM was forced to cancel the Armour company which had the program period each morning. Move is destined, according to radio men, to widen the long-standing breach between CBS-WBBM and the Lord & Thomas agency which handles Armour. CBS and WBBM have for several years been trying to crack into Lord & Thomas' accounts but with little success. WBBM has carried a couple of Lord & Thomas accounts, principally Lavena, but both the station and the network believe that the agency gave the business to WBBM only when forced to and cancels accounts as soon as possible. WBBM cancellation of a Lord & Thomas show figures as a turn-of-the-heel on the part of the station, but indicates that the agency and network are now farther apart than ever on any possible future business dealings.

Among the press releases mailed to Philadelphia radio scribes last week by WCAU was the following subtle hint in search of a stray line: 'Paul Douglas, now of the CBS announcing staff in New York, visited Philly last week and had lunch with several members of the WCAU staff, yet he never comes near the studio. Some of his old friends are wondering if the N. Y. announcing has at last reached his head, and is forgetting some of the old fellows who helped him in the early days.'

The sole local comment on the tale was squibbed by Dot Love, ethered of the Daily (Phila.) News, who printed: 'The staff of the station which fired Paul Douglas a couple of years ago expresses amazement that Paul actually comes to town and doesn't drop in for a visit. Paul, who has made good in the CBS network, really should drop in and thank the boys for getting rid of him—it gave him his big chance.'

Recent radio appeal sent out by Maj. Bowes on his WHN amateur hour to save the life of Stanley Walker, 32, at New York City hospital on Dec. 11 had more than 800 applicants rushing to the spot. Mob stormed the hospital right after the message was broadcast. Many came with gloves rolled up ready to undergo the blood test immediately.

Hospital staff was enraged at the intrusion. The switchboard was glutted with incoming calls and with the added excitement in the reception hall, pandemonium was let loose.

Amateur hour was just ready to go on the air when one of the sick boy's relatives telephoned Maj. Bowes asking if something couldn't be done to save the patient's life. Numerous cab drivers were among those who wanted to submit to the blood transfusion.

Two new NBC programs were born from air songs. 'Hurdy Gurdy Man' by Dietz and Schwartz which was in Gibson Family script is name of one, to be more or less dramatic in script. Will run a half hour on the air.

'Around the Marble Arch', an English marching tune, also supplied stimulus for another new half-hour session. Panoramic impressions worked in here. Song has been on various B. A. Rolfe programs.

Arde Bulova, of the watch firm bearing that name, is one of the petitioners before the Federal Communications Commission for a Brooklyn, N. Y., wavelength. Bulova is financially interested in WNEW, New York, although not an official of the station. This is because of Milton Blow, president of the station, also handling the Bulova account via the Blow ad agency.

Lincoln newspaper radio columnist, instructed to ignore the local situation as much as possible, because of the intense feeling between the two advertising mediums, took it out on the KFAB 10th anniversary. Press material said the program was to celebrate the rise from 250 to 5,000 watts.

'So watt,' cracks the columnist.

Some eyebrow-raising within radio circles over the explanation of one of the networks of a promotional brochure issued in October with some ballyhoo. Subsequently the stunt boomeranged embarrassingly; whereupon the explanation was made that it was privately gotten up and published by a network employee and was not an official publication.

Cecil, Warwick & Cecil advertising agency, in sending out a selection of Grace Moore photographs to newspapers on behalf of the Vick Chemical program, appends a note telling editors the star is hot copy because of her recent motion picture, 'One Night of Love'.

## Tarzan Clamor Wins; Use High School Paper Editors in Syracuse

Syracuse, Dec. 17.

Avanche of protests by telephone and mail returned 'Tarzan' to WFLB's lineup after a week's lapse. First day that show was dropped, two trucks were required to handle the klunks, and there was a steady follow-up for the remainder of the week. Cortland Baking Company, of Cortland, N. Y., is the sponsor of the broadcast, now spotted three times a week—Mondays, Wednesdays and Fridays, at 5-5:15 p. m.

New idea to strengthen juvenile interest in 'Tarzan' brings editors of vicinity high school papers before the mike at the conclusion of each program to spotlight school activities.

## Kaltenborn Tells Em

(Continued from page 37)

Yankee Network's policy of limiting details.

Radio and newspapers both have been too free in their description of successful police methods, Kaltenborn said, but for this the police, with their desire for widespread publicity, are responsible.

Predicting there will be 'tremendous' pressure for the 'privileges' of broadcasting trials of important criminal cases, Kaltenborn said judicial authorities soon will be confronted with the necessity of fixing a policy and must decide whether broadcasting will be helpful or harmful, detract from the courts' dignity, make judges and attorneys concentrate on radio audience instead of on justice, will help prevent crime or stimulate an unhealthy interest in crime and criminals.

I listened carefully to a New York Traffic Court broadcast the other day and was not impressed with the value of the broadcast, said. As a former newspaper reporter familiar with procedure in the minor courts I recognized that the judge was patently conscious that the great world outside was hanging breathlessly upon his judicial words. His ego was rampant, his insincerity was manifest, and while the attendant publicity probably persuaded him to temper justice with mercy, there was grave doubt in my mind as to the social value of the broadcast.

Crime-prevention programs initiated by a number of stations have proved beneficial, Kaltenborn said, but the value of such features depends on the manner in which the programs are handled.

Remembering that the chief indictment of radio results from disappearance of crime dramas, Kaltenborn noted that no competent study has been made into the effect of radio drama on children, and concluded from personal observation that 'the chief indictment against these dramas does not concern their relation to crime, but grows out of the fact that they are too exciting, which is another way of saying that when radio presents adventure, crime, or mystery, it does too good a job.'

## Pickards in Philly

Philadelphia, Dec. 17.

Pickard Family, standard hillbilly act for many seasons, will move from the west this week to take a daily series on KYW, Philly.

Pickards replace another show of like nature, the Susquehanna Mountaineers, under the sponsorship of Drug Products, Inc.

## Anderson-Cramer Bid

Coul Bugis, Ia., Dec. 17.

Revival of the Carter Lake radio station is seen in the application of Gordon Anderson, Council Bluffs, and W. L. Cramer, Kansas City, Mo., to the Federal Communications commission seeking permission to construct a new 100-watt transmitting station at this point.

To be spotted in Nebraska territory to get away from excess facilities ban now applicable to Iowa.

## AUDIENCE PROGRAMS

(VARIETY PRINTS HEREWITH A LIST OF THE PROGRAMS BROADCAST IN NEW YORK CITY BEFORE AUDIENCES, APPROXIMATELY 65,000 FREE DUCATS ARE DISTRIBUTED WEEKLY TO THESE 80 FREE SHOWS.)

### Easy Aces' Lay-Off

'Easy Aces', who went off Columbia last Friday night (14), will return to a matinee schedule on the same web Jan. 7. Interim is being spent by Goodman and Jane Ace in Florida with salary.

New spots contracted for the script act by Jad Salts are Monday, Tuesday, Wednesday and Thursday, 3:45 to 4 p. m. EST.

### Hillebrand on WHN

Fred Hillebrand is to m.c. a new music show for Michaels' Bros. over WHN, New York. First commercial for the former musical comedy headliner.

Program to present elaborated versions of pop tunes. Hillebrand in for a song now and then besides impassable duties.

### Hawaiian Exec Shifts

Honolulu, Dec. 17.

Webley Edwards steps up as station manager of KGMB, succeeding A. Henley, who will continue his importing business. Edwards was formerly program manager of KGU, another Honolulu station. KGMB is Hawaiian outlet of Columbia.

### Heller Goes Wool-Wool

Chicago, Dec. 17.

Little Jackie Heller takes on another commercial on Jan. 14 and one in which he will top the billing. Will be sponsored by Chappell Brothers for its Ken-L-Ration product.

Will hit once weekly in the evening and backed by an orchestra directed by Harry Kogen. This commercial figured to stall the contemplated shift of Heller to New York for some time.

### WFBL Gets Permish

Syracuse, Dec. 17.

Federal Radio Commission has authorized WFBL (CBS) to increase its daytime power from 2,500 to 5,000 watts.

Only slight changes in the station's equipment in the Onondaga hotel studios will be necessary, the transmitter being designed for the higher wattage.

### Girl P. A.'s Program

Syracuse, Dec. 17.

Syracuse's first—and only—radio station p. a., Katherine Cuff, turns artist for a new WFBL program, 'Radio Press Book', heard for the first time today.

Broadcast will be a regular Monday show—at 5:45 p. m.—Program will spotlight Columbia and local radio news.

Fred Lane has joined the announcing staff of the Northern California Broadcasting System. He will serve as alternate announcer on KJBS, San Francisco, and KGW, San Jose. He was formerly with KFAC, Hollywood.

### COLUMBIA

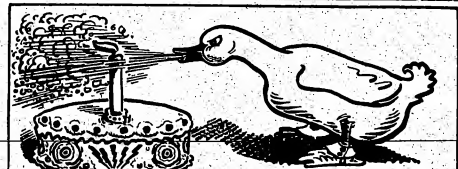
Bond Bread  
Gulf Headliners  
Peen-a-Mint  
Chamberfield  
Red Davis  
Chevrolet  
Roadways to Romance  
Ford Motor  
Corn Products  
Ex. L.  
Phillips Dental  
Camel  
Bl-So-Doi  
Roxy and His Gang

### NBC

NBC Music Guild  
Plantation Blues  
Encrims Clues  
Red Davis  
Lanny Ross' Log Cabin  
20,000 Years in Sing Sing  
Vince  
Molle Show  
Death Valley Days  
Music Appreciation  
Bromo Seltzer  
Radio City Party  
Tastyest  
Sherlock Holmes  
'Roses and Drums'  
American Bosch  
Spratts program  
Spartan Trillians  
Bakers program  
General Motors  
Studebaker Champs  
Voice of Firestone  
A. & P. Gypies  
Gladstone House Party  
Phillip Morris  
Texaco  
Palmolive Beauty Box  
Phillip Morris repeat  
Fred Allen  
Fleischmann Yeast  
Maxwell House Showboat  
Kraft Music Hall  
Magie of Speech  
Thelma of Tomorrow  
Fox Fox Trampers  
Cities Service  
Walts Time  
U. S. Tobacco  
Swift Hour  
Smith Brothers  
Gibson Family  
Let's Dance  
Children's Hour  
Empire Gold  
Malted  
Little Miss Bab-O  
Catholic Hour  
Chase & Sanborn  
Manhattan Merry-Go-Round  
Album  
Pontiac program

### WOR

Sugar Cane  
Maverick Jim  
The Amateurs  
Affairs of Roland  
Music-Memory Book  
Golden Town  
Broadway System  
Frank and Flo  
Spotlight-Review  
Three B's  
Bamberger Symphony.



**THANK YOU! JOE PENNER**  
FOR THE PRIVILEGE AND OPPORTUNITY  
OF WRITING AND COLLABORATING WITH YOU  
ON YOUR FIRST FIFTY PROGRAMS FOR THE  
BAKERS' BROADCAST  
**PARKE LEVY**

### DOUGLAS

**STANBURY**

### Featured Soloist

**CHASE & SANBORN HOUR**

BARITONE OF CHICAGO OPERA CO.

WEAF—Coast-to-Coast Network  
SUNDAYS—8 to 9 P. M. EST

Exclusive Management  
GEORGE E. DILWORTH  
Hotel Park Plaza  
50 West 77th Street  
ENDCOTT 2-3700

# Hollywood Growing Up

## Getting Cocktail Parties, Just Like Other Regular Cities

Hollywood, Dec. 17. Hollywood and Los Angeles are beginning to turn sophisticated. Post-prohibition desire and liberal liquor laws has the Derby and Al install cocktail bars, the first in town. Derby will utilize the back private room, and Levy is taking over the Stanley Rose book store next door.

Opening of a cocktail bar is no great event in any community outside of here, where it has been impossible to get a drink except in bottle joints for years. Even with prohibition repealed, due to local laws, it has been impossible to get a drink until now. Local snooters and blue laws have held the open service of liquor in abeyance until everyone had okayed the repeal.

Due to the scattered business districts of this town, hotels are not going strong for the cocktail except in bottle joints for years. Even with prohibition repealed, due to local laws, it has been impossible to get a drink until now. Local snooters and blue laws have held the open service of liquor in abeyance until everyone had okayed the repeal.

Only other section that feels cocktail bars will be popular is the class wishywash shopping district. Plus the added attraction of their picture personality patronage.

## Chertok Quits as M-G Music Head, May Go to WB; Axt East on Radio

Hollywood, Dec. 17. Resignation of Jack Chertok as head of Metro's music department is believed to be but a forerunner of his next move, that of checking in at Warners to supervise the music on Comopolitan pictures.

## Gov. Sponsored Concert Opens in No. Carolina

Washington, Dec. 17. New federal-state venture in the concert field was launched last week in North Carolina when the first of five symphony concerts was presented at Winston-Salem under the sponsorship of the N. C. Emergency Relief Administration. Federal authorities are watching the plan with deep interest, and it is probable other states will be urged to take up the program.

Designed as a means of providing relief for needy musicians, the plan calls for a series of concerts by an orchestra of local musicians directed by Lamar Stringfield. Members were examined by Stringfield and local relief administrators before being engaged. Weekly wages vary between \$15 and \$18.50 for musicians, and \$28.85 for the director.

Orchestra, which includes a little symphony group and a chamber music group, are performing in smaller cities of the state and has the backing of North Carolina University.

Company includes seven principal, two assistant managers, many agents, two field managers, librarian, and five stenographers.

## Kern Ducking

Hollywood, Dec. 17. Dinner and banquet to honor Jerome Kern, originally planned for night of Dec. 18 by the western division of the Song Writers' Protective Ass'n, has been postponed until after the holidays at guest of honor's request. Kern did not want the function to interfere with holiday plans of the tunesmiths.

Irving Berlin and Oscar Hammerstein II held the arrangement committee. L. Wolfe Gilbert will be toastmaster.

## On the Burn

Tin Pan Alley is now in the throes of a 'fire' cycle. Recent song releases which contain the word 'fire' include 'The Face in the Fireplace' (Shapiro), 'Where There's Smoke There's Fire' (Santley), 'The Rainbow in the Flame of an Old Log Fire' (Crawford) and 'In an Old Log Cabin by the Fire' (Santley).

## MPPA Breaks With E. & V. W. Over Folios

Music Publishers' Protective Association has written its official sanction of the lyric folio publishing enterprise of Engel-Van Wiseman. Songwriters' Protective Association is expected to take similar action at the next meeting of its executive council.

MPPA's move brought to a close the controversy over the folio issue that has been raging in its ranks since last month. Engel-Van Wiseman project had been strenuously opposed on the grounds it had failed either to suppress the peddling of bootleg song sheets or to stimulate the sale of sheet music. Opposition contended that the official folio had not only flopped in these two directions, but that the flooding of the market with millions of E-V-W nickel folios have proved a boomerang to the sheet music counters.

In the eight months that Engel & Van Wiseman has been operating with the connivance of the MPPA it has, according to an accounting made to the MPPA last week, published close to 6,000,000 folios. The releases have amounted to nine issues, with each issue ranging between 850,000 and 950,000 copies. Engel-Van Wiseman's intention to continue with the folio idea by buying the lyric reprint rights direct from the individual which will bring this firm into bidding competition with the Dell Publishing Co.'s 'Popular Songs'. Engel-Van Wiseman also publishes a dime mag devoted to articles about song writing and reprints of non-copyrighted melodies.

At a meeting of the SPA's council recently it was decided to defer closing down on the S-V-W folio until the latter had turned in an accounting of its song folio distribution. The committee had reported on the advisability of issuing a ban against any form of lyric reprinting, with this applying to both the Engel-Van Wiseman and Dell Publishing propositions.

## HER FAN SLIPPED

Loma Smith Fined for 'Exposure' in Altoona Pinch

Altoona, Dec. 18. Fan dancers still get pinched in Altoona. Loma Smith, Pittsburgh, appearing in a local dance and song show, spent \$20.00 on a charge and was fined \$10.00. The proprietor spent \$45.00 on charges of promoting an indecent show. The dancer defended herself by telling the police court magistrate, 'Your honor, these fans are hard to hold anyway and if one of them got away from me, could I help it? I had on clothing, but it was a special kind used by us fan dancers to convey the impression that it doesn't exist.'

## Kleenex on Web

Chicago, Dec. 17. Lord & Thomas agency is expanding the 'Story of Mary Martin' for the Kleenex account from a radio spot to a NBC broadcast. Will hit soon on a noon-hour broadcast on the NBC basic, mountain and coast wires. Decision to spread the show followed based on report of the station that the returns being far above expectations.

## Dreyfus Back

Max Dreyfus, vet music man and head of the international Harms music pub enterprise, spent three days in his office last week and is again at his desk this week. Dreyfus was confined to his home at Brewster N. Y. for over three months with illness which depuized all his activities to his staff.

## OMAHA NITERIES WAIT ON REPEAL

Omaha, Dec. 17. Three major developments which will materially brighten the aura of the local nite club situation are set, but await action of the state legislature regarding repeal. State has a prohibition law until the new year, and legislative committee is already considering several means by which liquor may be legally marketed. No one plan is yet favored, but committee is heavily eyeing the liquor store method which would put a ban on any further nite club ventures.

Chief deal will be that by which Ralph D. Goldberg will convert one of his two downtown theatres, Town and State, into a big-time, big-name, big-name place for past several months and Town is operating under difficulty, mainly with operators' union. Recent deal between Goldberg and Blank took the World entirely out of former's hands.

Other projects pending include the Brandeis Tea Room, atop the department store of the same name, which closed some six years ago, and the Athletic Club Roof Garden, for which two outside interests are reported angling. Latter deal is held up by owners who want to lease entire building instead of just the roof. All work on the legislative meeting in January.

## Balto Catholic Rev.'s Editorial Campaign Closes Pansy Club

Baltimore, Dec. 17. An editorial campaign against an up-town niteries named The Pansy Club in the Baltimore Catholic Review, church-news weekly printed for Balto and Washington, has forced the shrouding of the joint, first in the town with floor shows composed of female impersonators. In an editorial the paper demanded that police shut the spot. The billing came down soon after, and the current is the last week place will exist.

Ralph Miller is the operator.

## Negro Composer Back As Whiteman Soloist

Reginald Foresythe, American colored composer who went to London to make good, arrives in New York Dec. 20 to be presented by Paul Whiteman as a guest artist on Whiteman's Kraft program. Foresythe's unique compositions, often titled as 'Ziegfeld', are re-mixed by Whiteman for Victor. His first, 'Serenade for a Wealthy Widow', was already waxed, Irwin Dash publishes Foresythe abroad and Robbins Music has the rights in America.

## Chi Victor Lab Expands

Bill Young, Chicago RCA Victor recording studios here in the Merchandise Mart. Adding two studios plus two new recording sets. Has brought in a new engineer from the Canadian plant and now has a staff of four recorders.

## LOPEZ ON REBOUND

Hollywood, Dec. 17. Vincent Lopez band is barnstorming east after failing to land berth in Universal's new NBC spread. Band was originally scheduled to return to the Beverly-Wilshire here if the picture job materialized.

## Stores Reject Publishers' Shipping Bureau Proposal; More Outlets Shut

### 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 listing of the songs most played on the cross-country networks last week, in relative standing, according to the number of combined plugs on WEAF, WJB, WABO and WMCA.

Stay Sweet as You Are Continental  
Winter Wonderland  
Santa's Coming to Town  
Dancing With Shadow  
Object of Affections  
Hands  
Diffidence Day Made  
Invitation to Dance  
Earful of music  
Be Still My Heart  
Just a January  
Out in the Open  
Pop Goes Your Heart  
Follow Secret Heart  
Believe It Beloved  
Night of Love  
Alabama  
Flirtation Walk  
Love Just Around Corner  
P. S.—I Love You  
Take Number One to 10  
Where There's Smoke  
Am I to Blame?  
Mr. and Mrs. Is Name

## \$10,000 NET FOR WHITEMAN IN MONT'L

Paul Whiteman unit plays a five-day stand at the Mount Royal, Montreal, opening Dec. 28 and staying through New Year's. Date calls for \$10,000 net.

Booking was handled direct by Jack Lavin, Whiteman's manager.

## MUSIC PROS ELECT MOSE GUMBLE PREZ

Mose Gumble was elected president of the Professional Music Men, Inc., at a meeting and luncheon held at the Astor Saturday (15) by the publishers. Other officers picked were Johnny White, 1st v.p.; Rocco Vocco, 2nd v.p.; Joe Santley, 3rd v.p.; Benny Bloom, treasurer; Mickey Addy, recording sec.; Harry Lieberman, sec. for green, serge at arms and Blumer White, editor.

Picked for trustees were Bob Miller, Lester Santley, Jack Richmond, Max Stock and George Joy, while the new board of governors now consists of Addy, Britt, Jules Von Tiltzer, Frank Kelton, Phil Davis and Lester Santley.

To help bolster the organization's exchequer a theatre party will be tossed at the Max the Feb. 17.

Jonis Tappie is chairman of the committee in charge.

## Musicians Underwrite L. A. Concerts vs. Loss

Los Angeles, Dec. 17. Having entered into a contractual agreement with the Southern California Symphony association covering concerts in the Philharmonic auditorium this winter and in the Hollywood Bowl during the summer, Musicians' local, 47, is guaranteed the association against loss up to \$1,000.

This is first time musicians' local has underwritten a musical venture of this type.

## Selvin's New Berth

Ben Selvin, radio maestro and former recording manager for Columbia Phonograph, has become director for the recording division of Associated Music Publishers, Inc.

Syndicate stores last week flatly rejected the publishers' proposal that the former undertake to operate their own shipping bureau. Besides tossing the problem of finding a solution of the dilemma back into the laps of the publishing trade, the chains shut down an additional raft of music counters.

Leading publishers met at the offices of the Music Publishers Protective Association yesterday (Monday) to discuss the next move.

Sam Braverman, head of the music division of the Nesner Bros. stores, Thursday (13) advised John G. Faine that his organization had put out of operation the music departments in 14 stores and that action on the part of the publishers to the chain would be withheld until after January inventory. Kresge link has closed 60 counters, since advising the pop publishing trade last week, again to either set up a warehousing organization to service the chain store or stand the loss of business from most of the chain outlets. Publishers answered this ultimatum by suggesting that the chains themselves assume the management and expense of the central shipping bureau.

Publishers shipping exclusively through the Maurice Richmond stores, however, have taken the attitude that they are not concerned with the situation created by the chains, although they agree that the trade should do something to prevent the further loss of syndicate outlets.

It had been hoped that Max Mayer and Richmond would get together on the merger of their organizations and thereby clear the way for those publishers who are bound by the agreement obtained by Mayer when he settled the conspiracy suit he had brought against them. Under the terms of the settlement agreement these publishers are barred from selling to any one at prices lower than those accorded Mayer.

## RICHMOND SYMPH ONLY \$2,500 FROM BREAKING

Richmond, Va., Dec. 17. Richmond symphony orchestra completed a season of six weeks Dec. 16; was the third year of the orchestra, which came within \$2,500 of paying its way on a \$35,000 budget for performances.

Enterprise is financed by a large group of Richmond citizens and business houses. The orchestra is conductor and Leonid Bolotine, former assistant concert master of the San Francisco orchestra, was concert-master this year, succeeding the late Anton-Wildgans. The season included six formal and five junior concerts in Richmond, six out-of-town appearances, three of these at the University of Virginia at Charlottesville.

Orchestra is composed of 75 professional musicians, about 50 of whom were recruited in New York in 1932 and have become fixtures.

## Hazen Exonerated

Burlington Vt., Dec. 17. Floyd Hazen, leader of the Boston Blue Notes orchestra, at the Hotel Vermont, was cleared of charges of being connected with an extortion plot in Vergennes, Vt.

Hazen was in that city recently conferring with American Legation officials on a New Year's Eve dance. State officials checking up on out-of-state cars took him into custody for questioning the following day.

## Disk Trade-Ins

Altoona, Dec. 17. An RCA-Victor sponsored plan by which local schools, through the collection of used Victor records, might receive one of three sizes of radio-Victrolas has been given a big play locally through the local dealer.

The three high schools and a number of the grade schools have received machines, trucks making trips from Camden, N. J. to return the used records to the factory. No information concerning the plan behind the offer has been given by the schools.



## NIGHT CLUB REVIEWS

### RITZ-CARLTON

(NEW YORK)

Dick Himber opened with a session of tea dancers at the snooty Hotel Ritz-Carlton and did a surprisingly larger start-offer business that the matinee had to tend for an extra crowd of waiters. (On Saturdays and holidays) and the fact that drinks are extra, that's a pretty chunk of extra income for the Ritz is bringing in via the Studebaker Champagne orchestra.

Last season the Himber orchestra played for supper also, but the automotive commercial and other club and society engagements don't make it worth while for him to officiate after 6 p. m.

Using his full combo, including Joey Nash as vocal specialist, and Katherine Cody as harpist, and a few other femme harpist, Verley Millie, performs for the broadcast. Himber dishes up a swell brand of escapade—smooth, rhythmic and well attuned to the ultra atmosphere of the R-C.

### BAL MUSETTE

(NEW YORK)

This typical corner of Montmartre at the 46th and Eighth is a place that authentic that it's chiefly patronized by the local French colony. Most of the acts are in saucy Gallic, and by George and Mildred and the Bal Musette orchestra gives out typical French waltzes and quick-steps. When a crowd of French in and just sits and takes in the atmosphere, the maestro comes over and inquires why they're not dancing, and would they prefer footrotology.

It's a nice gesture, but to try and ape American terps music would be the biggest mistake for the spot, whose prime appeal is the foreign aura. It can't compete with the local niteries if it tries to go Broadway.

Along with Marechal, who also m.c., are two dance teams, Ardian and Duncan, and Mildred Anita. Latter do their Apache specialty as the piece de resistance. George Vignetti and Pietro are prominent in the band, and Mr. Fritzel an Italian balladeer in a sympathetic tenor.

No covert, drinks mostly \$5.00, excepting Amer Picon, Ferno, and such French aperitifs, when it titts to \$10.00. A different spot for a different hour or two.

**CHEZ PAREE**  
(CHICAGO)

Chicago, Dec. 8. —Mike Fritzel—and Joe Jacobson have made this an outstanding nightclub.

No cover charge at any time; that's the phrase in all Chicago niteries. But a reasonable \$2.50 minimum for a dinner that's worth the money, plus a \$6.00 show, makes the Chez Paree popular. No body walks out feeling that the club has been put on; for that reason the club is built up a large and faithful following.

Sophie Tucker headlines the current show and accounts for the turn-away trade. One of the best Chicago attractions, her arrival in Chicago for this engagement drew editorial space and front page headlines. Always a surefire performer, a certain aura of sentiment surrounds her.

But Miss Tucker doesn't need sentiment. On straight performance she must be acknowledged as without peer on delivery and showmanship. Her material, as usual, is different and individual. Songs are "One of the Best" and "I Picked a Flower in the Garden of Love" are distinctly Sophie Tucker favorites.

A Favorite Through the Years  
**DAN RUSSO**  
and His Orbits  
Mistakenly believed because of their distinguished music, the duo is the outfit of the night.  
Near Hilda Play  
"The Hilda Play"  
"WHEN MY SHIP COMES IN"  
"MY HEART IS IN THE CITY"  
"YOUR HEART IS IN THE CITY"  
"KID TOOTH"  
"JUST ONE OF THEM"

**ROBBINS MUSIC CORPORATION**  
770 SEVEN AVENUE  
NEW YORK

MEET YOUR FAVORITE STAR OF STAGE AND SCREEN  
MIKE FRITZEL

**CHEZ PAREE**  
America's Smartest Restaurant and Supper Club  
CHICAGO

611 Fairbanks

and shaped cleverly for the nite club customers.

Rest of the show is on the same level. Henry Busse orchestra, besides playing a few rumba orchestra under the direction of Nino Rinaldo. It gives continuous music and dancing, one band taking up immediately when the other takes a rest.

Billed under Miss Tucker is Stetson, sub-labeled the "Mad Hatter," with a high hat, and much comedy. Barbara MacDonald leads the chorus with some okay toe dancing. Arthur Beddocks does the dancing in a quiet manner, besides the regular singing.

Mario and Florio are in for the ballroom dancing, which has come back strong in nite clubs. Are using the increasing man-and-girl-in-love theme for their routine.

The Clymas constitute a style knife-throwing act, not such good as the first, but the knife in the act build up a reason for the cleaver-tossing so that it comes as a climax. Against a board and pitching scissors at him, they place the act in a Singapore dave net, pitched by the saloon.

ing to make a dame and a broken down society guy who tries to get her to marry. Start with a rumpus and in the flight they start throwing these knives at the society guy, who finally gets a clever sleight-of-hand.

Other act on the bill is Mignon, a French girl who sings and dances. Pate using 16 girls in the line and all eyefillers. Particularly good is the act of a silly woman, Sammy Rose is doing the producing here and the numbers he turned out are tops in niteries line.

### GAY NINETIES

(SAN ANTONIO)

San Antonio, Dec. 10. —Through its recent appeal this spot is getting a play in a burg which is heavily overboard on niteries. It took "Drunkard" and a few other acts to get the same atmosphere to command major attention from the stay-outs who generally are offered poor entertainment elsewhere.

Management has revamped old Beethoven hall. Ripped out the orchestra chairs, and substituting cloth covered tables, hung Japanese lanterns from the balcony, bedecked the personnel—in luscious, handle the orchestra of parashooters of the past century, installed a bar at rear of auditorium, pasted blown up photographs of parashooters of the past century, and a few more similar acts which abounded here in the period this one imitates.

Many of them on hand for the opening. "Drunkard" is the draw and cashing in on the crowd around by its revival all over the country. Questionable whether town's frolicking here on the floor, or whether the drama for more than a few weeks when a change of policy may be necessary. Cast recruited from Coast under direction of Coates Gwynne, a Stuart Walker alumna. Frank Shaw, long at Coffee Dan's in Filson, is announcing the drama and doubling in the floor show emceeing assignment.

Although the stage has been renovated to accommodate any legit attraction, drama uses painted drops and use of parashooters with slightly cockeyed cupid which pour tossed onstage by visible hands and aims to add to the laughs. Drama cast doubles for the floor show, working both onstage and on the floor, and is cleared for dissipation. Featured on the floor is Vitaphone Four, who sing the broadest and most satirically. Drama rings up at \$4.00 followed by floor show closing at \$2.00. Since the floor is good for customers. House proved accordingly bad at opening and is being remedied with a p. a. system. Closing the bar during show would help some.

Mac Rogers' dance band doubles for the show. Noth the drama in his style. Ken McClure is major domo of set-up. Richard Gill backs it. He is heavily on town's

hotels, explaining a tie-in with Gunter which provided tables and part of the show.

Admission is \$1.65 per couple, or 40 per person in the balcony, which is not yet equipped with tables but has a tablecloth cover over the dissipation and one pitcher of soda. After that it's card prices, which are moderate. Capacity is around 700, which can be crisscrossed with and there's sufficient new and repeat customers. But that's a problem in the case of the Gay Nineties. The place benefits somewhat by its location on South Alamo street in the heart of the city, and it hangs over from the mauve decade.

**BOEUF SUR LE TOIT**

(NEW YORK)

Famous in Paris and Cannes are Les Boeuf sur le Toit cafes, meaning "cow on the roof." Intime niteries, they're not boob-catching tourist spots, but popular with the elite of the cosmopolitan world, and such is the idea of the New York counterpart which Charles Brazzella has established in the basement of his safe Biltmore at West 47th.

Brazzella lived 16 years abroad until recently and did nothing but patronize the bright spots of the foreign moving with the season to the spas and resorts. In his years of practical patronage, Brazzella seems to have picked up a beaucoup knowledge about cafe catering and is evidencing that at his new spot.

Just for the convincer, he has Billy Arnold, than whom there is no whomever among favorite Continental dancers, and such is the dissipation in the form of two combos, his own Billy Arnold's Continentals, featuring Herb Finney and Charles Arnold, tango band. Arnold also m.c.'s.

The other convincer is Alina De Soria, Spanish songstress who to the French, knows only that language thus far (excepting, of course, the French). The latter heritage probably accounting for her penchant for tango and a few other Latin dances. She's a personality chanteuse and well suited to the room.

Downstairs room has a wealth of charm and personality with its trees and foliage interior, and a nifty scenic idea including a marine bar which will become one of the small-entertainment spots which make much of this sort of thing. No covert, table d'hôte dinner and a few drinks for \$1.00.

While retreat.

**Harry's N. Y. Cabaret**

(CHICAGO)

Chicago, Dec. 8. —Located in the midst of a \$500 tavern and a paradox in every way, this Harry's N. Y. Cabaret is on the near northside within the shadow of Michigan Avenue and the skyscrapers, Harry's is located so that it must be a main attraction to taxicab and carriage trade.

Just why this place has attained such widespread popularity and fall on any of the answers to logic. That a former newsmen without previous catering experience opened it in a mere 40 days is mainly due to its location. Harry's was sold a bill of goods at the 1933 World's Fair, where it was a 360-foot square, made a was for all concerned. It was only a few days before the permanent was found to continue the good work. It continued so well that Hepp and his associates could not be at the World's Fair in 1934, but ran a fair of their own just across the Wabash Avenue bridge.

Until recently one foot sufficed. Turnover has been remarkable, especially from 10-11 at night. Average stay, the place is open for 12 hours a load of drinks can be put away. Food is served, but isn't of primary importance. They come in for a variety of reasons. The menu is secondary. There's dancing, too, but only when they can get a room which is not too crowded.

One thing that Harry's does emphasize is ingenuity. Under the word "cabaret" with the letters b-a-r in caps and the others in small letters, the name is written when the average citizen in quest of a third quencher thinks of this place, the name is invariably put on the second syllable.

Place retains a number of the novelties originated at the Streets of Paris. Dance band includes Billy Meyer and Harry Harris, among the old time cake fave of town. One courtier booked in on the day. Dance band includes Billy Meyer and Harry Harris, among the old time cake fave of town. One courtier booked in on the day. Dance band includes Billy Meyer and Harry Harris, among the old time cake fave of town. One courtier booked in on the day.

Entertainment is limited to a quartet of table waiters headed by Al Wagner, with Elmer Schoebie at the keys. Dance band includes Billy Meyer and Harry Harris, among the old time cake fave of town. One courtier booked in on the day. Dance band includes Billy Meyer and Harry Harris, among the old time cake fave of town. One courtier booked in on the day.

present, with Hepp toying with idea of name band.

There are a dozen or more tables on eight-hour shifts and Eddie Mayer supervising a score or more hostelry waiters from 'way back in the Rickard, former cala m.c., is host.

Newly opened Gode Trotters club, on upper floor carries out French Court style of dancing. The club was designed by Harry Lund, one of the most popular of the streets of Paris. Club features a number of private rooms, each representing a different country. Cuban room is most popular. It's the most dimly lit. Membership tap is \$25, payable annually, and permits users of all privileges. In this manner downstairs overflow, if any, can be absorbed.

Prices generally in keeping with club spots, but following is highly diversified, as shown by fact that management has booked in Charley Cullen and depth of act. One-time scrapper, to take care of belligerents. On Saturday the minimum is one buck, but on most other nights. Table d'hôte is \$1 and a fourth.

Lower level floor is now being readied for banquet purposes. Plan to have a large room with service for both club and banquet rooms from main floor kitchens. Harry's cabaret is No. 1 stop here for the subterranean and sight-seeing tours.

**STORK CLUB**

(NEW YORK)

Sherman Billingsley's new Stork Club on East 53rd, just off Fifth Avenue, is a place of the past. Smacks of contemporaneous history in many respects. For one thing, the Stork is one of New York's best known pre-appeal oases, possessing many an attribute which caused men to flock to it. It's a place of vintage and viand dispensary very much to heart.

Institutions like the Stork, which gave space to "production" dinner at \$2.50 a copy (even if drinks were \$1 a throw), got to mean too much to certain type of person and to perpetual goers-outers, to be permitted to pass into oblivion. And the same about that when Billingsley took over the place, he had many a native eagerly and expectantly looking forward to it.

No built all on one floor in the past, but the place has been built up, as at the old 51st East 61, some may feel it different, but it's the same old place. Billingsley. The old location worry is over. That first floor for the past few years has been the former 51st street establishment. Then when Billingsley put in his "mutual bar" on the upper story, the place again he and his captains had customer troubles—as to where to spot em. Now, with the new two-story building, the big square liquid dispensary up front for the stand-up and a decorative bar at rear, the place is a new restaurant in the rear.

Now also Billingsley has a \$1 covert and Lita Grey Chaplin as the star attraction. The new Northwest Georges Danilo giving out expert ballroomology to Robert (Buddy) Danilo, who is giving out the lunch-through-cocktail, dinner and supper and bids fare to be established itself as of yore. Billingsley's place is not the least of the attractions.

**BAR OF MUSIC**

(NEW YORK)

A subterranean covey in the Buckingham hotel, where the least residential hostelry just south of Central Park, has been installed under the designation of Bar of Music. It is a place of the past, a character rather than of charm or elegance, which gets its name from a decorative bar at rear. The place includes paintings of musicians, old masters, hanging instruments and a piano for the use of the regulars of the bar in place of a brass rail.

Motif of the room is reminiscent of an old English tea-garden, with a few tables and an excess of candles all over the walls. The floor has a rug on it, but there is no space.

Entertainment is of the intimate character, which was popular in the more circumscribed "speak" hangouts of pre-war days. Ross and his orchestra, a pianist and organist, regales the customers with every kind of music and songs. Here is a personality, that is, a man with the general idea of the room. She is a woman who is an organist in picture and a pianist in the room. The Fox, Brooklyn. In addition to Miss Ross, two lads play the piano and other instruments.

Grog and food priced reasonably. Room opens at around 4:30 for cocktail hour and continues as long as the case requires. The manager, J. Farrell, manager of the Buckingham and well known to show people, is also the manager of the place. His roof, is personally directing.

## BOWERY

(CHICAGO)

Forerunner of similar Bowery spots throughout the country, this place, located on the Bowery, is the focal point for some four-score honky-tonks of every description spread for a mile or more around Clark street on the north. Bowery has played to more than 100,000 customers since opening a little more than a year ago. The show has remained practically intact throughout.

One of the brothers, Mike, now has a new place, playing the east. Other brothers, Hymie and George, are planning to send the current show south. The Bowery play is a problem, inasmuch as there have been close to a dozen Bowery shows on the air and will replace with new novelty show.

Bowery location is a former pawnshop. Therefore has modest frontage and depth. Old-time stage installed about eight inches off floor makes a great flash. Main drop and on-hanging piece suffice for production. The number, featuring Edna Leonard.

Others in cast include Johnny Gordon, comic; Warner, Meeks and a few others. The Bowery Trio of Frazier, West and Tilson. Latter group works tables and does a few dancing. The Bowery Trio of Frazier, West and Tilson. Latter group works tables and does a few dancing. The Bowery Trio of Frazier, West and Tilson. Latter group works tables and does a few dancing.

Bowery is the only spot on Clark street, which does not advertise hostesses. Has a two-bit tap at door and a few customers. The look good for more than one beer.

**JAM CLUB**

(NEW YORK)

Jam Club, located underneath the Pickwick Hotel in the Times Square, is a place of the past. The cause if the trade should get heavy in its restricted confines might necessitate a new location. The good old Broadway sardine can manner. Place can seat 225 with a little more. The minimum charge is date that may be at one time. Its dance floor, which is about 25 by 12.

The spot, premired Friday evening, the operating agents of Peter Doraine, is one that catered for the Forgotten Man of the speakeasy era who could not go for the evening. The place is a little foot-scraping. It is homey rather than pretentious and the minimum charge is \$1.00 on week days, \$1.00 on Saturdays. Food prices are of the middleman standard, while the bar is at as low as 36c. That makes it possible for the boys with short bankrolls to spend the evening. The place is going to the Morris Plan next day.

Jam Club is reminiscent of the smaller cabaret rooms of prohibition days. The place is a little foot-scraping. It is homey rather than pretentious and the minimum charge is \$1.00 on week days, \$1.00 on Saturdays. Food prices are of the middleman standard, while the bar is at as low as 36c. That makes it possible for the boys with short bankrolls to spend the evening. The place is going to the Morris Plan next day.

Club has an eight-piece orchestra headed by "Wingy" Mannone, so named because of his winged appearance. The other is artificial, but enables him to play the cornet. This is a place of the past, a character rather than of charm or elegance, which gets its name from a decorative bar at rear. The place includes paintings of musicians, old masters, hanging instruments and a piano for the use of the regulars of the bar in place of a brass rail.

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## UNIT REVIEWS

PHIL WIRTH'S CIRCUS  
(HIPP, BALTIMORE)

Baltimore, Dec. 14.  
The Hipp always brings in a circus week prior to Xmas and does pretty well with it. It is a good indoor show, but since the Armory went up in smoke town hasn't had an indoor circus for three years. There are always enough dyed-in-wool sadwast lovers to patronize one and the kids are ready any day of time.

Show this season is Phil Wirth's Circus. Spurts frequently, but lapses as often. If some time were spent with it, it would probably evolve into something worthy. At present isn't so well rounded; the socks are spotted at wrong junctures; female is weak and personnel is not altogether shrewdly chosen.

First factor that should be remedied is line of 10 chorines carried. No place is this outfit for a line. The stage is covered throughout with gym mats. Girls can't jump on that, yet they attempt to—twice—and it makes for sorry spectacle. Twice again the line and groups around and forms background for couple stunts by specialists; they look like a circus duty, but wouldn't be missed. A troupe of tumbling Arabs or some high-class clowns would be eye-catching in place of chorines.

There are but three clowns, but poor. The humor dept. could be amplified. The boys supply the breaks for crew when aerial hook-ups are to be strung.

Show is played before a nice eye, and the circus is a good one. Proceedings roll through one large line. One act, Sandino, trained camel, didn't show performance caught. Underdog animal was frightened and attendants and trainer wouldn't risk it on stage.

Show starts with Marie and Her Pals, a parade of dogs and ponies, presenting a standard and agreeable routine. Next, Eacels, in some high-rope swings, suspending self from both manual and pedal hanger; oke enough. Followed by a highly apt session of acrobatic capers by Evelyn; gal has long and solid set of body bends in repertoire.

An Australian band, led by Sydney, stepped out next and waltzed and played drunk to fair reception; this bit could be revamped. A Jap balancing-pole duo, Oskai and Takai, man and maid, followed with strong act which they punctuated with man demonstrating the springing of water-cups on rope, and girl doing some pedal barrel-bouncing. Following came a set of some cowboy, Hindu, rope-bouncer, with as neat a turn as has been seen around here, followed down house. But there was nothing strong to follow.

The Duttons (man, two girls) circled through a lone barrel-back riding bit, but was too sluggish to impress much, though good from spectacle angle, with very few purtences and much tinsel effect. Dr. Bernarde's elephants (3) were next and were well trained or proper performing, though the very

elderly pachyderm's narrow-plank walk was a disaster. The last of these point kids from audience were invited up on rostrum to have a try at barrel-back riding; a sort of duck-stool arrangement was erected in center of ring and kids were girdled with belts and the rope tied to 'em in case they toppled from horse's back, which all did. Looked like big fun for kids, but wasn't very instructive to audience; fastening the kids in the safety jackets and getting 'em on animal seemed just a stage waste. Closed in 45 minutes. Circus carries own-bark and batonier.

IRVING AARONSON  
(PARAMOUNT, ST. PAUL)

St. Paul, Dec. 14.  
Although this unit isn't exceptionally wallop, it brought sustained applause. Jack packer house when caught, and after all, it's box office which makes those vouchers good.

In this funny show town, bluesones kicked on Judith and her dance in the Texas Guinan's Gang show two weeks ago, and barbed just as well against the Mills, Caroline and fountain background number in 'Spices of 1935'-last week. Management must therefore feel its way. Result this week is a show obviously toned down, especially on the comedy end, making it top heavy.

Phil Saxe emcees nicely and Aaronson handles himself with adequate restraint, taking the spot only when necessary and hogging no bows. Marie Hollis is an outstander in dancing, which is more contention than acrobatics. Lewis and Van male dance duo is just as much a dazzler in its own way. The Joe Lucas Trio, who are a bit of a daze, but they furnish what comedy there is, but the audience could have used about 10 minutes more of assorted buffoonery. Aaronson's musicians are versatile, doubling in choral singing and front stage trick stuff. But heavy should stick to their instruments and the show should replace with some rapid-fire comic talent. Raschick.

Rhapsody in Rhythm  
(ORPHEUM, LINCOLN)

Lincoln, Dec. 9.  
This unit is built around Bill Hert and his Ambassadors. Jack McBride and Frank Starr. They're about the whole show, although there is a lot of filler material padding out the 45 minutes.

McBride is the emcee and works before the band. He knows a lot of dirty stories, but has cleaned up the gag lines, so he gets two laughs—one in anticipation and the other when he foots it. The most likable is a little blue anyhow. He's better when working alone, his biz witz being a little better. Starr, local boy, missed in the billing out front and the ads, is the show's stopper. He goes impersonating, taking the band and debunks the sound effects of radio, as well as aping the voices of several celebs. Booked in from outside to augment the bill is the standard act, Novelle Bros. and Sally (and the dog) and to them goes the biggest share of the show's novelty. The bird hit got the biggest reception, although too long. Other members of the unit are the Luke Sisters, not even fair in song and on the hoof; Agnes Cassett, singer and Wayne Eull; hokey.

## Schooldays on Parade

(PITT, PITTSBURGH)

Pittsburgh, Dec. 17.  
'This unit has a good idea, but it stops there. With little talent, and less material to back it up, offering drama and goes through fully an hour without delivering anything closely approximating a sock.

Unit is divided into two sections, first the inevitable schoolroom scene, switching in second section to a night club where profs expounding on an alumni reunion and strut their stuff for him. It's not new, but it's still serviceable. The good points are that they're in the Schooldays on Parade.

Billed talent includes Warren and Skinny Candler, Ruby Barth, Harry Richards, Cliff Carter, Lee Kramer, Bebe and Bunny and Nelson Maples' Collegians. Oak plays from off stage, having an alumni reunion to stage. Chief comic is supposed to be Skinny Candler, who, in the schoolroom scene, delivers a succession of blue ones.

Kids include the usual teacher's pet, the slazy, the Hebe youngster, the schoolboy, and the tough mug. It's chiefly dialog here, except for an occasional chorus specialty, and much of the place. Second section is a little better, but not much. Richards gets off a neat dance specialty and there are a few songs against the songsters who get nowhere at all.

Maples and his Collegians have a good deal to say, but they're providing the music for the various specialties. There's no punch anywhere along the line; unit just keeps on talking on the bar until the time is up and then dissolves. Cohen.

## Saranac Lake

By Happy Benway

Bobby Graham, of 123 Bond Street, Toronto, Canada, is plenty under the weather. Vaudevilleans and burlesques should drop him a letter.

The Dabrowski of Warners, just hit the 20-year-old mark. Boy is curing here.

Eugene Powers, remembered with the "Vaudeville Chorus of Darkness," now zonking at the Alca-Vista lodge.

Mannie Lowry, Rudy Vallee's ex-fiddler, loves the change of ozone at Saranac to South Place, N. C., is doing him a world of good.

Mr. and Mrs. Joe Bigelow and the little Bigelow Camp Intermisioned it for a couple days.

Lawson and Honey, broadcasting over WSN, Nashville, Tenn., never fail to shoot heels and good cheers to the gang up here.

Frank Cannon, who did a lot of ailing up here some two years ago, is back as a new arrival. Under general observation.

Dr. George Wilson and Dr. George Wilson have been added to our Good Samaritan club. Also voted in was Ruth Morris.

Lawrence McCarthy, ex-plantist at the Stadium Field, who comes back to the lodge as an ozoner after a two-year absence.

Marilyn Miller, winter-sporting at Lake Placid, opened the Christmas Seal drive at the Stadium Field by selling the first sheet of stamps.

Santa will be able to make Saranac on high as the thermometer hit 20 below zero.

Write to those that you know in Saranac.

## Blackstone Ass't Hurt

Rochester, Dec. 17.

Ralph Doremlis, assistant to Blackstone, the magician, was badly injured in a fall down an elevator pit at the RKO Palace theatre. He was on his way to the second floor dressing room and stepped into the elevator doorway at the stage level thinking the elevator was there.

Doremlis was taken to the Genesee Hospital with a fractured leg and pelvis.

## Heller Back in Pitt.

Pittsburgh, Dec. 17.

Quick repeat here for Jackie Heller, who plays Alvin only a couple of weeks ago. He opens a fortnight's act at Joe Heller's music box, nitery, Friday (21). Heller was to have come in with a band, former Buddy Rogers outfit, but deal all through and he's in as a single.

Heller is due back in Chicago shortly after first of year for a new NBC assignment.

## Brice Sues Noser

Fannie Brice has started suit to recover \$1,500 on a note from Dr. Julius Lempert, nose specialist.

Comedienne is proceeding through Attorney J. T. Ables. Note is dated 1934.

## NEW ACTS

## MOORE and REVEL

Comedy Dancing  
6 Mins.; Two  
State, N. Y.

Moore and Revel, standard picture house and cafe specialty team, are worthy of more attention in the way of presentation than they receive here. As artificial ballroom dancers, they are clever enough to look good under any conditions, but that does not discount the fact that with proper handling they would be an even more valuable piece of property for vaudeville.

At the State they are tossed coldly onto a bare stage, do their stuff and depart. Their stuff consists of two dance numbers, both speedy and funny, but both basically the same. That one follows the other with no interruption, except a change in music, tends to create monotony during the latter half of the six-minute running time.

For vaudeville Moore and Revel deserve a complete vaudeville act, and should be given one, or get it themselves. It would be worth while, even for what remains of vaudeville, since Moore and Revel possess a talent of talent that's suitable for any theatre. Bige.

## RUBY OLVERA

Aerial  
7 Mins., Three.

Olvera, a good single, doing some of the usual stunts and one or two that carry a special thrill. High spot is standing balanced on the bar and swinging without holding on. A keen sense of showmanship and a finished performance give the turn smoothness and help put it across. Oke for average bills.

## 50 YEARS AGO

(From Clipper)

Chicago museum reopening. Had 3,000 seats and a stage 33x40 with 35 feet height. Steam-heated and electric lighted. Dime to get in, but reserved seats extra.

Steamboat owned by Buffalo Bill and carrying his troupe to New Orleans was rammed and sunk by another boat. No one lost.

Sig. Farranta was presenting opera company at his New Orleans pavilion at a dime admission. New low. Capacity made price profitable, able.

Mr. and Mrs. William Peak, whose Peak's Bellrings were standard for years, still trouping. He was 87 and she 75.

"Hazel Kirke" finally petered out, playing only 13 weeks of a 35-week season. One of the Madison Sq. theatre troups. Play had made top money for several years.

Faral, the circus man, had a troupe of six African pygmies—two men, two women and two children. Playing the museums.

Mixup over the various versions of the German original still going strong. A. M. Palmer had obtained a court decision giving him The Private Secretary—the right of way. Field of the Boston Museum paid (Continued on page 50)

## DUNCAN SISTERS (4)

State, N. Y.  
24 Mins.; Full  
State, N. Y.

Back on Broadway and together one more after a lapse of four years or more, the Duncan Sisters waded into the Loew's State audience like the old acquaintances that they are. They copied, mopped and stopped in such a fashion as to present living, breathing evidence of the glories of vaudeville when vaudeville was vaudeville.

The treat which the Duncans have to offer is nearly a half hour of special material. With even five minutes of special material rating as an extreme novelty in vaudeville these days, this act alone is sufficient to give the Duncans much distinction.

At a time when the typical vaudeville singing single or team knows or owns nothing but pop songs, with perhaps an imitation thrown in and some different arrangement of the same old plugged-to-death number to break the monotony, a pair of girls stepping out upon a stage with 24 minutes of their own, very own, stuff, are a cinch. So no wonder Rosetta and Vivienne Duncan wowed them as they did at the State on Friday evening.

Rosetta, who essayed a whiteface single act all during her sister's retirement, is back under the cork now in order to mix her Topsy character and material in with a wealth of other material. And Vivienne is still doing Little Eva.

For the Topsy business the Duncans cannot do better. Vivienne's Fourth member of the act is a pianist (girl) who works in the pit and is visible only from a wealth of other material. And Topsy-Eva, the other standard Duncan bit in the act is the Spanish onion and vegetable singer, who is a real thing of laughs, particularly when Rosetta winged one up to the shelf. Otherwise their stuff sounds new, especially an "Adam and Eve" lyric that was used as an encore and cliché.

Judged by their strong State performance, the Duncans are still the Duncans and as good as new.

Big.

## CARROLL and HOWE

Chatter, Dance  
15 Mins., Three  
Orpheum, N. Y.

Some funny material here but long-winded in getting across. In fourth spot and retarding the general speed of the bill. Team on a deep stage which devoured most of their gags. Voices none too strong either to fill such a wide expanse.

Male partner does an acrobatic dance which leaves him worn out, and the girl then goes away at great length. Both into a variety drag at end, which seems outmoded in these rumba days. Team makes a neat appearance and with considerable prying here and there, should hit its stride. Not to forget the right kind of a set also.

## PAULINE COOKE

Presents

BOB RIPA

Tenth Week, Paradise Cafe

Opening Dec. 26th

Palmer House, Chicago

"COOKE & OZ"

## DOROTHEA ANTEL

255 W. 75th St. New York City

CHERRYMAN and Stationery

Specialists to suit the personalities of the Profession. Agents wanted to sell my cards and stationery. Write or call for details. Liberal commission.

## NOW—Third Return Engagement—NOW

WITHIN THREE MONTHS AT

FOX, B'KLYN, THIS WEEK (Dec. 14)

FOR SIXTH CONSECUTIVE WEEK

AND HOLD OVER THE NEXT TWO WEEKS

## HENRY YOUNGMAN

BROADWAY'S NEWEST AND BRIGHTEST COMEDIAN

MASTER OF CEREMONIES

Personal Direction

JOE LEFKOWITZ, 125 W. 45th St., New York

## WALKER SISTERS

Youthful Harmony and Comedy Team

Formerly THE GILSON SISTERS

Featured with JACK SAGNER

LOEW'S STATE, NEW YORK, This Week (Dec. 14)

(Billboard, Nov. 17)—"Possibilities"—For Legit-Musical

"Golson Sisters—singing team now with Jack Sagner's 'Samples' in vaude.

Younger shows great promise as a comedienne, also contributing Scotch singing and imitations. Has plenty of verve and personality and with a little more polishing would rock."

1932—ENGLAND, FRANCE, ITALY, IRELAND AND MONACO

1934—AUSTRALIA

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## J. H. LUBIN

GENERAL MANAGER

MARVIN H. SCHENCK

BOOKING MANAGER

# Hollywood Sunday Vaudeville War Has Bard Using Big Guns in Bulk

Hollywood, Dec. 17.—Battle of Sunday night vaude got underway this week-end, with Ben Bard and Ray Deussen entering the field but extending their show to a double-night affair, under the banner of *Caroline All Stars*. On their opening bill (15th) they had Frank Fay as the topper, with Ruth Roland, Trxie Frigranza, Maude Fulton, Ben Bard, Harriett Hector, Clarence Muse and Milt Douglas and Co., included in their Music Box show.

Opposition Willshire-Ebell, where the Sunday Night Frolics are on, after 10 weeks, had James Barton as the topper, with Buster Shaver with Ollie and George Branso, Bill Sully and Helen Eby Rock, Fay Courtney, Lloyd Hughes, Ramon and Rosita and The Kitchens in the lineup. Frolics also featured a new hand to play the show, bated by Manny Harmon, local dance fav.

Third Sunday vaude scheduled to open is being framed by Arthur Arlino, who has been pulled out for the Carthy Circle theatre, midway between Hollywood and Beverly Hills, figured as the best location for the one-night vaude bill in the city. Starting operation on the Frolics, went to San Francisco over the week-end to make arrangements for opening Christmas Day a one-week two-day vaude bill in the city. Show will have Charles Withers, William Denarest, Ruth Mix, Gilda Grey and Ramsdell Dancers in the lineup. Same bill will play the Willshire here Sunday (22), going out Monday.

Both Irving Strouse's Frolics and the new Ben Bard-Ray Deussen Saturday and Sunday vaude shows, during which the latter have appropriated the title, *Calling All Stars*, ran into headaches last week end, when Frank Fay walked out of the Bard show at the Music Box and James Barton was pulled out of the Frolics by Radio, which doesn't want to have its dramatic star tabbed as a lowly vaude hoofer.

John Blackstone, from the Clover Club, replaced Barton, while Ben Bard stepped in and took the place of Fay.

## Inside Stuff-Vaude

Harry (I think you touch)-Burns, who's one of those trick New Jersey state sheriffs and also a local constable and assistant mayor in another town, almost got a ticket for speeding but wound up giving the would-be arresting motorcycle cop a ticket—for the AFA, otherwise \$3 membership dues.

En route to a booking in Atlantic City, Burns was nabbed for speeding. His various official credentials only got surly wisecracks from the law until, in fishing for his license, he flashed his AFA card.

The cop was an ex-vaudevillian with a bike act and after much palaver about the chance of vaudeville coming back, wherein Burns put it on heavy that the AFA was doing everything to resuscitate vaude, it wound up with the ex-bicyclist laying it on the line for six bucks and a membership card.

Carnival man, scouting along the Mexican border, was approached by a peon beggar. Carnival wags noticed the man had a six-inch bump on his head, so he took the guy in hand, and after a week plus indelible pencil and small collar, had a "two-headed man".

From the start his was good, principally because all were allowed to feel the blood coursing through neck of the small head. Came the day when the promoter was \$30,000 to the good and he developed a yen to open a New York office. Putting a man in charge he moved into Broadway with the best money could buy.

But while away the freak became ill. New manager hustled him to a hospital. Surgeons were gleeful at this the first case of its kind. They fixed the money head in a hurry, and a month later the promoter was back at scratch.

New York Supreme Court Justice Collins was presiding on the petition of Cliff (Sharlie) Hall's plea for a reduction in his alimony from \$80 a week to less. The jurist, after hearing Attorney Julius Kandler's reasons for cutting Hall's alimony commitment, said, "Oh yes, you're Jack Farley—stage-on-the-air".

Although at the 'stooge' argot which the learned court used, Kandler proceeded to set forth reasons why, with Pearl of the air, Hall's case should be referred to a referee for early adjudication of the merits of his plea. Justice Collins reserved decision, with mild indication that he will appoint a referee to review the issues.

Mrs. Josephine Hall, now getting \$80 a week alimony, is a non-professional.

Reawakening of vaude suffered a stiff setback in Los Angeles Thanksgiving night when Irving Strouse put on his Frolics at the Willshire-Ebell theatre, a repeater from the previous Sunday night. It was in the nature of an experience and "Tos" was off 80% from the previous Sabbath sellouts, although advertising was given a double surpluse. Other incipient vaude ventures are cooling and promoters are turning eyes elsewhere.

In an effort to get active representation on any new vaudeville committee formed out of the reopening of the code in Washington on Wednesday (19), John Hickey (Hickey and Anger) called a meeting of vaudeville producers to be held in the Palace Theatre bid. Letters were sent a few days in advance to all active unit producers, outlining the purpose of the confab to strive for capable representation in code matters pertaining to vaudeville. Hickey was the only one who showed up at that meeting.

## Invitation to Scram

Vaudeville comedienne playing a Pittsburgh niter, accustomed to g.t. audiences during her London and other engagements, didn't get the same undivided attention during the Pitt engagement.

Finally, for the blow-off, she screeched, "If you lousers can't stop acting like monkeys and keep quiet why the h— don't you get out".

Some 75 couples took her advice pronto, the place became cleared and the manager gave her her notice pronto.

## 'Great Schneider's' Crystal Gaze Sets Him Back \$50 Fine

Milwaukee, Dec. 17.—The 'Great Schneider', in private life Arthur Schneider, may be a great crystal gazer but not when police are around.

Schneider appeared on the stage of the Murray theatre and offered 'private consultations' backstage. One of his patrons was Mrs. Josephine Pawlek, policewoman. Schneider told her a private 'gaze' cost \$5. She told him she had but \$2, which Schneider took, and then sent her for the other \$3. Instead Mrs. Pawlek called the wagon.

Schneider, charged with violating the fortune telling ordinance, was fined \$50.

## PEARCE GANG EAST

Coast Air Feature for Vaude After the Holidays

Los Angeles, Dec. 17.—Al Pearce and Gang, from radio, are heading east after the holidays to begin tour of vaude dates.

Final Coast appearance before the trip starts is Tuesday (18) at the Criterion here.

## Midnite Spook Shows

Los Angeles, Dec. 17.—Principal Theatres will run mid-night shows in most of its houses in Southern California, including Yuma, Ariz., using Mel-Roy's Spook and Magic outfit for single night engagements. Opening date is Dec. 27 at Yuma, with Brawley and Banning, Calif., to follow on consecutive nights.

Following New Year's Mel-Roy shows plays the Principal houses in the Los Angeles area.

## Vaudeville Code Hearings Begin Tomorrow (Wed.)

With little opposition in prospect, the eight changes and amendments proposed for the vaudeville section of the Motion Picture Code are expected to go through as written at the NRA hearing, to be held tomorrow (Wednesday), in Washington.

Hearings started at 10 a. m. at the Willard hotel, in the capital.

The major circuits will be individually represented. Actors' rep will be Ralph Whitehead of the American Actors' Guild.

With Mrs. Bryant will attend in the chorus girls' and boys' behalf.

As far as is known, no agents or producers contemplate attending although a couple of the listed alterations in the code are of important concern to producers.

Clause creating a special committee to arbitrate vaudeville code matters exclusively, which was contained in the Code Authority's original recommendations for changes, will not be aired at the hearing.

Reason for omitting it is that the C. A. already has the power to appoint such a committee under the present code. It means a vaudeville committee will be established, regardless of the outcome of the Washington conference.

Committee will be composed of one rep each for the actors, agents and producers, two for the theatres (one indie, one circuit), and one impartial member, representing the public.

Deputy Administrator William P. Farnsworth will conduct the hearing.

## WARNERS MULL STAGER FOR HOLLYWOOD LUXER

Hollywood, Dec. 17.

If Warners can decide what type stage shows to install, possibilities are that presentations will go back into the Hollywood Stage of the house has been dark for the past year.

While favoring live talent, excesses that vaude and stage shows, presented locally just now, are not classy enough for the Hollywood spot. Decision will be made within the next two weeks.

## BROSIOUS LEAVES HOSP

Neck Fractured, Tramp Bicycle Rider Out for Months

Los Angeles, Dec. 17.

Harry Brosious, of Brosious and Downey, tramp bicycle act, has left Methodist hospital, where he went following injuries suffered while playing the Orpheum here. He is at home but will be laid up for several months.

Brosious suffered a fracture of the neck when he collided with a guy wire on stage.

## Hunting Mishap

Chicago, Dec. 17.—Mildred O'Connor, wife of John O'Connor of the O'Connor family vaude act, was accidentally shot while hunting near Danville, Ill. Now at home recuperating.

## Katya Snaps Toe

Chicago, Dec. 17.—Katya, of Kay, Katya and Kay, broke a bone in her toe at rehearsal Friday (14) at the Chicago and the act has been out of the show. Adler and Bradford replaced.

## Megley-Oz Producing \$1,000 Flash Acts for RKO; Bebe Berri Co. (12) First

## Cem'r Moss Upholds Sherman Cancellation Of Robinson Unit

Eddie Sherman, indie booker, was halted before License Commissioner Paul Moss last week by D. F. Robinson, producer of 'World's Fair Follies', on the charge of unwarranted cancellation of the unit. Robinson claimed Sherman contracted the show for three weeks on percentage, but cancelled before it had completed the first-half in Bridgeton, N. J.

Cancellation, however, was upheld by Commissioner Moss when it was shown that Sherman's contract called for 35 people, but only 27 showed on the stage in Bridgeton. A letter and telegram sent Sherman by Louis Linker, manager of the Criterion, Bridgeton, claiming that 'World's Fair Follies' was the 'greatest show' he ever played, were branded as spurious by the booker.

Sherman exhibited a telegram from Linker which stated Robinson dictated the letter and telegram to his daughter, who was forced to send them on Robinson's threat that the curtain would not go up for the next show if it wasn't done.

Robinson admitted before Moss that of the entire cast of 'World's Fair Follies', only six appeared at the expo in Chicago. At Moss' behest Sherman agreed to play the unit the last half of last week in Harrisburg, Pa., but the remaining two weeks are out.

I. Robert Broder was counsel for Sherman at the hearing. Louis H. Robinson appeared for the producer.

## Performers' Jinx

New Haven, Dec. 17.—Paramount stage troupe running into a physical jinx here. Last week Mary Jane Frazee (Frazee Sisters, with Ina Ray Hutton band) down and out with appendix attack. Set for operation at local hosp. yesterday (Mon.).

Currently Alice Kavin, 'Words and Music' solo dancer, out with head trouble, result of injury in Hartford last week.

RKO has tentatively subsidized outside producers as a means of overcoming the growing scarcity of playable flash acts. Macklin Megley and O. L. Oz, working together on the project, will produce the acts as they are needed by RKO, furnish costumes and scenery, at the rate of \$1,000 a week per act.

Deal also entails that the producers pay the salaries of the talent out of the one grand.

First Megley-Oz act will be the Bebe Berri Girls (12), with Petch and Deauville. This plays the Academy, N. Y., for four days beginning Dec. 21, and, if the experiment clicks, RKO is understood to be prepared to order the flashes at the rate of two or three a week.

All the Megley-Oz acts will be backed by choruses, either all-girl or mixed. In line with the plan submitted to the circuit by the producers, the flashes will be patterned so that they can fit in any portion of a five-act vaude layout.

This is RKO's first attempt at special production since the afterpieces the circuit inaugurated for its four-act intact shows it routed over the Interstate and Orpheum a few years back. When Martin Beck came back three years ago, Bobby Connolly joined the circuit to produce special acts, but all that eventuated from his office was an amateur show that was routed over the entire circuit.

Megley is also dicker with the Skouras on the proposition of producing special shows every three or four weeks for the Academy. If this goes through, the house will switch from a split-week into a full-week stand.

At the Academy, Megley will be strictly the stager. RKO will book the talent he needs. Skourases feel that, with special productions the house can more often deliver the type of girl shows which go so well on 14th street.

## Robinson in Nitery

Hollywood, Dec. 17.

Bill Robinson, here for Fox's *The Colonel*, goes into the Continent Club, formerly the Airport Gardens, Dec. 21 for three weeks. Deal set by the Morris office.

Club is under the same operation as the Clover Club.

## 29th ANNUAL

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# GUILD SHOWS SEEM SURE

## Managers Start Combat for New Basic Agreement; Want Film Coin and Director Clauses Changed

Aftermath of the 'Waits in Fire' forced closing and the rebuke drawn by the Dramatists Guild for the action by an arbitration board, may lead to changes in the Basic Minimum Agreement. Guild has related changing the text, but it is understood that managers believe there are other points in the agreement and such questions will likely be arbitrated. Agreement provides for arbitration upon application of either side.

One of the differences concerns clauses pertaining to picture rights. Producer may open Tuesday or Wednesday and if the agreement continues until the third successive Saturday the manager's 50% share of the film rights are retained, provided he pays the author's royalties on a pro rata basis for the missed performances. In that way the play is considered having run the full three weeks. But the agreement stipulates that the board must first get its okay on such an arrangement and only after the author assents.

It is claimed by managers that no such wording was agreed on during conferences when the agreement was framed. Guild, however, established a precedent which eliminates the red tape safeguard but that fact is not generally known. Guild officers stated that the board did not care to revise the contract.

Another point which managers claim they have no recollection of passing on provides for a first class director to be retained with plays six days after opening. No explanation is made of the wording of that clause, which was called to attention during the 'Waits' arbitration, allegedly for the first time.

Indications are that whatever changes are to be made would come when other disputes arise, the adding ruling against the Guild being figured to hold down friction between the organization and the managers for the time being.

## 'GIRLS' OFF INDEF; SAM HARRIS WEST

Sam H. Harris has decided to indefinitely postpone the presentation of 'Girls on the Run' Broadway probably will not see the revue until next season, it needing still further script changes.

Show starred Jack Benny. It was sent out twice for try-outs, most recently playing two weeks in Boston and a split week between Springfield and Hartford. Business was fairly good. First half of the production is highly satisfactory to the producer on comedy strength but wholly new last act is to be contrived by the authors, George S. Kaufman and Morrie Ryskind.

Harris has booked 'As Thousands Cheer' until April, the revue possibly touring throughout the season. Plan to follow it with 'More Cheers,' with the same cast virtually intact, to be out until next season. 'Cheers' is laying off in Chicago this week and resumes there next week.

Producer goes to Palm Springs this week, remaining west through the winter.

## MONTGOMERY IN 'MERRILY'

Curran Opening New Year's in L. A., Frisco Follows

Hollywood, Dec. 17. Homer Curran and Herbert Bergsley will be together in production of 'Merrily We Roll Along' at the Belasco here, opening New Year's Day. Douglas Montgomery will be starred. John Kennedy is being brought from New York to do the staging.

Place will go to San Francisco following the local run.

## Missie

Baltimore, Dec. 17. Ina Claire, starring in the Gilbert Miller production of 'Ode to Liberty,' current (Monday and Tuesday) at the Maryland here, is asking for and has been made the recipient of the formal billing of 'Miss' on all publicity sent out, in advertising, and on paper sheeting.

Billing was accorded her last week during 'Liberty' break-in at the National, Washington, and will hold during the New York run of the piece, which commences Friday (21) at the Lyceum.

## 'Baby' Case Again Nixed by Equity; No Jurisdiction

Matter of the Civilian Conservation Camp free show, 'Baby Mine,' which operated under a federal relief fund but was withdrawn and the company disbanded after internal trouble, again came before Equity's Council last week. Latter acted upon a petition for reconsideration after it had tossed out the complaints of players that they were not well treated in the camps.

Players sought to have Equity intervene so that they would be re-installed on the drama project's relief payroll. Council decided that since the 'Baby' unit was the only show of 27 operating in the camps and around New York city to make a complaint.

Equity, too, thought that such controversy might impair the relief show project, if not bringing it to a close, should they be brought before city and federal authorities. Col. Earle Boothe, head of the CCC movement, returned from a tour of the camps accompanied by Chando Sweet, chief aide. Shows will be one-nighting in 180 camps shortly after New Year's.

## 'Cheers' Chi Lay-Off

Chicago, Dec. 17. After an eight-week capacity run here, 'As Thousands Cheer' will lay off for the pre-Christmas week in town.

Will reopen on Christmas night at the Grand theatre to continue its run.

## BENEFIT FOR LIL LORRAINE

A benefit in aid of Lillian Lorraine, former 'Follies' star, is being arranged. Miss Lorraine is barely able to walk because of a spinal injury believed to have been incurred in a fall downstairs at the one time Fifty-Fifth club, New York.

Group of former show girls headed by Kitty Mahoney are active in readying the affair, which will be handled by Frank J. Kennedy, Forrest hotel.

## ALLEN CAST

Lester Allen has been signed for the lead in 'The Little Shot,' comedy by Feriavale Wilde. Show goes into rehearsal some time this week. Fearon & Baruch are producing.

## EQUITY FORCED TO ACQUIESCE?

Actors' Organization in Middle, with Other Stage Unions in Favor—Producers Get Ready—May Drop Monday Nights

## DEPENDS ON ALBANY

Sundays seem to be ganging up on Equity. Last week's Council session was principally devoted to discussing Sabbath night left performances. Although there was no further negative expression supplementing the recent resolution of the body as opposed to Sundays, sentiment seemed to veer around, with seeming indication that Equity will eventually change its viewpoint.

That the change will come soon is predicated on the action in Albany, where the Assembly is expected to okay Sunday shows. One of the two bills on the calendar would give local option to New York state's communities.

Discussion touched on the fact that other cities are playing Sunday nights, which made the ban in the metropolis illogical, and also the fact that nearly all other forms of amusement are given in New York. From the actors' standpoint, the opposition is even less understandable. Name players who shouted 'no' when the Sunday thing arose, have repeatedly played on the Sabbath in vaudeville theatres—four and five shows on that day.

Point that seemed to sway the Council was the action of the other stage unions (stage hands and musicians), who favor Sundays. Equity realizes it is in the middle and will be virtually fished into okaying Sunday shows.

It is believed that if the Sunday thing becomes legal and Equity persists in opposing such performances, it will cook up plenty of trouble for the organization. Believed that when and if the Sunday law is signed by the governor—should Equity still hold out—managers will order actors to appear. It is expected that Equity will perform under such a situation.

If Sundays come to Broadway it is anticipated that performances will be given on nights instead of Mondays during most of the season, but during the summer Sabbath shows would be switched to Monday.

Equity's leader, Frank Gillmore, virtually conceded Sunday performances in an editorial appearing in the association's current house organ. Article prepared members to expect the matter to come up at yesterday's general meeting at the Astor, but mention was made of the subject.

Pro and con of Sundays were set forth and the information that pending bills to legalize legit Sunday shows have powerful support, while blue nose organizations which formerly opposed such legislation, are now virtually inactive. He also pointed out that the State Federation of Labor endorsed the measures over his seemingly firm opposition. That he took as a sign that the support Equity has had from labor has been withdrawn.

Stated: 'To be quite frank about it, the only body now in opposition to Sunday performances is the Actors' Equity Association.'

Also set forth: 'Whether it (Equity) still is determined to prevent Sunday performances even if they are legalized, is something that Equity members may very well consider seriously and soberly in advance of the placing of the issue before them. That it will be placed before them and probably soon, is something that no observer of the situation can doubt.'

## Washington Readies Action on Tax Collections from B'way; Cut-Raters Will Go to Courts for 'Protection'

## Chicago Realism

Chicago, Dec. 17. Saloon 'backroom scene in 'Ah, Wilderness' interests north side Bowery bartenders. The song 'Bedelia' on the nickel piano and the painted woman seem to take the mugs back to their youth.

But the wit isn't authentic, said one oldtimer. 'There ain't any sawdust on the floor.'

One gent asked for O'Neill's address to make a complaint. 'But he done pretty good for a guy who ain't been around,' he admitted.

## ABBEY, CARTE GROUPS' B'WAY FINALES

Abbey Players closed its season in New York Saturday (15) night with a celebration on stage for Barry Fitzgerald. The audience at the final performance was invited to stick around and listen in. Actor was presented with a scroll, calling him the most versatile character actor alive, and several speeches were made.

Embarrassing situation for Fitzgerald arose during the week when workers of the Abbey troupe first conceived the plan of feting the actor. Someone decided that best thing to do would be to present him with a plaque, autographed by all the New York theatre critics on which he was to be called, over their signatures, the 'most distinguished character actor alive.' The boys all ducked on that one, so the plaque was dropped. The idea was changed to the scroll and the shifted adjective.

D'Oyley Carte company, other importers which closed its season Saturday, also had a bit of a celebration. Orchestra played the 'Star Spangled Banner' immediately after the performance, and there was some mild speechifying.

## COHN-SCANLON SHOW, 'PATHS,' REOPENS XMAS

Abe Cohn and Eddie Scanlon's maiden legit producing effort was disposed of by Albert Bannister, the duo going for a \$120,000 loss. Their show, 'So Many Paths,' closed at the Ritz, New York Saturday (15) and is due to resume at the Ambassador Christmas night. Cohn-Scanlon retain a financial interest, splitting 60-40 above \$2,500 and to co-present with Bannister.

Bannister took Abbott & Dunn's 'laughably limited' 'Kill That Story' early in the season and made a run out of it via cut rates.

Norma Terris, featured in 'Paths,' was out, through illness, for three performances Tuesday and Wednesday, substituted by Mildred Baer, understudy, who herself was ill. Other breaks figured in the show's early folding. When Miss Terris returned to the club she was in bad voice and only essayed singing the scale for her audition scene.

## Air Sailors' Play

Hollywood, Dec. 17. 'Celling Zero,' an aviation play by Frank Wead, former naval air officer, will be produced in New York by Courtney Burr.

Wing is currently scenario writing here.

Washington claims Broadway owes the Internal Revenue Department plenty of coin on admission taxes, particularly on cut-rate tickets. Checkers for the department estimate about \$47,000 due on the Shubert and 44th Street theatres alone, while the claim concerning collections on passes to Shubert houses is well above the \$106,000 mark.

Claim on cut-rates is being contested, with Leblang principally involved and an abatement is expected to be granted. Inequity in the admission tax law, which requires the payment of 10% on the original price of tickets regardless of what price they are actually sold for is the basis for the abatement plea.

Result is that on tickets sold by Leblangs, 20% of the purchase price is collected. If the printed price of tickets is \$3 (\$3.30 with the tax) and sold by Leblangs at \$1.50, agency is required to get \$1.80 per ticket. Right to re-establish the price has been denied by Washington.

For a year or so, no tax is said to have accompanied cut-rate sales. Admissions tax law, when amended about two years ago, specifically set forth the double taxing of cut rates. It was charged and not denied that certain ticket interests, at that time not so friendly with Leblang, inspired that clause to embarrass the cut rate mart.

Revenue people now say that because of the wording of the law all such taxes are due. However, it is set forth that should the failure to collect from the buyer not be wilful neglect, liability shall not be proven. For that reason it is believed the claims will be adjusted or voided, because the law has faithfully collected and paid the double tax since the ruling was made.

Late Joe Leblang committed himself to the Shuberts to the effect that if the government called for the payment of tax on the original price of tickets which he disposed of at cut rates, he would make the payment—theatres are held responsible for the admission tax, if agencies. For that reason Leblangs will contest the claim which, not it were to include other theatres, would mount to a fortune.

For several months auditors on the CWA payroll have been going over the accounts of agencies and theatres and their reports are the basis of the collector's claims. Pass money claim has been ruled on several times by Washington. Collection of 40c per person on passes is also involved. Although managers say such coin is a service charge or 'employees' admissions' calling for the 'tax' are the same as cut-rates and therefore 10% of the full value of the admission is due the government. If \$10c is charged on a pair of tickets, 60c, is payable to the collector if the scale is \$3 top and 50c, if the top price is \$2.50.

## Alexander Gray's Home Badly Damaged in Fire

Mysterious fire did considerable damage to the Stony Brook, L. I., residence of Alexander Gray, of musical comedy.

Fire is believed to have been of incendiary origin and is being officially investigated. It occurred while the Gray were away. The Stony Brook theatrical colony is about 18 miles from the Kings county hospital for the mentally deficient, and the local constabulary is trying to link a possible connection. Gray's home is believed to have been started in that area.

## Equity Socked \$40,000 by Court For Closing '31 Show, Will Appeal

Following the smacking given the Dramatists Guild for forcing 'Waltz in Fire' off the boards before the premiere, Equity was 'socked with a verdict of \$40,000 against it for closing a flop show called 'Tight of Happiness' in 1931. Case was held before a jury and Judge McNamee, called in from upstate, came in clearing the calendar. Equity immediately appealed, court also reserving decision on an application to set aside the verdict.

Play was authored by Robert Du Roy, who appeared in it, show being presented by him and Stephen Le Maistre, both unknown on Broadway previously and unheard of since 'Happiness' was produced. Because of frequent recesses, the trial lasted five days. Irony of the award lies in the fact that the play was generally regarded as a turkey and the total nut approximately \$6,000. Plaintiffs sued for 100 G's.

Grounds for appeal are seen in refusal of the court to admit to evidence reviews of the play, which were uniformly adverse. Argument of Du Roy was that because he was forced to shut the show he lost all chance of making a profit and also the picture rights were destroyed. No film company is known to have been even interested in the play's picture possibilities and no bids are known to have been made.

Size of the verdict stunned Equity officers, but upon reconsideration it was felt the excessive amount would be lessened, or that there is the possibility of a reversal in the Appellate Court. Observers at the trial stated that the defense was given little chance to refute the allegations of Du Roy. Repeatedly, objections of counsel for Equity were overruled.

Indicated that the testimony of Herbert Rawlinson, one of the cast, to the effect that all the players except Anne Sutherland agreed to wait two weeks for their salaries, probably influenced the jury more than any other item. However, Equity managed to introduce evidence to the effect that the show grossed only \$2,000 in the five days prior to closing. That sum may have sounded like something to the jury and the court, who were, apparently, unfamiliar with show business, but to the initiated the verdict was a foregone conclusion.

(Continued on page 52)

### Script Changing

Jed Harris has a penchant for rewriting plays he produces, and the habit even cropped up at a recent arbitration. He was one of three arbitrators, case being decided unanimously. At lunch Harris changed his mind about the award and convinced a second arbitrator to see it his way. However, when they asked that the case be reopened, Arbitration Society said no, matter having already been disposed of.

## A.T.S. SHORT OF SHOWS IN PITT.

Pittsburgh, Dec. 17. American Theatre Society, subscription organization, may find the going plenty tough here as well as elsewhere in the future. Plenty of squawks already being registered, due to the fact that ATS has so far delivered only one play of its scheduled series and has nothing at all in sight. Where the other shows are to come from remains something of a mystery.

'Gather Ye Rosebuds,' which was to have been the second in the series, coming in here Dec. 27 for a nine-day stay, has been cancelled. Due to Max Gordon's decision to withdraw the piece after indifferent tryout stops in Philadelphia and Washington.

Even if 'Mary of Scotland' and 'Ah, Wilderness' do come through, it'll have to be without subscription supplies, since both shows were offered here last season by ATS. Only subscription piece here so far was 'Valley Forge,' and there were plenty of customer squawks on this, too, most of them complaining that they were assured tried-and-tested plays and not tryouts.

Subscription takings here have fallen off considerably in last few seasons, being about one-third what they were at the peak.

### TOP LEGIT PRICE?

'Gay Divorce,' on Profit-Sharing Basis May Hit New High

High mark figure for Broadway legit picture rights will probably be established by 'The Gay Divorce,' which, under a profit-sharing arrangement between Radio Pictures and Dwight Deere Wiman, will net the latter approximately \$150,000.

Intimate musical show in picture form is reported to be making up. As a film the title had 'Divorce.'

### Bard Tabs for Chi Legit Studebaker

Chicago, Dec. 17. Shakespeare-Globe Theatre players are ready to move into the legit Studebaker on Christmas Day with their tabs of the Bard dramas, after a summer season at the Mermaid England Village at the World's Fair and a fortnight at the McVickers, vaudeville house in the loop. Will do two 45-minute tabloid shows nightly to comprise a full evening's entertainment. Will couple a tragedy with a comedy for a diversified slate.

### Ft. Wayne Starts

Fort Wayne, Dec. 17. The Shrine relights its stage for a series of legit dates, including 'Walker, Whiteside,' in 'Master of Ballantrae,' Dec. 21; 'Vanities,' Jan. 13, and 'Roberta,' April 21. 'Ziegfeld Follies' played here last week.

## Lillian Hellman, Due West, Rewrites Her Own Hit Play Whilst Packing

### Silent Partner

Baltimore, Dec. 17. Though Harry Green, owns a 25% piece of the legit 'Piper Paid,' which broke in here at Prince Maryland last week, he did not star in it, nor billed as a presenter. Nothing anywhere to give an ostensible hint that he has anything to do with the property.

### BARRY PLAYS OFF

'Bright Star' and Maybe 'Harps' Postponed Indef

'Bright Star,' Philip Barry play which Arthur Hopkins announced for a debut at the Plymouth, New York, last week was sent to the storehouse instead. When play opened out of town, it was decided that it needed a new third act. Playwright was indisposed and that postponed 'Star' indefinitely.

Understood the deal for 'Stars' as a production also calls for the production of Barry's 'Wild Harps Playing,' a fantasy which calls for settings estimated to cost \$50,000. It may be off, too.

## Inside Stuff—Legit

Although the Dramatists Guild lost in the arbitration suit on 'Waltz in Fire,' and the producers won all the way around, there has been no precedent established and situation is likely to come up again on future plays. It was the first time the Guild lost out in such an argument, but it is pointed out that legally an arbitration decision carries no weight in court. That is because whereas a court takes up all angles of a case, an arbitration committee is presumed to judge each case specifically on its own and must not be influenced by any other facts or set of facts.

Another angle is that the arbitration committee in awarding the producers, Harmon & Ulman, the case and \$500, stated that the Guild was 'arbitrary in closing the show.' Guild figures that this is obvious to the effect that no one denies the Guild can close a show if it sees fit, but must take a bit more precaution on reasons for so doing. In other words, Guild feels, the theory that the Guild, or the author, can fold a show if not satisfied with the production still holds. This view was expressed by the Guild in communications to members, although the Guild refused to make any public statement in the case, pointing out that there was nothing to say except that it had lost a case.

Settings for 'The Saint's Husband,' slated for the Belasco, N. Y., but which was called off on the eve of premiere, may never be used. Author trouble the reason given by the expectant producers, D. A. Doran, Jr., and Nielson and Hanna. At the dress rehearsal, B. Jean Payne, who collaborated with Rosemary Casey in the writing, wasn't so pleased, either. He found that cutting had reduced the playing time to one hour and 20 minutes.

Payne, former director for Charles Frohman, and for years drama professor at Carnegie Tech, Pittsburgh, was unable to be present at most rehearsals. Miss Casey was one of Payne's students at Tech, and understood she also objected to changes suggested by the producers. Payne is due in London to take charge of the Shakespeare theatre, Stratford-on-Avon.

With too many people giving orders, light cues were missed and all manner of mishaps occurred at the premiere of 'Calling All Stars,' Warners Hollywood, New York. Stage equipment, too, not up to legit show requirements and for some strange reason the gridiron was dropped some 20 feet during recent changes made to the stage. With but a 50-foot rough little set stuff can be flown.

Show's producer, Lew Brown, was plenty steamed, but during a quieter moment he cracked: 'Life Begins at 8:40 at the Winter Garden, while Lew Brown dies at 11:15 at Warners Hollywood.'

Show underwent cutting, pruning and rerouting right after the opening. The joint Brown-Warner Bros. management also now concedes that the \$250 opening night tap was too steep and chilled the customers into a 'show me' attitude.

Reported that Equity kayaved any idea which Franklyn, producer of 'Revenge With Music,' may have had on rewriting parts of the musical. Kayo was on the extra rehearsals which would be needed during the two week layoff.

Thus, the show is expected to reopen as was on Christmas Eve.

Laurence Schwab scrambled for Florida last week but not to revive that tabloid he published at Miami Beach last season. It was called the Tribune and ran all of 12 weeks. Schwab never did say how much the venture in newspaper publishing finished in the red.

Producer went by plane and is expected back within a month.

The D'Oyly Carte troupe, which went on tour from New York after Saturday (15), expects to be back on Broadway in two years. When it was suggested the company split the season annually between London and New York, the Gilbert and Sullivan exponents said: 'What about the provinces? We really cannot neglect them.'

Brock Pemberton appears to be the white haired boy among the ticket brokers right now, although last season, active with the ticket control thing, he was hardly popular.

Even distribution of tickets for Pemberton's comedy hit, 'Personal Appearance,' Miller, New York, is the reason the specs smile when the manager comes around.

Gilbert Miller played to Washington several times last week in Leland Hayward's flying machine. Latter is a play broker, the only one owning a plane.

Ship is operated by an experienced pilot, although Hayward is licensed.

### By CECILIA AGER

At 2 a.m. of the day of her departure for Hollywood and a nice fat writing contract for Reliance Pictures, Lillian Hellman stood looking perplexedly at her trunks spilling over with bright new trinkets, at the boxes, the books, the hats she stole the length of her hotel suite—dressed there, plagued by the myriad separate decisions that be devil a woman packing, wondering where to put this, where to put that, what to leave, what to take, perhaps to take some brandy right now?

Suddenly Miss Hellman solved the problem. 'Well with this,' she decided. 'I'll take everything.' Miss Hellman's packing had been somewhat delayed because she chose to spend her last evening in New York at the Maxine Elliott theatre. The intermission comment there 'anent her play, 'The Children's Hour,' has for her, she confessed, an irresistible fascination. There's a story going about that when indignant dowagers stomp out into the lobby at the end of the searing second act muttering 'the woman who wrote that ought to be shot,' a little slip of a girl (Miss Hellman says she weighs 117 pounds) steps forth and says, 'I wrote this play, lady.'

Miss Hellman denies the story. She says she only listens, charmed—she doesn't talk back.

### A Nasty Woman?

Sometimes they gasp, 'What kind of a woman could have written this play?' Miss Hellman never minds. She explains, 'When they make cracks about the author, it's because they unconsciously identify the author with what she has written. People who don't go into a thing very deeply, stupid people, always do that. For me the best thing about the irredeemable arguments during intermission. The more violent they are the better I like it. They prove the play interests them, disturbs them enough to get bitter about it.'

In one of her interviews in the dailies Miss Hellman was described as the kind of a girl who opens bottles with her teeth. This, she says, she seldom does. 'I don't open bottles at all, because when she tries it, she always breaks the cork.'

Miss Hellman is also the kind of a girl who is pleased to be endlessly gratified with her reviews. 'When after an eleven months' tussle with the script, 'The Children's Hour' (Continued on page 18)

### DULUTH CIVIC REP

Will Be First Stock Co. in Town Since 1925

Duluth, Dec. 17. Duluth will have a Civic Repertory company next summer and a new playhouse for such productions as soon as possible. Little theatre, following its winter season, will sponsor a season of drama from June 25 to Aug. 1, according to Wray Young, director. Directors have approved the policy and will form the nucleus of a fund for a new theatre.

Plans are under way to open with 'The Milky Way,' to be followed with 'The Curtain Rises,' 'There's Always Juliet,' 'The Sealing of the Warrant,' and a drama to be selected later to feature a final festival week. Group has a membership of 1,000. Duluth has not had a dramatic stock company since 1925.

### Whiteside Touring

Walker Whiteside will begin a road tour 'The Master of the Tree,' an adaptation of the Robert Louis Stevenson story, at Indianapolis Dec. 27.

Itinerary will include New Orleans, Portland, Ore., Seattle, Vancouver, St. Paul, Minneapolis and Chicago.

When hour concludes in Chicago in the spring, Whiteside plans to produce a new play there.

### ENGAGEMENTS

Ethel Wilson, Frank Rowan, Salena Royle, William Harrigan, Alice John, John Hammond Dalley, Patricia Quinn, Charles Lawrence, Ann Derr and Roy Lemo, 'Portrait of Gilbert.'

Ann Mason, 'Fly Away Home.'

Ann Mason, 'Fly Away Home.'

29th ANNUAL

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# 'Thumbs Up' Mild \$16,000 in Philly; 'Stevadore' Sock 10G, 'Fever' \$6,500

Philadelphia, Dec. 17.—Not much innovation was shown in Philly's legit, but now the blame is being put on the normal pre-Christmas depression. May or may not be true.

Middle Downing's 'Thumbs Up' revenue isn't doing what it rates at the Forrest. First night, with only \$16,000 grossed on the week. Show needs around \$23,000 to break. General consensus is that Downing has a pretty smash, although first night was far too long. Favorable word-of-mouth should build second week's gross.

'Petticoat Fever,' another tryout, got decidedly mixed notices after its opening at the Chestnut. The show, helped by subscription, didn't get over \$6,500. On the other hand, 'Stevadore,' in for two weeks at the Garrick, got off to a wind of a start, with local union forces virtually buying out the first night. Thereafter trade and word-of-mouth were pretty good, and \$10,000 reported at a \$2 top.

'The Pursuit of Happiness' finally wound up its stay at the Broad, getting 15 weeks in all and \$6,000 on the final week. The Milky Way, at the Erlanger, along so Erlander, called it a run after two weeks instead of trying for four. House is dark this week, opening Christmas night with 'Kill That Story.'

'Slightly Delirious' folded suddenly in the last week's performance, and Walnut is dark. Reopening promised on Christmas with Bill Bryant's Showboat outfit.

This week's newcomer is 'Piper Paid,' tryout in for single week at the Broad, with the management decided to keep it in, using the 40% pass-up or cut-ratting systems.

Next week brings the D'Oyly Carte company to the Forrest. Mail order sale by Saturday was over \$16,000, unprecedented and figured as some kind of a record. The company, The G. and S. opera, will have three weeks. Chestnut again 'Living Dangerously' on Christmas Eve. Two weeks on subscription for this Shubert tryout. Broad has 'One Sunday Afternoon' Christmas Eve and the Erlanger 'Kill That Story' on Christmas night. Garrick is dark Christmas night, but has the Abbey Players New Year's week. 'Point Valaine' comes to the Chestnut on Jan. 7.

## Estimates for Last Week

'Pursuit of Happiness' (Broad, 15th and final week). Great run, \$16,000. 'Piper Paid' (Broad, 1st week). 'Piper Paid' this week and 'One Sunday Afternoon' Christmas.

'Petticoat Fever' (Chestnut, 1st week). Mild tryout, starring Eddie King, \$6,500, mostly on subscription. 'Living Dangerously' follows on Christmas Eve.

'Thumbs Up' (Forrest, 1st week). Eddie Downing show has a fortnight's engagement. Figured potential smash. Piece will have \$16,000, mostly on subscription. 'Point Valaine' has terrific mail order sale next.

'Stevadore' (Garrick, 1st week). Fortnight's run should be highly profitable. \$10,000 last week, \$10,000 top. Abbey Players on New Year's.

'Milky Way' (Erlanger, 2d week). Closed Saturday instead of making a month's full stay, somewhere around \$4,000. House dark this week.

## S. Carlo \$12,000

Des Moines, Ia., Dec. 17.—More than 15,000 persons paid approximately \$12,000 to attend the performance of the San Carlo Grand opera company at the Shrine auditorium.

Audience was hotcha despite the bad weather and snow-blocked roads.

## L. A. SEPIA REVUE

Earl Dancer Ready to go Mayan After Holidays

Los Angeles, Dec. 17.—Earl Dancer is planning a colored revue to open at the Mayan after the holidays. Piece will have key Brooks, Ots and Leon Renee and Ben Ellison working on the book, lyrics and music. Same combo did 'Lucky Day.'

Cast will include Alex Lovejoy, Eddie Anderson and Jeanne LeGrand. Latter, 16-year-old colored singer, just signed by Radio.

'No Mind of Her Own,' comedy by Turner Bullock, has been bought by Dmitri Ostrov, who will produce when casting is completed.

## Current Road Shows

Week Dec. 16

'Ah Wilderness,' Erlanger, Chicago.

'Follies,' Metropolitan, Minneapolis.

Katharine Cornell Repertory, Royal Alexandra, Toronto, 17-18.

'Ode to Liberty,' Maryland, Baltimore, 17-18.

'Petticoat Fever,' Chestnut, Philadelphia.

'Petrified Forest,' Parsons, Hartford, 20-22.

'Piper Paid,' Broad, Plymouth, Boston.

'Rain from Heaven,' Plymouth, Boston.

'Roberta,' Cass, Detroit, 16-19.

'Romance,' Blackstone, Chicago.

'Stevadore,' Garrick, Philadelphia.

'Thumbs Up,' Forrest, Philadelphia.

'Vanities,' Joplin, Mo., 17.

Walter Hampden Repertory, Colonial, Boston.

# KATH CORNELL \$10,000, PITTS.

Pittsburgh, Dec. 17.—'Big balcony' audience that gave Katharine Cornell's production of 'Romeo and Juliet' approximately \$10,000 on its three-day stay at the Nixon last week. Downtown was way off, due to \$3.30 top, highest ever charged for Shakespeare around here. Acting and production had drew fine notices from critics, but couldn't overcome that stiff tariff.

Saturday matinee was virtually a sell-out and upper two floors were near capacity at all four performances. Generally agreed that it was fine presentation of Bard's classic to hit town within recent memory. Nixon is dark again, and looks as if it will remain that way for some time.

'Gather Ye Rosebuds,' which was to have come in next week for a nine-day stay, has been cancelled, and there's not a thing in sight. Only definite bookings are 'As Thousands Cheer' and 'D'Oyly Carte Opera Co.,' but no dates have yet been set for either.

## Cowl's \$9,800 Start

Rates Okay in Boston;

'Pursuit,' \$3,200, Quits

Boston, Dec. 17.—'Rain from Heaven,' starring Jane Cowl and John Halliday, at the Plymouth, has been in town, garnered most of the spare coin from the Christmas shoppers with a \$3.50 opener.

'Pursuit of Happiness,' at the Hollis closed six and a half weeks with a satisfactory final. House goes dark until Christmas night, when Blanche Ring opens in 'Her Master's Voice.'

Walter Hampden, presenting a week's repertoire, opens at the Colonial today (Monday). Lunt and Loretta, in the Colonial, in 'Point Valaine' Christmas night. Then, Jan. 14, the D'Oyly Carte company opens for four weeks of Gilbert-Sullivan.

'Fly Away Home,' Theron Bamberger production, with Tom Mitchell, opens at the Plymouth Dec. 22. Eva Leandier brings 'L'Altiol' to the Shubert for week of Jan. 7.

'Rain from Heaven,' Plymouth.—Shaping up into above average conversational piece with Continental background. 'Fly Away Home' supported by John Halliday and competent cast. Opening week satisfactory, \$9,800.

'Pursuit of Happiness,' Hollis.—Final stanza of six and a half weeks got fair \$3,200 for the bundling marathon.

## Hampden in Worcester

Worcester, Mass., Dec. 17.—Vaudeville at the Plymouth was interrupted by a blizzard Friday night (13) long enough for Walter Hampden and company to offer 'Richelleu.' Balcony was fairly well filled, but customers downstairs were few and far between.

## Shows in Rehearsal

'Battleship Gertie,' Courtney Burr.

'Accent On Youth' (Old Love), Crosby Galt.

'Little Shot,' Pearson and Baruch.

'Living Dangerously,' Shuberts.

'Old Maid,' Henry Moses.

'The O'Flynn,' Russell Janney.

'Baby Pompadour,' Dreifuss and Gerhardt.

'Mother Lode,' Busner and Tuerk.

'Point Valaine,' Noel Coward. J. C. Wilson.

'Birthdays,' Harmon and Ullman.

'Labyrinth Grove,' Gilbert Miller and Shuberts.

'Fools Rush In,' Leonard Sillman.

'Music Hath Charms,' Shuberts.

## Piper \$3,500 on Balto

Break-In; Indie Maryland

Getting All the Action

Baltimore, Dec. 17.

'Piper Paid,' in its break-in week at the indie Maryland, approximately \$3,500 at \$1.50 top.

Maryland, which is independently held by resident general manager, Leonard B. McLaughlin, is hogging the spotlight as regards what is due into town from now on. UBO House, Ford's, is shrouded and has nothing inked in, though it might possibly secure an attraction for Xmas week.

Ina Claire, in 'Ode to Liberty,' opens tonight (Monday) for two days at \$2.75. Stayed last week at the National, Washington, UBO etc., and fact that McLaughlin seized it for an indie spotting here has caused quite some talk. The piece, which opens Dec. 21 at the Lyceum, N. Y., has rolled up a sizable advance, and looks to sweep the theater shelf clear for the two performances.

Four of the local newspaper critics late last week and took 'em to the Capital so they could review the piece in advance and have their notices in print today (Monday); ahead of the show, which is here. New angle around these parts.

Maryland won't have any legit Xmas week, though it will illumine for an afternoon when the Princeton Triangle annual musical, this year—tagged, 'Stags at Bay,' comes in at \$4.50 top. House is being taken on straight rental basis.

New Year's week may possibly find something at Ford's, but the Maryland will show 'The Old Maid,' Harry Moses presentation, co-starring Judith Anderson, Helen Kenyon, and Top will be \$2.75, save New Year's eve, when will be shot up to \$3.50, which will be tallest figure asked for legit around here in more than a year. Mail orders to date have nearly exhausted the show.

'Maryland has a further booking on Jan. 14 when a new opus, 'The Private Rite,' breaks in for the week prior to Broadway. Play, authored by John Carlton, will star Benita Hume, Harold Berg and David Lerman, doing 'Piper Paid' under the corporate title of Harry Albert, will present.

'Anything Goes,' Alvin (5th week) (M-1,353-\$4.40). Exception to the rule, 'Anything Goes' has not skidded, new musical smash over capacity nearly all shows; \$2,000.

'Bright Star,' Plymouth. Postponed indefinitely; house gets 'Accent on Youth' (Old Love) next week.

'Calling All Stars,' Hollywood (2d week) (R-1,607-\$4.40). Minister

'So Many Paths' stopped at the Ritz, but may resume next week at the Ambassador. The Night Riders' members folded at the Playhouse.

'The First Legion' picked up, and engagement at the Biltmore was extended another three weeks.

Estimates for Last Week

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# B'way Faces Biggest Opening Week In 5 Years; Lew Brown 'All Stars' Opens Raggedly but Shows Promise

New plays will gang up on Broadway next (Christmas) week, there being 12 or more arrivals slated. Ten new productions, plus several special attractions, are listed. It is the heaviest holiday card in five years, five premieres being slated for Christmas night. In addition, 'Revenge With Music,' laying off two weeks, will resume at the New Amsterdam on the eve of the holiday.

Fall drop in theatre attendance, which, naturally, set in after Thanksgiving, caused heavier declines in grosses last week than usual. Not more than half a dozen attractions held their place and only two approximated capacity.

'Calling All Stars,' major musical which arrived last week at the converted Warner's Hollywood, drew an unlucky first-night break, with an adverse press resulting. Nothing seemed to go right, but stage and the light cues went awry, too. By Sunday (premiere was Thursday, 13), when a benefit performance was played, the show smoothed out and was so much improved that Lew Brown, its producer, will invite the critics to take another look.

Standouts in business last week were 'Anything Goes,' which topped \$32,000, and 'Personal Appearance,' again capacity, both of which held their own included The Farmer Takes a Wife' and 'Page 36,' which dropped to \$26,000, which was top money for the show since the opening. Next week's drop shows were new lows for the engagement.

Two other openings last week were 'Valley Forge,' which drew a good press, but run chances of which are not definite, and 'Sailors of Cattaro,' a non-profit propaganda drama, which will probably not stir from 14th street. Three other scheduled premieres were 'The O'Flynn,' 'The Night Riders,' and 'Bright Star,' off indefinitely.

Next week's premiere, 'Rain from Heaven,' Golden; 'Accent on Youth' (Old Love), Plymouth; 'Piper Paid,' Ritz; 'Pools Run In,' Playhouse; 'The O'Flynn,' Broadway; 'Birthdays,' 43rd Street; 'Music Hath Charms,' Shuberts; 'Baby Pompadour,' Vanderbilt; 'Slightly Delirious,' probably the Morosco. 'Thumbs Up' postponed until early Jan. 7, when it will be tallest figure asked for legit around here in more than a year.

In addition, Walter Hampden opens in rep at the 44th Street, and 'The Draper' will appear at the Barrymore.

'So Many Paths' stopped at the Ritz, but may resume next week at the Ambassador. The Night Riders' members folded at the Playhouse.

'The First Legion' picked up, and engagement at the Biltmore was extended another three weeks.

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cues opening night resulted in adverse notices, but ragged performance smoothed and next week should get into running.

'Children's Hour,' Elliott (5th week) (D-1,458-\$4.30). Face aimed around \$14,000 mark; exceptional drama looks set for real run.

'Dark Victory,' Little (7th week) (D-1,458-\$4.30). Little chance, should get share of holiday coin on strength of star's name (Tallulah Bankhead); around \$5,000.

'Dorothy,' Shubert (36th week) (resumed engagement) (D-1,385-\$3.30). Last month announced; holdover hit slipped to around \$4,000 last week; lowest gross of engagement.

'Farmer Takes a Wife,' 46th St. (8th week) (C-1,375-\$3.30). Another week, \$11,000; should hit its \$12,500 goal and is turning weekly profit.

'Gold Eagle Guy,' Morosco (4th week) (D-1,353-\$3.30). Suspended Thursday (20) and moves to Belasco for Christmas resumption; pace of \$7,000 should materially improve.

'The Beggar's Holiday,' Winter Garden (1st week) (R-1,458-\$4.40). Front-running review slipped lately, but should bounce back at holiday time; \$12,000 last week; under \$30,000 last week.

'Merriely We Roll Along,' Musko Box (12th week) (D-1,013-\$3.30). Dipped to \$11,000 last week; should get like other leaders, sure of holiday support.

'Mother Lode,' Cort (1st week) (D-1,058-\$3.30). Resumed by George B. Souter, Jr. and Tuerk; written by Don Totheroh and George O'Neill; opens Saturday (22).

'Ode to Liberty,' Lyceum (1st week) (D-1,058-\$3.30). Resumed by Gilbert Miller; adapted from the French by Sidney Howard; opens Friday (21).

'Miss Golly,' Mansfield (4th week) (D-1,097-\$3.30). Laugh show should build after this week; started at \$10,000; \$10,000 indicate good chance; also held pace last week.

'Personal Appearance,' Miller (10th week) (D-994-\$3.30). New comedies in business last week; 'Appearance' again got \$15,000; capacity.

'Post Road,' Masque (3rd week) (D-789-\$3.30). Comedy meller should climb after this week; sliding pace of \$7,000 indicates moderately good trade chance.

'Revenge With Music,' New Amsterdam (1st week) (D-789-\$3.30). New comedies appear to have reacted on trade here; eased off under \$20,000 last week.

'Sky's the Limit,' Fulton (1st week) (C-913-\$3.30). Presented by Raymond Gold; written by Pierce Fennell; the Broadway House opened Monday.

'Small Miracles,' 48th St. (13th week) (D-565-\$3.30). Closed Saturday; due to resume under different management at Ambassador Christmas Day.

'The Draftee,' Side, Booth (11th week) (C-918-\$2.75). Smart comedy still doing well, although running 25% cut, but under first two months; \$8,000 estimated.

'The First Legion,' Biltmore (12th week) (D-981-\$2.75). Extension; good business lately; \$8,000 last week; \$8,000 last week.

'Great Waltz,' Center (13th week) (C-4,333-\$3.30). Dropped to around \$36,000, lowest figure since opening; but leader sure to come back.

'The Night Remembers,' Playhouse. Withdrawn Saturday, after playing three tepid weeks.

'The O'Flynn,' Broadway. Postponed again; slated to debut next week.

'Tobacco Road,' Forrest (5th week) (C-1,107-\$3.30). Longest run attraction on list still making profit; business lately \$5,000 or more.

'Within the Gates,' National (9th week) (D-1,164-\$3.30). Slipped, but should get a holiday money; under \$10,000; O'Casey play slated for Boston soon.

Other Attractions:

'Romeo and Juliet,' Martin Beck; Katharine Cornell opens repertory season Thursday (20).

Clive Reptory, Broadway; laying off this week; resumes Christmas with 'L'Altiol' for final two weeks.

'Sailors of Cattaro,' Clive Reptory; peace and the propaganda drama drew fair notices.

# Blizzard Crimps Chi Legit Grosses;

# Wilderness 16G; 'Cheer' Laying Off

Chicago, Dec. 17.

Pre-Xmas week has been a tough one. Play will call a recess for the session, while the other shows in town decide to struggle through. The season, which has been off, is currently after a fine six-week run and will resume on Dec 24 to stick until Jan. 7, when 'Roberta' is scheduled to arrive.

Blizzard hit the legit last week, and the city's legit gross of \$100,000 and stay-aways hurt everything, particularly the George M. Cohan 'Ah Wilderness' opening. But Cohan show is peaking and will go through to a fine run at present indications. Opening session disintegrated at the Plymouth Dec. 13, but some weakness in the orchestra and lower balcony. This is the first of the American Theatre Society's subscription plays. Second arrives Monday (24) at the Harris. 'Petticoat Fever' with Dennis King. Will make two AFS sub-

scription shows running at the same time.

Estimates for Last Week

'As Thousands Cheer,' Grand (1,000; \$3.30) (7th week) (day-off). Resumes Monday (24) to complete eight-week stay. Hit good \$20,000 last week despite weather disaster.

'Ah Wilderness,' Erlanger (1,200; \$2.85) (2d week).—Opening week hindered by blizzard. Top price of \$2.75 also seemed too high for Chicago, with the higher priced seats lacking capacity. \$2,160,000, excellent on initial session.

'Petticoat Fever,' Harris (1,000; \$2.75).—Second American Theatre Society show opens next Monday (24).

'Romance,' Blackstone (1,100; \$2.75).—First of the new musicals around a while.

'Stevadore,' Selwyn (1,000; \$2.75).—Opens Monday (24).

The internal machine represents the theme of the play, namely, the complete fulfillment of the wrath of the gods as embodied in the destinies of Oedipus, who in due time unwittingly murders his own father and marries his mother. Orestes, in the manner of the House of Atreus, is the latter angle apparently designed to ruffle the Hub censors.

The four episodes this weird tale unfolds against an airy, Frenchlike background cleverly adapted to represent, in parts, a throne room, a courtroom, and the official hangout of the gods, and the conquered in the actual course of the play. Oedipus, Lightfoot, and the chorus of gods and mortals sound effects, ransoms, and







There were insistent calls for the author, but neither Drinkwater or Glass appeared. Glass.

### For the Kiddies, And How

After all these years the mag publishers have discovered that children will read magazines written down to their level.

With the result that there is a lot of activity current in the juvenile mag field.

Recently announced Boys' and Girls' Newspaper, Little Home Pictorial and others are only a few of the new juvenile publications to come forth with the new year. Numerous others planned or in preparation, and the existing children's mags are strengthening their position to resist the onslaughts of the newcomers.

Even a publisher like Irving Donenfeld, who used to get out some sex mags, is entering the juvenile mag fold. Has formed a new subsidiary concern, the Playtime Publishing Corp., to issue a mag called Playtime.

Still another forthcoming juvenile mag is to be called Youth, which Richard Davis and a number of associates, including Prince Serge Obolensky, will publish.

To strengthen its position against competitors, Boy's Life has been enlarged beginning with the February number, at which time the publication will undergo a change in title to Children's Play Magazine.

### Macy's Starts a Howl

Film and theatrical amusement companies, their advertising and press departments bombarded the N. Y. Mirror (tab) with telegrams of protest at the Walter Winchell column being taken out of the amusement pages and moved up front to add to the new Macy's department store's daily full page ad.

Macy's, long known for its copy with the Mirror, has sold a contract, supposedly direct by Arthur Brisbane, the new Mirror editorial supervisor, with the express proviso that the Winchell column would be moved.

Showmen's angle is that any Broadway gossip column belongs in the amusement section. Objection is also made to a new advertiser coming into the paper, like Macy's, and being accorded special consideration as against the regular amusement advertisers who have been supporting the Mirror right along.

### Lorimer Ditches Presidency

George Horace Lorimer stepping down as president of the Curtis Publishing Co., which issues the Satepost, among other publications. Becomes chairman of the board, following the action of the late Cyrus H. K. Curtis, who vacated the post.

Walter D. Fuller, first vice-president, automatically moves up to the post relinquished by Lorimer. Explained by Lorimer that his action is to relieve himself of some of the responsibilities. He continues as editor of the Satepost, however.

### 2 Mag Out Prices

Mag-sell prices continue to teeter. While some publishers are upping their prices, claiming increased manufacturing costs, others are cutting, due mostly to competition in the same field.

West, one of the few mags remaining to Doubleday, Doran, will top a nickel off its sales price, beginning with the February number, to sell for fifteen cents. Street & Smith also chops a nickel off Clues, making it a dime a copy.

### Still a Verbal Matter

Reported plan of Harry Steeger and Harold S. Goldsmith, of Popular Publications, the mag chain, to go into book publishing, not altogether set yet. Steeger and Goldsmith still talking it over, with Hurd Whitney, of Morrow, sitting in. Idea goes through, Whitney will probably direct the Popular book affiliate.

Steeger-Goldsmith book idea is to issue a volume a week of the light fiction type suitable for circulating libraries.

### Read Club's Writers' School

The John Reed Club will inaugurate a Writers' School next month at its quarters. Courses will include fiction, poetry, journalism and criticism.

John Reed Club is named for the American writer who died in Russia and was buried in the Kremlin. Membership comprises scribblers with radical leanings.

### Prohi Vets

Sherman Billingsley reopened the Stork club, New York, last week, with the newspaper bunch and other special guests receiving invitations which read:

"Veterans of Prohibition, Stork Club Post, invite you to join them for preview of the new club, stop no password needed this time come early stay late and bring your own sponge."

It was signed by Heywood Brown, commander; Joe Williams, past commander; Mark Hellinger, future commander; Bill Corum, youngest major; Steve Hannagan, private.

### Wood and the Guild

World Telegram, New York, still has women's page trouble, so much so that Lee Wood, the m.e., proposes to place a man in charge of the department. Latest incumbent was Evelyn Seeley, whose column was okay but it seems her new column, stop no password Writers Guild got into Wood's hair and after a series of arguments she walked.

Last summer Wood was ribbed plenty after engaging Vivian Shirley to do women, then discovering she is the wife of Harry Nason, Jr., m.e. of the Post, the World-Telegram's pet hate. At present, the Guild has the women columnists. Miss Seeley is married to Kenneth Stewart of the Literary Digest and one time instructor in Journalism at Stanford University.

That Guild angle on Miss Seeley has the lady around town worried. Wood's trouble with Heywood Brown recently was diagnosed the same way.

### Anvil Moves Up

Utilizing the services of the Central Distribution Bureau, The Anvil, with its ninth issue, graduates from the 'little' magazine category and enlarges its local sales outlet from 20 bookstores and newsstands to 200. Boom for this proletarian fiction mag, which was founded by Jack Conroy and Walter Snow, as a pioneer in its field in 1933, results from its repeated citations in Edward J. O'Brien's The Best Short Stories of 1934.

Not only was it the only radical mag to have a story reprinted in O'Brien collection—Louis Mamet's "The Pension"—but ten others of its regular contributing staff won listings on the "three-star" Roll of Honor. Mag is edited from St. Louis, Mo.

### Police Gazette Resuming

Police Gazette, which passed from the control of Merle Hersey via the bankruptcy route, will resume again under Hersey guidance. The Hersey mag will publish the revised issue is Dorothy M. Hersey, who will have Bernard Frank associated with her.

Fate of the other Merle Hersey publications is such that publishers are experimenting with all sorts of book-jackets to keep books fairly durable. Knopf believes it has the best bet with a 'so-called metal' jacket.

Made up of heavy aluminum foil, it's claimed to supply the best protection yet devised for a book. Knopf will supply it to those of its books which get a heavy circulating library copy.

### Making 'Em Last

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### Bernstein Issuing Mag

Herman Bernstein, who resigned recently as editor of the Jewish Daily Bulletin, turning publisher with a mag which he will edit himself. Publication is to be known as Present and Future, and will cover general events rather than sectarian ones.

Bernstein has been a newspaper correspondent, editor and American Minister to Albania.

### Gannett Reporting Europe

Frank E. Gannett, head of the Gannett chain, is sending to his newspapers a series of articles on the European situation, the publisher now being on a tour of the Continent and traveling by plane, as he often does in this country. Stories are slugged by mail.

### Paris Trib Settles

Staff of the Paris edition of the Chicago Tribune has settled with the management on salary claims, and matters will not be taken into court. Grows out of the merger of the Trib with the Paris edition of the N. Y. Herald. Each man made a separate list of claims, adjustments, according to length of time he had been on the paper's staff, average being about three months' pay per man. According to French law, any man who has held any job is entitled to one month's pay at firing time for each year he has served his employer.

Several of the boys have found themselves jobs. Will Barber, copy reader, goes to London to assist John Steele in the Chi Trib office there. Joe Ravotino, who wrote spots for a legman's assignment with U.P. in Paris. Bob Sage, copy reader, goes over to the Herald. Most of the men are still jobless.

Some of the boys are amusing themselves by getting out Paris Tribune, a new weekly. It carries some of the policies of the dropped paper, notably Max Blackman's society column and Herol Egan's bar gossip. Jimmy King, racing expert, is running it in his own name. Alex Bana, whose column was one of the best draws of the daily Tribune, contributed to the first issue of the new weekly but has been out since. He has gone over to the Chicago Tribune foreign service.

Paris Herald is unchanged since the merger except for the addition of the name on the front page and the inclusion of the slumps and Moon Mullins cartoon strips.

### Fan Mag Changes

As a result of the purchase of Motion Picture Publications by the Fawcett, several changes are being made on editorial staff. Motion Picture Magazine will be edited by Patricia Reilly, formerly with Red Book and College Humor, and recently with Esquire Magazine.

Naomi Classic will be edited by Murphy McHenry, former editor of Screenplay. Screenplay will be edited by William Gaines, formerly with Photoplay Magazine. Screen Book will be edited by Carl Schroeder.

Hollywood Magazine, another of the Fawcett string, will be edited by James Reley, who has been on the editorial staff of Motion Picture Publications for several years. Laurence Reid, former editor of Motion Picture Magazine, becomes managing editor of the combined Fawcett eastern editorial office.

### Authors' Guild Talk Merger

Proposed affiliation between the Authors' League and Newspaper Guild looks promising. Negotiations have appointed committees to talk it over.

Authors' League committee consists of Elmer Davis, Homer Croly, Arthur Richman, Sidney Howard, Ralph E. Hibbard and Edward Lawson. On the committee representing the Newspaper Guild are Heywood Brown, Carl Randau and Paul Frederickson.

### Eberhard's Specialty Co's.

Couple of specialized book projects being undertaken by John F. Eberhard simultaneously. One is the Catholic Book Co., and the other the National Medical Book Co. Two organizations will be housed in one office.

Nature of the books to be issued by Eberhard indicated by the titles of the two companies.

### On Law

Morris Hirschman and Abraham Bookman reported to be interested in the Central Book Co. will issue a mag to be called Small Items. Central Book Co. issues technical volumes.

Understood that Small Items will deal with legal matters.

### New Femme Mag

Another mag for femmes is in the making, to be known as The American Woman. Sponsor is Edward F. Mcweeney, who is now assembling a staff.

Evolution of The American Woman will be monthly, and scheduled to get going early next year.

### Kobler on Ads

A. J. Kobler, after his Hearst huddle on the Coast, is back as general advertising manager of the Los Angeles Times, replacing his post as publisher of the N. Y. Daily Mirror.

### Best Sellers

Best Sellers for the week ending Dec. 15, as reported by the American Book Co., Inc.

**Fiction**  
 'Good-Bye Mr. Chips' (\$1.25) ..... By James Hilton  
 'Forty Days of Musa Dagh' (\$3.00) ..... By Franz Werfel  
 'So Red the Rose' (\$2.50) ..... By Stark Young  
 'Lost Horizons' (\$2.50) ..... By James Hilton  
 'Mary Peters' (\$2.50) ..... By Mary Ellen Chase  
 'Lust for Life' (\$2.50) ..... By Irving Stone

**Non-Fiction**  
 'Why Not Try God' (\$1.00) ..... By Mary Pickford  
 'White Room Burns' (\$2.75) ..... By Alexander Woolcott  
 '42 Years in the White House' (\$3.50) ..... By Irwin H. Hoover  
 'Wine From These Grapes' (\$2.00) ..... By Edna St. Vincent Millay  
 'City Editor' (\$2.00) ..... By Stanley Walker  
 'Experiment in Autobiography' (\$3.00) ..... By H. G. Wells

### Book Reviews

#### The 'Barnum' Script

First screen play to be published in book form in the U. S. is 'The Mighty Barnum,' by Gene Fowler and Bess Meredith (Covici-Friede, \$2). Whether it is going to become, as the publishers and authors believe, a new form of literature, is doubted, but it will get attention and this first sample ought to sell well on its own.

It's a racy, fast and interesting yarn and, as told by Fowler here, makes interesting reading, although one gets the impression it would rather be read in original book form, where it wouldn't be so abbreviated and sketchy. Book's greatest kick lies in its novelty of presentation, but the idea itself is not likely to be too successful. Even plays in book form are not too easy to read, frequently, and screen plays, because of the numerous asides, directions and technical terms, are even worse.

#### Tin Pan Alley Inside

Best thing about 'The Facts of Life' (Whitliffe, \$1.50) is the opening chapter of the same name, from which Sigmund Spaeth developed the 148 page booklet. Most of the rest is padding, albeit authentic and written in an engaging good-humored style without attempting to be too smart-alecky and yet achieving an authenticity that substantiates Doc Spaeth's keen insight into the machinations of 'Tin Pan Alley.'

Apart from the few laymen interested in pop songs the field must be limited for this book; for the others it's rather old trade stuff. Songwriters don't care about mixed metaphors 'springing daisies' from their heads. They care about the kind of little things Spaeth dwells on, so long as the song sells.

Title piece was a sketch in American Spectator. Other portions have appeared in the New Yorker.

#### Growing Up

Carman Barnes, who made something of a splash with 'School Girl' goes a step ahead with 'Young Woman' (Clare-Kendall & Whiloughby, \$4.50), in which Naomi Bradford, one of those Southern beauties, tackles New York with just what results nobody knows, since the story ends on a note of suspense. As Naomi takes her first liking.

Story will interest theatrical readers since Naomi books on to a famous producer of girl shows. He will not give her a chance, since he fears it will make her independent. But she has beauty, brains and small bills from a large bankroll, with the continual protest that he cannot spare even that. Eventually he tires of her and Naomi, locked out of her hotel, goes out to find out her benefactor's goes out into the cold street presumably to face a sequel. But she's still unlicked except for a brief affair in her schoolgirlhood, so there should still be hope. Well told.

#### Unguarded Photos

'People on Parade' (David Kemp, \$3) brings together several hundred off-guard photographs as snapped by Jerome Zerbe, first-nighter and free-lance. While many have graced ads and blurbs in class mags, most are reproduced for the first time. Camera creeps up on Dorothy Gish, Cole Porter and Talulah Bankhead, draped and round tables. Practically all photographed are drinking, which wears thin after a while.

#### Omnibus of Crime

Brie Stanley Gardner almost wrote the best whodunit of the year in his newest 'Case of the Curious Bride' (Morrow, \$2). It's another 'Perry Mason' yarn and its only trouble is that it's a bit too much along the same lines of 'The Case of the Howling Dog' in situation and plotting. But it's fast, interesting and human yarn, nevertheless, and well worth addition to mystery shelves. Warners is making it into a film and it should be okay.

There's a lot of action and considerable excitement in 'Eyes of Death' (Crime Club, \$2); by John Bentley, although the solution is pretty obvious very early in the book. For a Scotland Yard yarn, it has an exceptionally good set of dialog. Not for films.

#### CHATTER

Martha Foley doing a historical novel.

Francis Stuart has written his autobiography.

Valentine Williams back from England.

Naomi Mitchelson gets here in February.

Archie Binns will go to Florida to write that new novel.

Hamish Hamilton, London publisher, has gone home.

International Publishers observing its 10th anniversary.

A. G. Macdonell back in N. Y. after a quick tour of the country.

Literary Guild choice for January is Anthony Thorne's 'Delay in the Sun.'

Joseph Herzhengheim tired of travel—Will stay in town for the winter.

Real name of R. Philmore, author of 'Journey Downstairs,' is Herbert E. Howard.

Barbara Nolen one of the very few children's book editors with a child of her own.

Authors League issuing personal appeals to more affluent members to help the needy.

Harcourt, Brace, has taken Rufus King from Doubleday, Doran—but D-D has taken Thames Williamson from H-B.

John H. Lynch and William Cunningham have joined the Chicago advertising office of McFadden Women's group.

William Foote has quit Putnam to join the McBride editorial staff. T. Hohoff also added to the McBride organization.

### The Broad A

(Continued from page 1)

It's getting so tough that some mugs with a Brooklyn accent are yelling 'Stout Fellow!' and 'Heart' at the lights on Friday night in Oxford as they pass a back drop. The only thing that's missing is the moon, but Hollywood is not without the single eyelash. There's a few of those around, too.

Affected Peadar is the latest thing to dance along to the Chicagoans is trying to talk like Leslie Howard. Switch is made overnight, with little thought of the impression it creates. Locals start out with the 'bro' and advance from there.

Accent is picked up at the Sunday afternoon cricket games where the Englishmen congregate, and the schooling the boys receive from G. Aubrey Smith, Eerie Karlov, Ronald Colman and others of the English colony who foregather to knock over wickets.

Things has gone so far that most sudden have a run to the commissary at 5 p. m. for tea, with more and more availing themselves of the afternoon rest period daily.









## Broadway

Jim MacFarland's ankle on the mezzanine.

Pre-holiday slump denting all niteries.

Joe Bernhard gets back today (Tuesday).

Bish Lenihan wants to go to Florida again.

Sid Blumenstock intends to stay in Atlantic City.

The Warner crowd gave Herb Crocker a party.

Freddie Leonard, band maestro, back on Broadway.

Billy Halligan to Florida representing Faber Theatre.

Earl Wingart took over a bunch of the boys at poker.

Lindy's got two plugs in 'Calling All Stars' at the premiere.

Alex Gottlieb, of United Artists, has grippe as a bedridden.

Louis Sobol of the Journal will cover the Hauptmann trial for his rag.

At Wilkie and Alec Moss put off their vacation cruise until after Xmas.

James Shuford nubbing for Charlie Elntoft while latter is on the Coast.

Jack Norton piloting the cocktail trade at the Wyndham's Club Dawn Patrol.

Jack Goldberg may go to Chicago for opening there of 'Dealers in Death.'

Paul Devine won't let ladies do any stand-up drinking at the American Bar.

Evelyn East back after a six months' vacation to the Coast and Honolulu.

Harold Berg, co-producer of 'Fate's Faid,' theater treatment for matroids.

The Lynn Farnola, off Thursday (13) on a Caribbean cruise, will get back Dec. 30.

Florence Browning, aide to J. R. Rubin of Metro, Coastward for the holidays.

Leo Desly and Keno Clark now at theatre at the Savoy-Plaza with Bob Grant's ors.

George Bradley resigned from the advertising department of First Division Saturday.

Harry Cooper's cafe opening Thursday (20) with Harry and Irving Schumacher.

S. Jay Kaufman m.c.'d the first annual show of the Casino de Paree, which Yermie Stern made a gala event.

Joseph M. Weiss, musician, 345 Riverside Drive, victim of bankruptcy; \$2,964 liabilities and no assets.

Jack Benny, the ribber, and Lou Hater, the ribber, (guest of distinction) at the Friars' next Saturday night (23).

Clarence McCintock back from coast arranging Cornelia Otis Skinner tour, which resumes in Canada next month.

U. A.'s home office publicity department all getting new all-steel desks. Probably to keep 'em from chewing things up.

I. Robert Broder, the counsellor, is arranging chateaus and clients in London that frequent the Goodman's old Palace Building office.

Henry Chaplin of the N.T.G. troupe, left a purse containing \$47 in her dressing room at Loew's last week and when she got back the dressing room was there but the purse wasn't.

Annabelle Line (Winston), 400 East 52d street, admits to \$14,461 in debts and no assets in a voluntary bankruptcy plan filed.

Liabilities include American and British income taxes. Actress now in 'Revolve Me Roll Along' cast.

When Florenz Ziegfeld appeared at the Cheese Club last week they told her no ladies were permitted and she shot back, 'I'm no lady, I'm a reporter.' She was there to cover the luncheon for the Post and she did, Harry (spell me right) Hershefeld, escorting her to a seat of vantage.

## The Hague

By M. W. Etty-Leal

Concert hall bits rather slack. Central Cinema at Hague goes bankrupt.

Dutch musician, Sam Preager, celebrated 80th birthday.

Amsterdam enjoying a Strauss festival, belated celebration of composer's 70th birthday, which was in June.

Artists in legit and vaudeville founded a union at Amsterdam; musicians also joining and object to be left out.

In legit this week Dutch premiere, produced by van Dalsum and com. of G. Oude's 'Without End' in Dutch version.

Joseph Schmidt, radio tenor, on tour in Holland. Created some panic in Rotterdam that police had to help him board his car after he had been arrested.

Richard Strauss arrived here by motor car from Bremen to conduct Holland premiere of his opera, 'Arabella,' the Queen's conferred a high decoration on him.

Actors in a Passion. Play on Ommenstraat lines to be produced in 1935 in the village Tegen (south of Holland), already growing whiskeys and having no more halicuts.

## Palm Springs

Cornelius Vanderbilt here.

The Wallace Smiths at the El Mirador.

Governor Frank Merriam at the Desert Inn.

Nicholas Schenck wouldn't put on desert show.

S. J. Ferrelman at the Desert Inn setting new gags.

Con Conrad trying to keep his house out of fights.

Baroness Winslow and Dorothy Thompson are pulling.

Howard Strickland and Pete Smith expected here next week.

Edward Flynn, James Farley's assistant, here for the sun.

Vina Delmar and her youngster vacationing in the canyon.

Douglas Fairbanks and Fred Astaire flew down for Sunday.

Warren Phipps planning a Christmas festa at El Mirador.

Great Circle Tour association visited the burg and okayed it.

Last week saw the biggest mob of picture people in town this season.

Gordon and Revel down and Gordon no eat much, which is news.

Charles of Launceston has five more pictures to do for London Films.

Talk of staging the 'Gingham Girl' here with Gene Gerrard in the leading role.

Adele Astaire (Ledy Charles Cavendish) one of invited guests to the royal wedding.

Ed Cahn back from the south of France, where the misus is still kicking.

Larry Adler to double at the Berkeley hotel from Charles Cochran's 'Stimulus.'

John Paddy Carstairs has a two-picture writing assignment with British and Dominion.

Bob Hobson, father of Valerie Hobson, off to Hollywood to spend Christmas with the family.

O'Gwynne Brothers now in the agency business, having acquired an interest in Montague Lyon office.

Proprietors' Association, sequentially 11 following major operation.

Head-Java made by Basil Deane, taken off the screen at the Troxy, a Hyams Brothers house, after one show.

'Young England' moving from Victoria Palace and replacing 'Young and Rubicam' at the Kingsway.

Arvid Gillstrom here on vacation with his wife and two children, British International and Julius Hagen.

'Mary Road' is filmed by Alexander Korda, Mary Robson will play the original role she handled in the play.

John Riddell, brother of Valerie Hobson, off to Hollywood to spend Christmas with the family.

Robert Donat will do one picture for Gaumont - British, then going under contract to Alexander Korda for several films.

Entire staff of Leicester Square Theatre in sailor suits for a production of 'Transatlantic Merry-Go-Round' (UA).

John E. Myers, London Films p.a., speaks very highly of the treatment he received from the boys during his recent New York visit.

Wendell Carroll slipped off for a quiet holiday without letting any of her friends, not even her press agent know of her whereabouts.

Leo J. Spiro and Fred Grundland completed their operetta, with several West End producers interested.

All-American Moplin here available again after 20 years.

Guinevere Recamer, French elocutionist, giving Sunday morning recitals in Teatro Ideal.

Goodie Cook has authored a play called 'Maurice' presented by the Juniors' Creative theatre here.

Authors and writers demanding more pay for scribbling for government and private publication here.

Esperanza Iris, comedienne for the American Holm theatre, named, remarried for the third time.

Three days of officially sponsored events featured inauguration of new Pres.

All tourists granted extension of 15 days on their six month limit for staying in the country, if they want to.

All-American dramatic company has closed its season at the Palace of Fine Arts (National Theatre) and disbanded.

'La Cucaracha' (Radio) ('The Battle') (French) and 'Cruz Diablo' (Cruz Diablo) Mexican made, current pic whams.

'Palace of Fine Arts' (National Theatre) is in Vega, new government appointee.

International convention of women workers urged government to close all cabarets and dance halls, contending that they incubate vice.

John G. Jones, the Vega, regular Mexican actor, sued for wages by players he engaged as supports in repertoire of classics by all-

Mexican company that had a short season at Palace of Fine Arts (National Theatre). Theaters claim pay for ten performances. They were booked by an American, A. G. Wylmer. After that all foreign artists booked for Palace were paid in full, but natives were left to hold the sack.

## London

Tracy and Hay off to Oslo.

Max Miller to record for Columbia Gramophone.

Nils Asther off to his native Sweden for Christmas.

Dorothy Boucher making film tests for four companies.

Francis A. Mangan staging a full-sized revue for the sticks.

Doris Kenyon, Bebe Daniels and Ben Lyon being offered here.

Bud Barsky blew in for a couple days and off to Soviet Russia.

Metro extending its offices and shops to adjoining streets.

Mrs. Francis Francis (Sunny Jarman) latest appendicitis victim.

Charles Launceston has five more pictures to do for London Films.

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## Vienna

Franz Werfel lecturing.

Special production 'Men in White' for local theatrical association.

Sean O'Casey's 'Within the Gates' likely to represent Ireland in International cycle.

'Never Come Back,' by Frederick Londale, to be launched here at Kammerspiele.

Local management nibbling for rights of 'The Pleasure Garden,' by Beatrice Mayors, at the Kammerspiele.

Robert Stols operetta, 'Venus in Silk,' set for Xmas premiere at Theatre an der Wien.

New play, 'The Hoffman Scandal,' under discussion for first legit vehicle of film star Kathi von Nagy.

'Elizabeth the Queen,' by Maxwell Anderson, selected to represent U. S. A. in International Burg theatre cycle.

Japanese ballet master, Jotho Aujana, of Soshiku theatre in Tokio, giving a matinee at Reinhardt's Josefstadt theatre.

Richard Duschinsky's adaptation, 'Der Charmeur von London,' from a play by the Queen, by Maxwell Anderson, selected to represent U. S. A. in International Burg theatre cycle.

Marika Rokk and Wilhelm Glynnes at loggheards owing to her work out of 'Circus Star.' Klar Tabyod replacing Miss Rosiek.

'Carmen' to be revived in new production of the new theatre, adaptation by Gustav Brecher at the States Opera in January. Jarmla Novotna starring.

## Miami

Hugh Hough back in town.

Fleetwood hotel opened for the season.

Jack Pomeroy operating branch office here.

Florida dancing instructors in convention here.

Frank Ortel, handicapper, in for Toledo meeting.

Joe and Harry Cohen open cocktail bar at Floridian.

Mamie Gates, orchestra leader, shaken up in auto spill.

Stannie Tablin take over Torch club starring Walter MacDonald.

Hugh McKray to New York to set shop for Florida opening Dec. 27.

Juvenile court authorities take action against niteries employing children.

Eileen O'Kane appointed director of social activities at Hollywood Beach hotel.

Boulevards of Paris opens under direction of Chet Lasher. Honey De Vill in show. Eddie Martin's must.

Bill Melhorn, golf pro, and Frank Gordin, sports writer, engaged in dispute over discussion whether a certain piece of news should be suppressed during the recent Miami Beach tournament.

Rejuvenated Pier to open early in January. All concessions reported to be under first time final erection. Eddie Feyer band leader, has taken over the niteries and will offer class show.

## Chicago

Art Thaler back from New Orleans.

Nat Kalchauer and frau on a loop sojourn.

Charlie Washburn ahead of 'Ah Wilderness.'

Sweepstakes racket cleaning up in Chicago.

RKO headquarters here cutting down on office space.

Don Rook, who was with the Pathe office here, handling the Showboat 'Dixiana' publicity.

Lewie Newberry and Bruders slate could the election for officers of the B. & K. Employees Club.

Charles Cottle had a three-sheet blow-up made of his five-month-old photo.

Mort Singer again back in Chicago after flipping from coast to coast.

Arnold Hirsch handling the list of acts while Sam Roberts is recuperating from his leg injury.

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Mort Singer again back in Chicago after flipping from coast to coast.

Arnold Hirsch handling the list of acts while Sam Roberts is recuperating from his leg injury.

Don Rook, who was with the Pathe office here, handling the Showboat 'Dixiana' publicity.

Lewie Newberry and Bruders slate could the election for officers of the B. & K. Employees Club.

Charles Cottle had a three-sheet blow-up made of his five-month-old photo.

Mort Singer again back in Chicago after flipping



# Hollywood

Ketti Gallian back from Europe. Mel Hurling here from Frisco on biz. Frank Morgan has shaved the upper lip.

Bessie McGaffey getting over a flu attack. Eddie Clark erecting a new little theatre here. Chick Gable will spend Christmas on Broadway.

Pat O'Brien tied to his home with tooth trouble. Mr. and Mrs. George Arliss back from the east. Manny Salt talking about a New York vacation.

Frank Capra released from 'Cedars of Lebanon'. 'Piazzia' raving about the southern cooking.

Claudette Colbert off to Palm Springs for a week. Charles Charney is Hollywood's latest pipe collector.

Paramount wants a new release for 'The Kidnapper'. Charles Kirk to design settings for 'Cape Cod' at RKO.

E. A. Ball of the colorator back from two week trip east. J. William-Houck is new-house manager at the Palace.

Stuyn Chandler doing exhibition skating at the Polar Palace rink. Myron Dattelbaum now handling the production for Columbia.

Ann Shirley to Oakland for personal with 'Anne of Green Gables'. Allen Prince back at Metro in a film for first major in several years.

The Jessa Laszky celebrated their 25th wedding anniversary last week. Henry Handberg, St. Vincent's hospital and resting at home. J. J. Sullivan, F-WC film buyer, making a brief tour of the north-west.

Paramount camera department 11% over quota in Community Chest drive.

G. W. Babst due back from London to spend the holidays with his family.

Robert Leonard back from Metro's 'Reckless' after a two-day layoff due to flu.

Clifford Embs, set to Max Arnow, is back at work after a month in the hospital.

Stuart Lake up from San Diego on a 'Hollywood' assignment for Statepost.

Black Gray, George Raft shadow, goes part in 'Parsons's Rumba' and 'Car 99'.

Sam Marx has an assistant at 'The Seven Years' in 'Ole Doc' from Arcadia, La.

Patsy Kelly loaned by Hal Roach to 'Warner's' for comedy spot in 'Go into Your Dance'.

Merritt Durbin made the swing from Paramount to Sam Goldwyn's last week.

Adolphe Menjou and his wife, Verree Teasdale, will spend Xmas holidays in New York.

Mike Newman went to San Francisco to ballyhoo opening of 'Broadway Bill' at the New Haven.

One day from the 'Puzzle of the Pepper Tree' with Edna May Oliver at home with the flu.

S. Van Dyke lost a dog and offered \$100 reward. His chauffeur found the dog and cashed in.

Stuart Lake up from San Diego on a 'Hollywood' assignment for Statepost.

Sam Wagenaar, former explanation man in Metro's Paris office, here writing for Dutch publications.

Frank Newman, of the Evergreen Theatre in Seattle, is here for his semi-monthly visit.

Visited by Columbia. Fred Keating returns to the hospital to spend his layoff having an operation completed.

Charles Lee, (Mrs. Bing Crosby) donning the spangles in 'Par's' 'Win or Lose' after three years off the screen.

George Arliss and Mrs. Arliss back from England, actor reporting in at the 20th Century for 'Cardinal Newman'.

Bart Wheeler joins publicity staff at Loew's State to handle exploitation for United Artists and Four Star theatres.

Nicardo Cortez loaned by Warner's to Metro for lead in 'The Show of Show' at the Rialto.

John Cox, Jr., and Douglas Blackie by Paramount stock pile of film after private stage appearance in 'Small Miracles' for company execs, gets 'Car 99'.

formerly Dorothy Drake, Paramount's Wampus Baby Star entry, beginning at \$45 per week.

Regine Roma, Polish actress, being brought from France under contract to Fox, must chisel eight pounds off her avoirdupois to meet the contract requirements.

Walter Wagner went into huddle with his staff on script and casting problems for 'Private Worlds', his second production, after returning from premiere of 'The President Vanishes' in New York.

Edward Friedman, convicted of robbing Max West of \$15,000 in cash and jewelry two years ago, must serve prison sentence of two to 30 years, District Court of Appeals having denied his plea for new trial.

Belated arrival of Xmas gifts ordered from New York by Rudy Vallee for distribution among his associates on 'Sweet Music' at Warner's, has Dick English, crooner's contact man, sticking around for two weeks at studio to play proxy Santa.

## Sure-Seaters

(Continued from page 25)

lish films, there has been a reawakening of interest, especially from the standpoint that the little fellows now can occasionally book first or second run, while hunting for the language which can get good reviews from the critics. More and more such films, okay in these spots but hopeless in regular circuit houses, are coming, compelling manna to the art operators.

Indication of the difference made by the British films is the Little, Newark. Playing two foreign language talkers three weeks ago, having grossed at \$40, averaging weekly take for the theatre during the past two years. Manager switched and managed to book 'Power' (G-B). Gross went up to \$4,500.

New York Max Goldberg's Europa changed its name to the 55th St. Playhouse and is booking all available art product in the English language. 'The Cameo', on 42d street, is sticking to French and Russian, while hunting for anything else of an art nature available. 'The Little Picture House', closest to an art in New York during the past couple of years, is passing out of business at the very moment when that policy seems headed back, but it's a forced closing. Little Carnegie, which has been running grind American films on subscription basis, at dropped foreign language talkers 18 months ago, is shopping for new art product again, looking the British films over and picking the American films which are art 'Crimes' without Passion and others figured okay for the intelligentsia.

### Spreading

Fine Arts, Boston, on the same policy, is reporting better grosses than it has had in five years. Little, Newark, is reporting better grosses than it has had in five years. Little, Newark, is reporting better grosses than it has had in five years.

Philadelphia, are other houses that have picked up materially. World, Minneapolis, and World, St. Paul, are both consistently in the black for the first time in several years. Filmmate, Hollywood, has booked G-B product and figures to start going places. World, Chicago, is set and two new art films are looking around for product in Chicago, the Chicago district.

set but Castle wants to make sure what is available before it opens up. Little, Rochester, and Mayfair, Cincinnati, are other houses that are set on art product. 'Crimes' in H. Nathan is in New York hunting films for a Cleveland house named. Inquiries have recently been made for art theatres in Dayton and Greenville, Ohio, and New Orleans. Filmmate, San Francisco, also has let distributors know that it is interested in whatever is available.

Another angle to the growth of clubs, societies, and groups throughout the country for special art product. These film groups generally meet once or twice a month to view special films. Meetings in Springfield, Mass., and in Worcester, Mass., are being used for such showings once monthly and there are others spread around. Figured that there are something like 125 such groups throughout the U. S., currently, although no actual figures on that phase are available since frequently such groups do not hold onto the ropes for longer than one or two get-togethers.

## Minneapolis

By Lee Rees

Max Torador, owner of Ritz, and wife off to Florida for winter.

Women's wrestling matches added attractions now on local boxing cards.

Mike Comer, Warner's office manager, back on job after brief illness.

(Charles the Finn) Herlin, loop night club owner, dead from heart attack.

Pantages theatre employees have organized bowling team and issued city-wide challenge.

Bill Sharlin, of Universal sales' staff, acclamation champion boxer, player of film 'Now'.

John Powers of New York United Artists office, back to Gotham after several weeks here.

Eddie Steitzer, Pantages usher, operating attention at University of Minnesota basketball game.

Gaiety (stock burlesque) closing for two holiday weeks. Vaudeville off to Orpheum for same period.

Northwest opening Grand, N. D., giving it three theatres this season.

First show heavy snow storm and usual pre-Christmas sales playing havoc with box-office grosses.

Conferred degree of Doctor of Music conferred on Eugene Ormandy, Minneapolis Symphony orchestra conductor.

Columbia and Bennie Berger, independent operator, have settled their differences amicably and latter will produce for her product through entire circuit.

Charley Johnson, Star sports editor, after being accused of \$40 at editor, after being accused of \$40 at editor, after being accused of \$40 at editor.

Ralph Crampton, U. A. exchange manager, appointed to the local grievance board in place of Max Stahl, who automatically stepped down when he resigned the post now held by Crampton.

## New Haven

By Harold M. Bone

Roy Phelps leaves soon on foreign junk trip.

Fox Film's Ben Simon got his pitch in the paph.

Leo Sullivan now has two offspring keeping him up nights.

Harry Shaw m.c.'s weekly amateur night at the College.

Paula, who had to come some for filming for Frank Buck.

It took 42 studies to fill cast of Louis Drama, Sept's stand.

Louis Drama, brother-in-law of Louis Drama, died in Calif.

Prof. Mark May now prez of College of Arts and Sciences.

Romeo Tala, guest artist with Civic Opera in second concert.

Lily Pons opened her American tour at Orchestra Hall concert.

D'Oyly Carte Opera Co. pencilled for a February week at Shubert.

Bob Hart, scout back to home town Hartford on his weekly holiday.

Adelmo Vanni getting in solid with local kids for his free show at Pops.

Flock of Yale students landed as suspects with Walter Hampden at Shubert.

Jimmie (three-sheet) Mahon expected a girl one-sheet, but it was a seven-pound lad.

## Pittsburgh

By Hal Cohen

Mrs. Joe Hiller to the hospital briefly for a minor eye operation.

Frank Payne to Club Ambassador in Miami at end of month.

Howard Benedict, ordered beating the drums for 'Gather Ye Rosebuds'.

John Loughran, the ork leader, also a dead ringer for Ronald Colman.

Sid Dickie has installed a small dance hall at Oakmont's Anchorage.

Johnny Starr and Ann Barrett, the dancing, rehearsing a vaude dance act.

Johnny Perkins' sister from Terre Haute, Ind., visited the rotund comedian.

The theatrical mob has dubbed Morry Anderson 'Oscar of the Variety Circuit'.

Charlie Davis piloting his ork through a series of one-nighters in this territory.

Betty MacDonald, classic dancer, has joined Claire Tree Major's Children's company.

Charles Keweenaw, Vinton Freedy's gen. mgr., here to attend the wedding of a friend.

Nick Trollo, the agent, and his

band-leading brother, Len Leslie, in town from New York.

Motor Square Garden inaugurating series of Wednesday night social dances with Jack Pettis' band.

## NEW HAVEN

(Continued from page 11)

and 'Words and Music' on Par stage have fans dizzy trying to keep 'em straight.

Estimates for This Week: Paramount (Public 2,348; 35-50) 'One Hour Late' (Par) and stage show 'Words and Music' Around \$3,800, good for this time of year. Last week 'Behold My Wife' (Par) okay at \$3,800.

'Pops' (Loew) (3,040; 35-50) 'Music in Air' (Fox) and 'White Lies' (Col). Fadeaway opening looks like week \$7,500. Last week 'White Parade' (Fox) and 'Great Expectations' (U). Not bad, not too good, around \$4,000.

Roger Sherman (WB) (2,800; 35-50) 'I Am a Thief' (WB). Coasting along to light \$4,000. Last week 'Green Gables' (Radio) and 'I Sell Anything' (WB). Only a notch better at \$4,500.

Blju (Loew) (1,500; 25-35) 'Silver Street' (Radio) and 'Bachelor of Arts' (Fox). Drawing the action fans, but not enough of them. Light music of that circuit which is under \$2,000.

'Col' and 'Cheating Cheaters' (U). Also light at \$2,600.

## Fox Met Reorg.

(Continued from page 23)

representatives may not be in accord as to the possible future operation of Fox Met. Trade talk is open that Schlosser of Halsey, Stuart looks with favor on the operating capabilities of Si Fabian, Niver of the same company, however, is stated to be for the permanent connection. Fabian may have an additional ally in William Greve.

Fabian formerly was the theatre expert on the Fox Met job for the Irving Trust, receiver and presently trustee of that circuit which is under \$77B of the new Corporate Bankruptcy Act. Fabian got \$86,000 pay for that work.

At the time, also, the Skouras brothers were receiving a drawing account of \$150,000 annually against 60% of the profits of the deal of the Fox Met operation. This was trimmed in 1933 to \$75,000 yearly. Under the plan, if accepted, with Skouras operating, this \$75,000 would be reduced to \$25,000. Then it is cut to \$25,000. Randorff is to receive \$38,750 after May 1, 1936, instead of \$44,200 as presently. The 50% interest in the profits continues.

However, there is a condition talked about wherein, if the note-holders' committee sells the company assets in bulk, Skouras and Randorff get 75% of profits up to May 1, 1936, instead of 50%. This is the Fox Met plan, and the estimated net profits to that period.

In the meantime, as a part consideration for everything, an excess money drawn by Skouras during the past years is written down with Skouras' obligation, if any, in the future.

One clause in the talked of reorganization privileges Fox Film to cancel its film franchise if the new operating setup, whenever established, does not meet with the fullest Fox Film approval. Additionally this Fox Film power to cancel goes on any Fox Met theatre individually.

In the meantime there is pending an appeal by Attorney A. Palmer before the Federal Circuit in which Palmer seeks authority to examine officers and others, including the note-holders' committee under Section 21A of the new corporate bankruptcy act. This right was denied Palmer previously by Judge Mack. It is expected that the Circuit court will hand down a decision on this appeal some time this week.

Palmer also seeks to examine officers of Warner and Loew in connection with this matter as relating back to the former Warner-Loew offer of \$4,500,000 for the circuit.

Palmer also seeks to examine Mr. Weisman, of Fox Theatres, may seek the right from Circuit Judge Manton to make a bid for Fox Met on behalf of Fox Theatres itself, since Fox Theatres is alleged to have certain amount of cash on hand.

## Montreal

Lee Shelley at Stanley Grill. Jean Paul orch into Dominion club.

Stan Gardiner from Herald to Gazette.

Dan Sairman Commanders' orch on CRCM.

Allan Irwin to N.Y. Christmas for cruises.

Paulo Loyola turning in special show, CFCF (11).

Larry Stephens handling Russian play ballyhoo books Lucienne Boyer.

Phil Lalonde, CKAC manager, sick, but recovering.

Vera Gullott, air pianist, off to Bermuda for month.

Alec Lajoie with 15-man orch booked for Chez Maurice.

Paul Courcy here from Ottawa to lead orch at Windsor hotel.

Oliver Wakefield booked in two weeks with Charlie Dornberger.

Nat Jacobs books Lucienne Boyer troupe for three weeks at St. Denis.

Radio theatre, paying, highest price for talent of all local stations.

Wilton Spencer putting over big four-piece theatre and cabaret spread.

Bill Maurice rounding up celebs for opening night, Club Lido, at end of month.

Charlie Dornberger fates fourth year anniversary Mount Royal Thursday (20).

Alec Kramar orch finishing at Club Lido this month and will play Club Lido.

Thurston puts on special magic show for new opera boys and gets plenty publicity.

Mickle Lhaman new manager Warner Bros Exchange here. Comes to see 'The Great Dictator'.

Jack Adams with Fred Norman booking around 30 nite clubs and cabarets.

George Rotsky party solves shopping problem by installing free tea room on second mezzanine floor of Hotel Windsor.

Harold Moon putting in two orchs out of four for New Year's Eve at Victoria Hall for Smart Set show.

Charlie Dornberger organizing ball benefit for 'The Great Dictator' (20) for unemployed musicians.

Boxing, all cabarets and shows in town playing free.

Club Lido, Montreal's most luxurious club-cabaret, opened Wednesday (12) to turn away big New York orch and show, Bill Spafford and Bobby Sandford with 16-girl line.

## Des Moines

By R. W. Moorhead

Walker Whitehead in 'The Master of Ballantyne' at the Shrine New Year's Eve.

The H. H. Blank Theatres Corp. has made a 15% dividend payment to creditors.

Harold Moon, of Des Moines, has bought the Broadway theatre, Audubon, from Harry Pace.

Hook Gibson delayed here during the Christmas holidays by auto from New York to Hollywood.

In spite of zero weather, local merchants are thrilled over Xmas business, which looks like the best in four years.

Local Catholics have joined the Legion of Decency.

Walter G. Samuels elected president local musicians' union. A. Garrett Barnard is vice-president, and Claude E. Pickett secretary-treasurer.

State attorney General's office brands as lotteries, and therefore illegal under Iowa law, the practice of drawing lucky numbers and giving away cash prizes, which is a blow to the bank night plan that has proved so popular in Iowa theatres.

## Baltimore

By Albert Scharper, Jr.

Rays in Balto total 2,582.

Lou Azael wakened in N. Y. Gertrude Stelzel's Xmas holidays here with cousins.

Frigid snap early last week forced Ted Claire into a racoon coat.

Joe Stearns and Ed Duffy, morning Sun cartoonist.

Ina Hilde receiving 'Miss in his billing' and 'Ode to Liberty', current at the Maryland.

Mrs. Eddie Welch, wife of the Hollywood writer, in Johns Hopkins hospital under observation.

Lo Becker's Penthouse, niter, has a 'New Year's Eve' show, whereby flash acts, billed 'Pomero Revue', play the niter here week after they play rotating dates at the Baltimore Hotel.

Interesting public exhibit of the antiquities, props and gear of the Revolutionary War, and currently at Peale's Museum. Some of stuff antedates Revolutionary War, and all lies-in with Balto background.





# Mary Disagrees in Lillian Dixon Raid Case; Albany's 1st Show Pinch

Albany, Dec. 17.

The first police raid on a theatre in Albany resulted in a police court jury's disagreement at 1 a.m. Saturday (18) in the case of Lillian Dixon, 38, of New York, on a charge of participating in an obscene show. The jury was one of 28 girls seized when police swooped down on the Supreme Wheel burlesque show, Monte Carlo Nights, at the Capitol ball room after the matinee began Wednesday (12).

Edwin W. Rowland, co-lessee and manager, and George F. Reynolds, stage manager, also were arrested. Chief David Smurli led 25 uniformed and plainclothes men to the stage and announced the pinch. They grabbed the girls, denying many the opportunity to get coats to cover their stage attire, and hauled them to police headquarters in the patrol wagon.

Of the 28 girls taken, four were released, including the member of an adagio team. The other cases remain in \$100 bail each, supplied by the truckman who hauls the shows from Boston to Albany.

Miss Dixon was the first to be tried. Disposition of the other cases will be determined, Rowland and Harris are scheduled to face trial today (Monday).

## Church Campaign

The surprise raid climaxed a vigorous campaign against burlesque by the Evangelical Society, publication of the Albany Catholic diocese, and a few priests, including the chairman of the Legion of Decency, anti-improper film church organization. The campaign began when the legion's secretary, Rev. James E. Kelly, preached a sermon denouncing the city administration for permitting stage shows on Sunday in violation of the city ordinance, which only permits films.

Until two weeks ago the State had a stock burlesque troupe for five weeks. The attack was directed solely against the Capitol. The witnesses against Miss Dixon were two police detectives who reviewed the show and then recommended that it be raided. The trial took place in police court before a jury of six men. Their deliberations resulted in a split of five to one in favor of acquittal. After the jury's announcement the case of Miss Dixon was continued to today (17).

## How Many Inches

One of the detectives testified Miss Dixon had exposed three inches of flesh of her frontage and the other cop testified it was 14 inches. Defense witnesses, theatre manager and personnel, testified against the show on the night the detectives reviewed it. The cops also testified to allegedly improper lines spoken by the girls and comedians. Captains are expected by W. T. Webster.

Albany lawyers formed state executive commissioner in the days before prohibition, and former state democratic chairman. It is operated by Rowland and Max Rudnick of New York.

Girls arrested, in addition to Miss Dixon, are Mabel Sloan, Mary Salla, Teddy Sobel, Dorothy Dale, Nan Goodson, Margaret Berry, Jean Kearsy and Gertrude Smith, all of New York city; Edna Davis, Bronx; Fay Tobie, Easton, Pa.; Gertrude Hart, Jamaica, L. I.; Margie Bartel, Chicago; Mary Ruet, Staten Island; Mildred Conway, Olyphant, Pa.; Mary Wyckoff, Canton, Ohio; Anne Lawrence, Loretta Carney; Catherine and Helen Chuz, sisters, and Joan Taylor.

## BANDIT REPEATS

Holds Up Minne. Gayety Twice in Two Weeks

Minneapolis, Dec. 17.

Twice within two weeks the same man held up Mabel Keary, gallery cashier at the Gayety, local stock burlesque house. Bandit obtained \$10 the first time and \$14 the second.

On both occasions he waited until the performance got under way and then, leveling a gun at Miss Keary, who was behind a window, demanded her receipts. After scripping up the bills and change, he walked through the door and disappeared.

## Block Booking

(Continued from page 5)

according to the reasoning of one of the sales leaders, but just how the majors can protect the innocent account in itself a problem. Through the years exhibitors who favor block booking, and are satisfied to continue buying on that basis, have never taken the trouble to put up a defense or join the distributors on common grounds. Whether or not the sales chiefs, who are now discussing the question from the exhibitor point of view, will make an effort to line up these exhibs with the anti-block accounts is not indicated.

## Would Cops Exhibit More

Should block booking ever be eliminated, it would place added work on the sales organizations of the majors, causing need for extra sales staffs, accounting and considerable screening. Danger of being left with half their programs on their hands, because exhibs would be too busy to pick what they chose, is the least of their worries. This is explained by the fact that exhibs today, in all but a few unimportant situations, are actually forced to play a lot of pictures they don't want because there isn't enough product to go around.

The distributors say they would still sell the weak films, even if on terms. In other words, pictures brought less than an advance contract would have gotten under sales on bloc. On the other hand, the features of established boxoffice worth might bring juicier prices than now because exhibs in the average situation would be forced to bid on them.

Except for the trouble it would cause in readjusting sales systems, the distributors claim they aren't particularly right in selling their pictures individually. They know that most of their accounts would be the first to squawk, accounts which they claim are not in sympathy with the features. In other words, according to present methods of merchandising.

Besides which, it is pointed out, every sales manager in the business would have no trouble figuring out several other systems of selling pictures. In other words, according to some of the distrib, block booking, if outlawed, would be back within six months. An open market in which pictures were auctioned off, and exhibs wouldn't be any longer than that in their opinion. They give as their principal reason the fact that the exhibitors couldn't stand it.

## Loew in Chi

(Continued from page 5)

clause which states that Loew's will not build in the city of Chicago. But there is nothing which states that Loew's cannot purchase holdings.

To Metro the local territory means easily \$500,000 in annual revenue.

## Jones Head Man

It appears generally set that if Loew's acquires its theatre holdings in this town, these houses will be operated by Aaron Jones, who now has a group of loop theatres, and who has been looking for a number of neighborhood houses since his recent comeback into active theatre operation in Chicago.

Selection of Jones as operator of these theatres would follow a long standing friendship between Jones and Loew's which dates back to the personal friendship of Aaron Jones, former Loew's manager. In fact, it was because of this friendship that Loew's never invaded Chicago, because at the time that Loew's was planning such an invasion Jones was the man of the loop situation and Marcus Loew refused to enter into competition with him.

Sandra Swenska, back into Peppy's Chicago Rouge, N. Y., succeeding Irene Bordoni, who was in for only three weeks. Galli-Galli leaves to go to the Miami Biltmore, Florida, for the winter. Miss Swenska is set on WOR sustains, on direct booking by Peppy with A. J. McCosker, head of the station.

## No National Z-C

(Continued from page 7)

In this code shall, when directed so to do by the Code Authority, receive any and all protests from Motion Picture Exhibitors against any existing clearance and zoning as to their respective theatres alleging that such clearances and zoning is unreasonable in length or area. The issue raised by such protests shall be decided by the Local Clearance and Zoning Boards after notice and hearing to the parties affected, and pursuant to the procedure subject to such rights of appeal as are provided in this article. The Code Authority may direct that the duties of the Local Clearance and Zoning Boards shall be performed and discharged by the hearing and deciding of protests as provided in this sub-article, instead of formulating schedules as provided in Article VI, Part I, Sections 1 and 3.

That last sentence gives the gist of what has been finally done about zoning and clearance schedules. One of the early NRA members, who has come home to roost. When it was written in the code the clause may have sounded innocent enough. It even passed the cerebral barriers of the NRA's legal mind.

However, exhibs were quick to sense the value of the provision to themselves individually. They literally buried the clause at the time of the NRA's legal mind.

Back of the attempts of exhibs to put up a price schedule in opposition to the affiliated theatre men and distrib is the naturally ingrown desire to advance these opposing groups. The exhibs seek permanent protection of their business through a zoning schedule written in the code and based on price and traditionally unsumable have the law's protection under the code.

The C.A. tried to peep through the thing but couldn't see a streak of light after many attempts. A committee was appointed to advise the matter after around a dozen or more zoning and clearance schedules were set up and appealed from and hearings on appeal held in New York.

Finally it was decided that the model schedule must come from Kansas City. That Missouri town was to provide the beautiful precedent of zoning and clearance schedule for the rest of the industry to follow. That this went top is history in the trade. There was a strike which burst in K.C. right on top of the zoning and clearance schedule. Whether by design or accident doesn't matter presently.

Whether the committeemen who tried to put in the code, were aware of the ultimate futility of their efforts when departing from New York is not known. Certainly they knew about this when they returned, namely that no schedule would emerge from their K.C. journey.

The much sought for precedent never materialized. It looks like it never will.

Nemo Roth, formerly with Harry Engel, is now contacting the press for the Joe Morris Music Co.

# Mix Takes Over Entire Show, Plus Offer of Dates in Russia

## French Imports

(Continued from page 17)

Japan, Belgium and Sweden, which appeared in French import statistics last season, are goose-eggs this time.

Total importations show a heavy drop, since 86 films in four months corresponds to 258 a year, whereas during the 1933-34 season the censor looked over 316 foreign flickers.

In number of dubbed foreign films submitted to the censor from July 1 to Oct. 31, United States leads by an overwhelming margin with 93 out of a total of 124. Germany is next with 12, then Great Britain with nine, Italy with six, Austria with two, and Czechoslovakia and Denmark each with one.

Total 1340 submitted in four months is 30 more than the total allowed to be authorized, by quota law, in six months.

# Beatty, Adkins, King Switch to Cole As Break Occurs in Ringling Ranks

## DIVING BELLE SUES

Asks Damages of Canadian Fair And Model Show

Toronto, Dec. 17.

Sequel to a diving accident in which she broke her back at the Canadian National Exhibition, Belle Lichman, 20, was wheeled into court on her cot to testify before a jury in her \$20,000 action against the C.N.E., the Model Shows of America, Cleo and Louis Hoffman.

Lowering his voice so that the girl on the cot could not hear, Dr. Chas. A. Markson testified that she would suffer paralysis for life, a spine fracture in the region of the neck having paralyzed her body so that only a bare movement of the shoulder was possible.

Three eye-witnesses were called but two would not commit themselves. C.N.E. officials denied any responsibility in the acts of the co-defendants and claimed that the girl knew of the hazardous nature of the work. Counsel for Rubin Cawere, Model Shows president, pointed to the terms of the Hoffmans' agreement with Model Shows under which they undertook to depend on all action arising from their operation of the water carnival attraction. The Hoffmans have yet to be called. Case has been postponed until the arrival of eye-witnesses who are coming from the South.

## SAYS RACES AT FAIR BOOST THE INTAKE

Des Moines, Ia., Dec. 17.

A county fair without a good racing program and pari-mutuel betting is like sitting up with a dead man, was the way that N. J. Ronin, secretary of the Nebraska state racing commission, injected in an old dispute into the Iowa fair managers convention. Betting, he told the Iowans, has increased attendance from 25 to 65% at fairs where it has been sanctioned and legalized.

In Cook county, Ill., the amount collected from sanctions and admissions in 1933 was \$370,000. Of this amount \$30,000 was paid to county fairs for premiums. He also contrasted conditions in Nebraska before and after pari-mutuel betting was legalized and declared that it had given all the fairs new life blood.

## Herk to Wash.

I. H. Herk, executive secretary of the Burlesque Code Authority, if and when burley ever gets set on a code, goes to Washington this week to try to get a copy with the heads on the code proposition, and find out what's what.

Chicago, Dec. 17.

Clyde Beatty, animal trainer and box-office man, who has been with the Ringling forces for several years, is leaving the outfit and will be with the new Cole Brothers circus when it opens next spring. Beatty today rates as top among circus attractions due to his work with the cats. In addition to big built-up with the Ringling-Barnum & Bailey show in the Madison Square Garden in New York, Beatty is known nationally through his tours with the Hagenbeck-Wallace show and two pictures for Universal.

This switch of Beatty away from Ringling is only one of the indications of a complete upheaval in the circus world and the first break in the rule of the Ringling outfit as the controllers of the circus field. To many on the inside the cracking in the Ringling ranks is due to the iron fist tactics of the Sam Gumpert rule, the key man at present in control of all Ringling holdings.

At the same time with the loss of Beatty comes the desertion of Jess Adkins, a long-standing circus exec and last year manager of the Hagenbeck-Wallace show. And still another well-known to fly the Ringling-Gumpert fold is Floyd King who will press agent for the new Cole outfit.

Cole circus, which has its quarters at Rochester, Ind., is being operated by Zack Terrell, who with the backing of big coin, will hit the trail next spring with the first serious railroad opposition that the Ringling group has encountered since buying out the Ballard-Mugivan-Bowers combine in 1930.

## JACK GRIMES HEAD P.A. FOR BARNES CIRCUS

Hollywood, Dec. 17.

Buster Cronin has appointed Jack Grimes as number one press agent for the Barnes Circus to replace Floyd King, who has been transferred to the Hagenbeck-Wallace outfit in an executive capacity.

Other p.a.'s on the show are Cliff McDougall and Bernie Head. Ben Austin, general agent, took the outfit week for a three-week visit to his home in Houston before starting on his country-wide swing ahead of the show Jan. 5.

This season, the three p.a.'s will all work ahead and back with the show, working their towns up to the day the show plays the spot.

## Three-Week Layoff

Worcester, Dec. 17.

Burlesque suspended here at Worcester theatre for three weeks by Ben Levine. Stock company expected in February after another few weeks of strippers.

## Resort Burned Down

Burlington, Vt., Dec. 17.

The four main buildings at Lake Shattuck, Vermont, summer resort, were destroyed by fire. Structures included a large dance pavilion, dining hall, kitchen and store, owned by John James.

Loss, \$44,000, was partially covered by insurance.

## Elects Bosses

Des Moines, Dec. 17.

J. P. Mullen, Fondra, named president of the Iowa State Fair association, and F. E. Sheldon, Mount Airy, v.p. Board of directors includes E. T. Davis, Iowa City; Paul P. Stewart, C. Ed Emen, Carl Hoffman and Sears McHenry.

## COREY RE-ELECTED

Des Moines, Ia., Dec. 17.

A. R. Corey, Des Moines, has been named secretary again for the 1935 Iowa state fair.

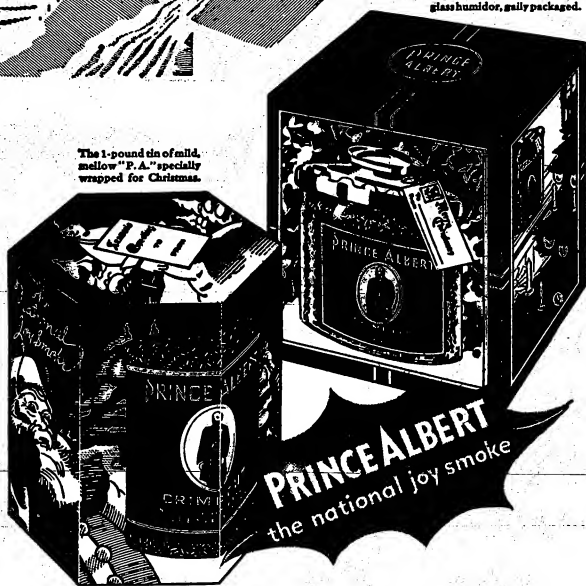
Board of directors also named P. H. McBrath of Whiting treasurer.



A pound of Prince Albert in glass humidor, gaily packaged.

● Cigarettes for Christmas! No smoker ever has too many. But which cigarette? Remember that the brand you give reflects your own good taste...your sense of discrimination. That's why we suggest Camels. They are made from finer, more expensive tobaccos than any other popular brand. They are the choice of distinguished men and women in every field of the social and business worlds. And their finer tobaccos bring that welcome "lift" in energy—that warm good cheer—which is after all—Christmas!

The 1-pound tin of mild, mellow "P.A." specially wrapped for Christmas.



**CAMELS**  
MADE FROM FINER, MORE  
EXPENSIVE TOBACCOS

The special Christmas package with four boxes of Camel "fifty's"—just the inexpensive gift you have been wanting.



Ten packs of Camels—"twenty's"—in their beautiful Christmas wrapper make a welcome gift for discriminating smokers.

● Is there a pipe smoker on your Christmas list? Then your problem's solved. He's made it easy. Give him long evenings of calm contentment. Give him the sheer joy of ripe, mellow tobacco—cool and mild and bite-less. Give him Prince Albert... "The National Joy Smoke." What a man spends his own money for is what he really likes. And more men spend their money for Prince Albert than for any other pipe tobacco.



# VARIETY

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56 PAGES

## H'WOOD '34 DIVORCES DROP

### Want Fed'l Subsidy to Launch Television, and It Will Take Plenty

Electric Home and Farm Authority, one of the numerous NRA-created government bureaus, is the latest avenue of approach to the public treasury taken by the disciples of television-by-Federal-subsidy. With minimum estimates of the amount of capital required to launch a television industry placed at around \$200,000,000 and with big business indifferent to the urgings of television advocates, hope of any progress seems to lie with Uncle Sam and how much of that \$200,000,000 will go to start the boys off.

It is being urged that to stimulate a new industry at this time would fit in with the purposes of recovery. While the government has yet to reveal any attitude one way or the other on television subsidy, certain developments suggest the probable lines television must take if and when getting started. Costs are estimated to be triple that of radio both on sending and receiving.

Television will be limited to local communities if the engineering experience to date is any gauge. In other words, sight programs can be broadcast only within limited geographical radius. Efforts to transmit from New York to Camden, N. J., a distance of 90 miles, are reported as having convinced

(Continued on page 50)

### ROOSEVELT NEW YEAR PARTY'S MUSIC MENU

Requests from the White House for the annual New Year's party Dec. 29 lists 'Home on the Range,' the President's favorite song, as the first 'must.' Second request number is 'The Continental.'

The party this year in honor of Franklin D. Jr. and John Roosevelt, will include the following on the dance program: 'You're the Top,' 'Gee,' 'Widow Walk,' 'Anything Goes,' 'Two Cigarettes in the Dark,' 'Alabama,' 'Filtration Walk,' 'June in January,' 'Barful of Music,' 'June in January,' 'Barful of Music,' 'Blue Danube Waltz' and 'Stay As Sweet As You Are.'

Meyer Davis, playing the engagement, has composed 'Harvard Glide' in honor of the Roosevelt boys to be performed immediately preceding the supper intermission. 'End of a Perfect Day' is the finale.

### Hotcha Out

WEVD, New York airing series of programs from 135th Street Y.M.C.A. on negro life in Harlem. Instead of hotcha series to present the more cultural and educational aspects of the district.

St. James Weldon Johnson, of Fisk University, opened the series on Dec. 19. Next will be Dr. George Haynes on Dec. 26.

### Just Trying

San Antonio, Dec. 24. Showless niteries here are giving the trade some semblance of floor entertainment with a local couple doing ballroom numbers. They oblige when called on by ork leader, which occurs every time they show up.

Gal is a pro, but male half of the team is a 60-year-old business man who takes his dancing seriously and thrives on the applause garnered. A few berries invariably mixed with the applause are no handicap.

### BREEN REJECTS U STORY HEAD PROPOSISH

Hollywood, Dec. 24.

Universal's offer to Joseph I. Breen to become scenario chief has been rejected by the keeper of the morality seal for the Hays organization. Decision was made after Breen had been in telephonic communication with Hays and other producer association officials in the east. Also understood he got a nibble from Metro.

Industry's purity leader admitted that the Laemmle offer was a flatterer one but that he had been dissuaded from accepting on the premise that he could not be spared at this time.

Breen's contract with the Hays organization runs till March, 1936.

### U.S.C.'s Pix Course;

Capra, MacDonald, Campbell Proffing

Hollywood, Dec. 24.

Motion picture activities at the University of Southern California during the winter break opening Jan. 7 will include four evening classes in cinema activities. Staff will include Frank Capra, director; J. Farrell MacDonald, actor, and Arthur J. Campbell, cameraman.

In addition to lectures, students will participate in actual production of an experimental sound picture. MacDonald will conduct a course in acting; Campbell on cinematography.

### 60 SPLITS IN COLONY OF 20,000

Divorces Totaled 84 in '33 and 81 in '32—One Bust-Up Over Cards

### NO DIRT

Hollywood, Dec. 24.

The local picture bunch for 1934 is below the film colony divorce record of previous years. There were 60 divorces granted to people in pictures this year, and there are some 20,000 employed by films in Hollywood. The colony's divorce list in past years was '31, 90; '32, 81, '33, 84.

And unlike some previous years, there was no dirt connected with the 1934 divorce crop, as heard in the courts. Those who abrogated their marriage arrangements were: Irene Bentley, who severed the knot with George Kent in Mexico; Louise A. Bradbury divorced her cowboy star, Bob Steele; Chloe Ruby quit Harry Ruby; Kay Fran-

(Continued on page 2)

### The Cherry Chirp

Chicago, Dec. 20.

Editor VARIETY: We saw in your paper of Dec. 18 a most insulting article written on the Cherry Sisters, saying that they played behind screens. This is false and vicious.

And now we will state right here that we, the Cherry Sisters, have never played on any stage in all of our stage career behind nets or screens and never saw anyone who did. And why should we, when we give one of the best and cleanest acts that ever appeared on any stage? But we have been persecuted by some unprincipled booking agents and managers and editors who are unworthy of the name of man.

And the connecting of our pure name with that Rand woman (Sally) is another insult.

We hope other papers and periodicals will take notice. For in the future any publisher who deigns to connect our name with screens or nets on any stage, or any other falsehood, will be taken care of through the courts.

Patience has ceased to be a virtue with us any longer.

Addie and Edna Cherry.

(The Cherry Sisters)

This letter came in written on two sheets of stationery, one from the Hotel Burton, the other from the Hotel Marlon. The girls must be playing a route of writing desks.

### Air Show Pulling Ermine-Wrapped 'Carriage Trade,' In on the Cuff

### A Blizzard

Broadway is seeing its greatest restaurant revival of all times. All are primed for the same purpose—to reincarnate the spirit of the now time-honored and historic Jack's, Shanley's, Rector's, Churchill's, Ressenweber's and kindred 'jobster palaces.'

Since all these famous old New York landmarks are now history, each new operator, no matter how many are already open, opines that none has yet grasped the true atmosphere of yesteryear, and so they pile on.

At least one of the 80-odd free shows weekly broadcast before invited audiences in New York City has developed what the theatre world would call a 'carriage trade.' That means limousine-transported patronage in top hats, evening clothes and cravats. Such a turnout is a weekly phenomenon of the gratis show at the RKO Center theatre, Radio City, every Sunday night at 8 p. m. for the General Motors Symphony series.

This is probably the classiest broadcast series in radio history. Guest stars and conductors embrace the entire roster of the concert world. Just what effect the free shows will have on the audience weekly may be having on the Carnegie hall appearances of the same personalities may be a separate story.

Meanwhile even the mighty Arturo Toscanini himself is tentatively lined up for the next 13-week series which follows the current baker's dozen just after the first of the year. Guest stars to date have included Richard Crooks, Grace Moore, Albert Spalding, Geraldine Farrar, Jose Iturbi, Jascha Heifetz, Harold Bauer and Lily Pons. Scheduled for future Sundays to sing or play before the soup-and-fish free audiences are Lucrezia Bori, Yehudi

(Continued on page 55)

### 8-FL. 'SCRAPER' TO 'INSPIRE' SCRIBBLERS

Hollywood, Dec. 24.

Metro, working on the theory that Grade A milk only comes from contented cows and that discontented writers can't turn out what it takes in the present cubby holes in which scribblers are housed, is drawing up plans for a six or eight-story building in which the scribs will be located. If there's a 'quake the first one down is a easy.

Currently scribblers are scattered over the studio in various buildings with the offices accorded the writers a traditional burn among writers on the lot.

Site for the new building and its modernized offices not yet picked.

### Y.M.C.A. Out in Open For Birth Control With Radio Series

Young Men's Christian Association comes out openly for birth control in a new series of radio lectures over WEVD, New York. Two years ago the station started same idea, but let it die out after a time.

New series on Friday nights at 8:45 o'clock. Dr. Marie Pichel Warner, a director of Margaret Sanger's clinic, was the first to hand out the palaver (21).

Y.W.C.A. attitude not reported!

### Stir Becomes Theatre

Ottawa, Dec. 24.

The Government has authorized the transformation of an outmoded prison at Winnipeg into a theatre, no less.

### CIGARET FIRM AFTER NEW ORLEANS GAME

Old Gold is figuring on an indie hookup to carry the Tulane-Temple football game from New Orleans on New Year's Day. Proposed broadcast calls for trying in 12 stations through the south and south Atlantic.

If the cig account looks to the webs for assistance in clearing these spots it will probably find itself stymied by two situations. One involves an auto broadcast over some 80 CBS stations, scheduled to run from 2:30 to 5:15 p. m. EST, that day, and the other is the Pasadena Rose Bowl game (Alabama-Stanford), which NBC has arranged to feed, to practically all its affiliates except those on the basic blue (WJZ). In either case the New Orleans game would overlap for eastern outlets.

Nash has a similar marathon program Xmas Day.

### Using Boston Screens To Find Dr. Bigelow

Boston, Dec. 24.

The screen is being used as a aid in locating Dr. George H. Bigelow, missing director of the Massachusetts General Hospital, Boston. Special trailers showing in Boston theatres list complete description of the noted doctor, who has been mysteriously missing from his home nearly three weeks.

# Drive-In Cinemas May Get Over, But Groucho Marx Has His Doubts

By FRANK SCULLY

Hollywood, Dec. 24.  
Shrewdest stab for new biz, and one that can't miss if prosperity ever gets far enough around the corner to those two cars in every garage, is the drive-in-theatre idea. Scheme originated in New Jersey, but the double play was completed in Hollywood.

First house catering 100% to carriage trade has been operating several months on Pico boulevard and Westwood, out in the sticks between the Fox and Metro studios, and its grosses show that the idea is in the money.

Fun has everything in its favor but location. To park a car downtown here long enough to see a full program costs 50c. Another four bits for seats and that's the end of that dollar. Drive-in house charges 35c a person, car included in the tilt. This saving isn't all there is to the drive-in idea. Even the most comfortable theatre seats are still a bit less downy than the plush of a car. And the bundling advantages are all in favor of the auto, too.

Fifteenth week of drive-in wasn't so hot, but the second with "Thin Man" had car lined up waiting to get in, like the Holland Tunnel on Labor Day.

Bad weather is already figured in, because you view the show from your car. Cars are parked in a semi-circle, each row being about three feet higher than the previous arc, giving every car a clear view of the screen.

Sound is surprisingly good. Some say they never heard better. Screen is oversize, with walls around screen painted black to sharpen the images.

Box office is like the entry to a toll bridge, except that you douse your lights on entering and are guided by ushers' flashlights to your stall. Idea was a pushover for Hollywood, where everybody owns a car and half of them have been trained to drive in their tonneaus.

Groucho Chirps  
Groucho Marx thinks the fad will go up and down like midgeet golf, though his was hardly a fair test as he tried out the idea in a car holding six people and ended by viewing the picture from the front bumper. He says even theatre seats are softer than front bumpers.

Fine idea, he believes, for couples who want some quiet necking, but not so hot for those who go to a picture house mainly for a picture. "Next" idea will be to park your car and view the feature from a flag-pole," grouched Groucho. "But I prefer an aisle seat in a grand house to this last luxury. I guess I'm old fashioned."

Others voted affirmatively. This mugg, having seen the picture before, thought the idea not so bad. He said the house was to himself—and it made a nice bed.

But it's a cinch that if parking problems get dearer and tougher, and cars get more numerous, a parking space that will give you a picture is going to be the solution of a lot of people's picture entertainment.

The shooting galleries are too stuffy. The outdoor theatres are too chilly. But a theatre which allows each patron to have as little or as much fresh air as he likes and doesn't have to charge the convenience against his overhead is in a money position.

It can't expect to house more than 400 cars or gross more than \$3,000 a week, since it's confined to night shows, but it hasn't any leaky roofs to worry about either.

## Low Budget 'Terror'

Hollywood, Dec. 24.  
Paramount will spot most of its junior group of players in "Terror by Night," short budget, college story.

Helen Mack gets the femme lead.

## REED FLITS EAST

Hollywood, Dec. 24.  
Phillip Reed planned to New York yesterday (Sunday) for his first trip east since he came out to join Warner Bros. 18 months ago.

Player returns after New Year for tentative assignment in "The Goose and the Gander."

## Survivor

Hollywood, Dec. 24.  
Twentieth Century sent out a call for former Alaskan soundfoots to work in "Call of the Wild."  
Only applicant was Sid Grauman.

# It's Sucker Time In L. A. as Xmas Benefits Abound

Hollywood, Dec. 24.

Although the Hays office has attempted to put the quietus this year on those annual benefit shows, the try has missed all around. Picture names, either through charitable inclination or polite intimidation, are falling harder than usual this semester for the free service, which around Hollywood and Vine is now referred to as "sucker time."

For the three weeks prior to Christmas the town has been overboard on benefits, those on the up and up and otherwise. Requests to the studios are always the same—they must have picture names.

With the realization that audience seeing name players in person at two bits and up takes down from the nabe houses, Hays office tried to curb the benefit requests to a minimum, with studios co-operating. But no go.

Turn-down by a studio doesn't seem to faze the organization operators. They dig up some way of getting to the players, generally through a friend of a friend, and then they put on the tears until he falls.

Top honors for benefits the last two weeks goes to Dick Powell. He did 10 of them. Bill Robinson, here two weeks and always a prolific grats performer, hasn't appeared in a picture yet but has benefited almost every night. And the colored church societies he has had to turn down are in the scores.

Will Rogers is another chief pat-sy. He plays a goodly share of them, but coming at the rate of six and seven a day at this time of the year, his turn-downs also must run into the hundreds over the year.

## Logans' Balm Suit

Syracuse, Dec. 24.

Charging alienation of the affections of Eugene W. Logan, head of Logan Productions, which silent film days produced independently here, Mrs. Ada M. Logan of this city is demanding \$10,000 damages from Mrs. Lillian Kane in a Supreme Court action. Mrs. Logan asks the custody of their daughter, Yvonne, former child film star.

Alienation suit follows Mrs. Logan's separation action, based on abandonment grounds. Mrs. Kane's answer sets up a general denial.

## Tilt in Weekly Take Restores Powell Grin

Hollywood, Dec. 24.

New seven-year contract stuffed in Christmas sock of Dick Powell by Warners' is a good tilt has transformed the player's recent peevish about his salary into broad grin.

Paramount gave him two pictures, "Gold Diggers of 1935" and "Midsummer Night's Dream." Next assignment is a singing role in "Broadway Gondolier."

## Par Renews Carlisle

Hollywood, Dec. 24.

Kitty Carlisle is set for another year at Paramount.

New pact calls for four pictures during 1935 and options for further services in 1936.

Paramount gave her Christmas gifts in the form of renewed options to one actor and two writers. Harry Wilcoxon is the actor; Virginia Van Upp and Gilbert Pratt, scribes.



## WILL MAHONEY

The Edinburgh Evening News said: "This American comedian, who is the principal artiste in a most enjoyable variety programme, has an original and irresistible sense of comedy. He is an expert dancer. His dancing and playing of an out-sized xylophone makes that obvious, but the skill of his rapid tap dancing is a foil to 'laurel'."

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

## '34 Divorces

(Continued from page 1)

clis dropped Kenneth McKenna, her third spouse; Doris Kenyon called it quits with Arthur Hopkins; Dave "White Man" Hutton and Almee Sample McPherson split after a hectic but short married life; Mimi Jordan divorced Joseph Davis, a husband no one in Hollywood knew she had. Janet Gaynor and Lyndell Peck called it quits. Miss Clayton claiming Peck was hindering her career.

## No Laughs at Home

Ken Murray divorced Charlotte Murray, who, he said, deserted him. Mary Rubin lost Benny Rubin because, she said, he was temperamental, sullen, morose and a crouch. Rubin is still getting laughs as an m.c. Katharine Hepburn divorced Ludlow Smith; Ned Sparks and his wife mutually agreed to have it over with in Mexico.

Virginia Bruce claimed temperamental clashes with John Gilbert; Hubert Volgit and Olive Hatch called it a day because she, as a diving champ, must keep in training. Jeanette Brown discharged Nacio Herb Brown; Robert Shipman received his decree from Mary Sherwood for mental cruelty. Thomas Daniels and Ethel Farr had it annulled. Gloria Stuart and Gordon Newell were divorced twice to make it tight. Jeannette Stratton Porter and Leo Meehan agreed to disagree. Josephine Johnson got the papers from Dudley Murphy. Florence Oakman quit Wheeler Oakman because he criticized her bridge playing.

## Other Splits

The Ronald Colmans had it severed in London. Marian Nixon and Eddie Hillman are still speaking but not across a breakfast table. Adolphe Menjou and Kathryn Carver parted. Helen and Oliver Morosco are together no more. Mary Hay and Vivian Bath are also on the list. Sue Carol and Neil Stuart agreed that it would be better apart, as did the Norman Kerrys. Louise Garrett and Oliver H. F. Garrett are still together in final. Ruth Chatterton and Geo. Brent told to the court and came out free. Marjorie Crawford and Eddie Dowling (not the legit lad) also split.

Adela Rogers St. John and Dick Hyland called it off. Mr. and Mrs. LeRoy Prinz are together no longer. Gloria Swanson and Michael Farmer decided to part, and Max Murray and Prince David Milvian came to the same conclusion. Kathleen Burke and Glenn Rardin are another pair now going it alone. Edgar Rice Burroughs and the missus fell out and Harry Langdon and his wife did likewise. Doris Deane and Elmer S. Hartz are now two, with Miss Deane claiming desertion.

## NO ROMERO LOAN

Hollywood, Dec. 24.  
Paramount tried to borrow Cesare Romero from Universal for an additional picture, "Rose of the Rancho," but U claimed the player was needed on his home lot.

Romero is currently at Par in "Caprice Espagnol."

# Hollywood's Bearded Dividends

Fancy Chin Pieces Command as Much as  
\$75 a Day in Foliage Scenes

## Poor Shirley

Hollywood, Dec. 24.  
Shirley Temple is being rumored as a Fox possibility for supervisor honors because, in three days, she learned to read half of her first primer.

## Film Editors Want Their 'Best' Pegged For Academy Award

Hollywood, Dec. 24.

Film editors have made a request to the Academy to be included this year in the various groups drawing awards for outstanding work during the previous 12 months. Matter will be debated at the next session of the awards committee, with likelihood that the best job of film editing during the year will be recognized by a certificate of merit.

Accompanying the recommendation from a committee of editors is also a detailed plan for conducting nominations for such honoring. This includes the naming by each film editor in the industry, of one picture he considers his best, plus one other picture, edited by another. Final vote to be by the members of the film editor's section of the Technicians' branch.

Producers of the best shorts of the year are to be recognized this year with gold statuettes awards instead of certificates of merit, as before. However, producers will not be given awards outright, but will have their names and the title of the picture engraved on one with plenty of room left for succeeding years' honoring.

With the Academy picking a "best" in three classes—comedies, novelties and cartoons—it means a trio of names going on the statuette each year.

## Green Directs 'Goose,' Next for Francis Brent

Hollywood, Dec. 24.

Alfred E. Green directs "The Goose and the Gander" as his next directorial chore at Warners. Pic gets going after first of year, with Kay Francis and George Brent topping a cast which includes Genevieve Tobin, John Eldridge and Claire Dodd.

"Goose" is from an original by Charles Kenyon.

## Par Signs Penner Again

Paramount on Saturday (22) picked up its option on Joe Penner for another picture, but film probably won't be made until the summer.

Company wants the comic right away, but radio and stage engagements have him tied up until June. He's going to try to shuffle off to go to Hollywood sooner.

## Wendy Barrie Snags

Paramount Terms

Hollywood, Dec. 24.

Wendy Barrie, English picture actress who came here on spec last September, has knocked off a term contract with Paramount which starts Jan. 10.

Deal was made by Zep Marx.

## Footballer's Test

Lester Borden, captain of the 1934 Fordham gridgers, and playing in the annual West game in San Francisco on New Year's day, goes to Hollywood right after the pigskin tussle for a screen test.

Rockell-O'Keefe is handling the footballer's test professionally, having become interested through Glen Gray, of the Casa Loma orchestra, who brought Borden to attention.

Hollywood, Dec. 24.

Though whiskers disappeared with the horse-drawn trolley car, there are a dozen or so picture extras who find that hirsute adornment earns them a good living. If whiskers are needed for a picture, these boys, some young, others old, find that their muffs are worth money. The camera, being as critical as it is, "pony crepe" will not do. Prices for bearded mugs run from \$7.50 for the garden variety to the elaborately bewiskered chin which bring as high as \$50 per day.

Most famed pubescent ornament is that which dangles from the gentle chin of August Tolaire. Long and white and it has earned Tolaire sufficient to "keep him for years." So prized is this beard by both its wearer and studios that the asking price is \$75 a day, an all-time high on beard quotations.

Tolaire works mostly in pictures with a foreign background where he is always a member of some welcoming committee, political or civic body.

Faces covered by hair are not uncommon. In Hollywood, with the town cluttered up with lama and schism, it's follow the lead of the House of David, and that face that registers well in a camera is something else again.

When a Russian picture is nearing production, beards sprout on the most unusual faces, but by the time the studio gets through casting types and bits, most of the muffs have disappeared, for the recognized bearded extras get the choice.

Best follies in Hollywood are those worn by W. S. McDonough, William Von Hadenberg, Carl Millfield and Lewis Vincent. All keep them close, but less long, and their length can be trimmed to the desired length on moment's notice.

Just how much a good beard is worth can be realized from the fact that "Midnight" had "trained" a family of 13 children on what decorates the floor of any barber shop.

Boys Cooper, a youngster compared to the others, has a two-way beard which sprouts out of his chin, the hair going east and west.

Brushed up, he looks like any general in the Italian army.

Average beard call is for \$15 per day (dress extra; scale). But when the studio needs less long, and the badly prices extra and audios pay. It's the law of supply and demand. Many a man carries a full beard on his chin the year-round in order to be ready for half a dozen days work during the year.

## Aquatic Scripting

Hollywood, Dec. 24.

John Ford set out in his boat last Wednesday (20) for a sail down the coast to look on the screen play "The Informer." Dudley Nichols is along.

Director and writer return in about three weeks, with picture (Radio) slated to go into production the end of January.

Cliff Reid will produce.

## SAILINGS

Jan. 2 (London to New York)

Mrs. Roy Fox (Majestic).

Dec. 28 (New York to Los Angeles), Harry Sherman and family (Virginia).

Dec. 28 (Los Angeles to Sydney)

Ralph Clark (President Hoover).

Dec. 28 (New York to Tokyo) Mr. and Mrs. Leon Garganoff (Ile de France).

Dec. 22 (Los Angeles to Honolulu)

Ann Dvorak, Leslie Fenton (Lurline).

Dec. 21 (New York to London)

Stewart and Vals, Gomez and Wilsons, Phyllis Gilman, Betty Douglas, Vivian Porter, Peggy Odin, Eve Knight, Joan Rogers, Genevieve Carleton, Jerrie Koban, Merle Dane (Ascania).

## ARRIVALS

Ganna Walska, Laurence Hills, Arthur Field, Martin Sobelman, Bruce Cabot, Fanny Ward, William Fliske, G. W. Pabst, Arthur Loew, Phil Reisman.

Mrs. Leslie Howard, Dorothy Farnum.

Kimberly and Page, Teddy Carr (Manhattan).

# MONOCRACY'S BIG COIN

## Court Hobble Keeps Reinhardt Off 'Dream' Production at WB

Los Angeles, Dec. 24. Restraining order issued by Superior Judge Emmett H. Wilson in behalf of the Habel Company, a French theatrical concern, on Dec. 19, prevents Max Reinhardt from engaging in any directorial activities on his "Midsummer Night's Dream" production for Warners until Thursday (28), at least.

The German producer-director is thus removed from the helm of his version of the Shakespearean fantasy, just as he is getting into full swing with key shots on the enormous Warners stages. Habel order prevents him from even appearing on the sidelines or in any way transmitting orders, pending hearing of Reinhardt's arguments before Judge Wilson on Wednesday (27) why the order should not be extended until the case is heard on trial.

The Habel Company, and its administrative exec. A. W. Haendler, filed charges in Superior Court here that Max Reinhardt had obligated himself through contract and acceptance of option binder money, to stage the Johann Strauss opera, "Die Fledermaus" ("The Bat"), in London during the month of December. The alleged contract came to the plaintiffs on assignment.

The defendant imprecator is said in the complaint to have several times asked for and been granted postponement in fulfilling his commitment to the French firm, and finally on Sept. 28 to have breached the compact in favor of his contract to produce "Dream" for Warners. He is charged with having accepted \$1,750 as a binder.

Haendler subsequently rushed to New York and Hollywood to plead with the producer to carry out his asserted pledge, but without avail the complaint states.

Plaintiffs, through Attorneys William H. Neblett and E. H. Mitchell, demand that Reinhardt be restrained from driving any services to Warners during the remainder of this month and throughout January, or until he shall have fulfilled his alleged prior commitment in London where a theater is now available on option. Habel company insists that "Die Fledermaus" be produced in London during the last two weeks in January, which would require Reinhardt's immediate departure from Hollywood for necessary rehearsals. Plaintiffs claim they have already been heavily damaged by delay and abortive expenses.

Warners, abetting Reinhardt through his attorney, Ronald Button, is prepared to offer strenuous opposition to the producer's removal from "Dream" at the hearing Wednesday.

Meantime, William Dieterle as co-director is in full charge of the Warners production.

## Navy Plays Ball with MG on 'Marines' Remake

Hollywood, Dec. 24. Navy department has okayed Metro's script for a remake of "Tell It to the Marines" and will cooperate with the studio in its filming.

Picture will be made around the marines at San Diego and goes into production early in the New Year with Wallace Beery topping Lucien Hubbard productions.

## Beery-Rooney Team

Hollywood, Dec. 24. Wallace Beery and Mickey Rooney will be launched as a new team by Metro for a group of pictures during the next year.

First yarn lined up is "Hero's Son," purchased from Frederick Hazlett Brennan.

## Comfy Now?

Hollywood, Dec. 24. Placks at Metro had to trot out 19 different divans, ransacking the prop rooms, before they found one to please Constance Bennett in a sitting with Clark Gable for publicity photos.

## FOX FROTHS AT PIC KIDDING TEMPLE

Hollywood, Dec. 24. Fox has registered a protest with the Hays office against Monogram over the latter's kidding of Shirley Temple in "The Million Dollar Baby." Fox also is protesting the use of the Temple name in advertising the film.

Complaints follow the catching of the Mono picture at preview here by Fox execs, who protested against the general kidding atmosphere of the picture and the several allusions made in the story to the Fox child contractee.

Mono is being asked to delete all such references to the child in the film and the dropping of the name in future advertising.

Monogram's film, written and directed by Joseph Santley, is admittedly based on the current furor over the child actress.

## Tie Bette Davis After Okay in Warners' Poll

Hollywood, Dec. 24. Bette Davis, not so long ago on the verge of walking from Warners because of dissatisfaction with parts, has set her hand and seal to new long term contract.

Mrs. Davis' stock took a swift rise as a result of "Of Human Bondage" and "Border Town." In a canvass of Warners players as to whose performance they regarded the best in 1934, made by studio execs, 17 of the 24 polled nominated Bette Davis' role in "Bondage."

She is set to play opposite Edward G. Robinson in "Money Man" as her next.

## LANGFORD SIGNED FOR WANGER 'VOGUES' TUNER

Hollywood, Dec. 24. Walter Wanger has signed contract with Frances Langford, NBC singer, who arrived on the coast last week to go on payroll of the producer.

Wanger is figuring on giving the vocalist a featured spot in his forthcoming musical, "Vogues of 1936."

## Two Get One—Maybe

Hollywood, Dec. 24. Big talk is on between Metro and 20th Century, with former wanting to borrow Ronald Colman on a one-picture deal.

Studio figures 20th should be willing after borrowing Beery twice and Gable once.

## H'WOOD DEARTH UPS SECONDARIES

Second-Raters in Production Cashing In More Than Ever Before—Supply and Demand

## ALL BRANCHES

Hollywood, Dec. 24. At no time in the history of motion picture production has mediocre talent been able to gather such returns as the present. Law of supply and demand governs their employment. Hollywood has always rated talent of all kinds in two classes, good and bad, so it follows that with class ability tied up and the bad craftsmen out, middling quality is getting more coin than it deserves.

At one studio recently, a director was needed for a picture ready to start. None of the studio's toppers were available and the studio did not wish to entrust the production to a poor director. Final selection was a pilot whose most recent picture was a poor grosser and who had been taken off his last assignment. Ordinarily he would be satisfied with \$5,000 for his work but because of the lack of available good directors, studio gave him \$7,500 for the job.

At present, writers with only intermediate ability are working steadily because class scribes are all employed. Most studios have the commonplace scribe turn out first drafts of stories, then turn the yarn over to their topnotch writers for a polish. Idea works as a time-saver.

Same condition exists with players. All those of ability are tied up at major studios. Casting secondaries in pictures, studios have to take undistinguished talent. Salaries paid are extremely high for the talent but not of necessity high for the part.

More ordinary people are getting top coin in pictures than in any other industry, but that's the picture business.

Pictures must get started on specified dates, to meet release contracts. With the time element un-governable in connection with supply and demand, talent, good or bad, seemingly will always be able to get big money in pictures.

## Buck Jones Breaks Barrier So Riders Can Get Xmas Coin

Hollywood, Dec. 24. To give some of the cow waddies who ride with him in pictures Christmas money, Buck Jones advanced start of his Universal picture, "Riders of the Crimson Trail," two weeks.

"Trail" was not scheduled to go in until after New Year, but when Jones spotted the long faces and the short purses of the buckaroo stars, many of whom hadn't worked for months, he got the production and sound trucks loaded and the company was on its way to Kernville location within a few hours.

## Veloz, Yolanda Dance, Teach in Par's 'Rumba'

Hollywood, Dec. 24. Veloz and Yolanda, ballroom dancing team from the Cocoanut Grove at the Ambassador, are at Paramount in a two-way capacity. They are instructing George Raft and Carole Lombard in torso twisting for the film "Rumba" and will also do a specialty number for the picture.

## MG Will Be Object of Pinkie's Affections for Next Six Months

## Mae's Rumba

Hollywood, Dec. 24. Surprise Mae West will spring in "Now I'm a Lady" will be a rumba dance. Star has been practicing for weeks and is said to have the hip weaving at her mercy.

## GIFTS TO FILM CHATTERERS NIX IN '34

Hollywood, Dec. 24. Just before Kris Kringle drove into town studio publicity heads pulled a get-together and voted there would be no gifts or bottled cheer for the lads and lassies who write the blurbs about their players. "Thing got too competitive" and that's what killed it off.

In the old days it was nothing out of the ordinary for the publicity chief to get \$5,000 from the front office to spread cheer among the scribes. Through special discounts and studio purchasing power they were able to hand the chatterers and quillers presents that retailed around \$50.

One local columnist last year gathered in gifts that couldn't have been duplicated for less than \$10,000. One producer, with but a single star under his wing, went down the line for \$4,000 to save the writing mob.

This year the studios are saying it with cards. Pretty ones they are, too. Some of them cost anything a buck. And loaded with sentiment, too.

## WB Gets 'Glory' For M. Davies; A \$72,500 Buy

"Page Miss Glory," legit current at the Majestic, N. Y., has been sold to Warner Bros. for \$72,500. That is the highest price for a Broadway play so far this season and caused surprise in film circles because there had been little or no competitive bidding, for the rights.

Understood Warners figures on "Glory" for Marion Davies. Show was produced by Laurence Schwab and Philip Dunning, latter also collaborating author.

## TORCHBEARERS MAY BE REVAMPED FOR ROGERS

Hollywood, Dec. 24. Bartlett Cormack has been switched from "Torchbearers" at Fox to "Day Never Came," Erich Pommer's next production which Richard Wallace will direct. Picture goes into production in three weeks with Wallace at the studio on a 10-week deal.

Meanwhile, William Conselman has been switched to writing the adaptation of "Torchbearers" for Buddy De Sylva. Possibilities are that the former stage play and vaude act will be rewritten for Will Rogers.

Hollywood, Dec. 24. Pinkie Tomlin and Coy Coe landed in Hollywood two months ago from Oklahoma City looking for fame and fortune. Pinkie had been a combination law student and truck driver back home. Coe had promoted himself into one of the run-of-the-barn affairs. Coe heard Pinkie warble. He had a peculiar delivery, half hill-billy, half urban. He was a goofy looking kid but had something.

Coe mortgaged the family possessions and with Pinkie set out for Hollywood in a broken down car. When the boys arrived here, they were a little weather-beaten and none too sound, financially.

Coe, fixin' to do something with his Oklahoma Flash, went to Metro. There the boys received what is technically known as the brush-off. Studio snickered a bit, told them to try elsewhere. Next stop was Radio where Lou Brock turned them over to Lee Marcus who gave them a Dave Dryer. Dryer recognized the same quality in Pinkie as Coe had, but could do nothing for him. However, he did send him to Jimmy Grier at the Biltmore Bowl. Grier heard Pinkie warble a tune which he had composed on his way here from back home, something about the object of his affections, having an effect on his complexion. Grier, with Coe's okay, hired Pinkie at \$75 weekly. Boys figured here was Utopia at six bits a week.

Make Way, For Pinkie. Pinkie became a local sensation. He went into the Paramount for four weeks. "Object of My Affections" became a Coast hit. Bing Crosby at \$75 weekly. Boys figured here was Utopia at six bits a week. (Continued on page 28)

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Happy New Year

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# Brit. Films Pick Up in Canada; 1934 B.O. Returns 25% Better

Toronto, Dec. 24. Independent survey of British film box-office revenue in Canada for 1934 reveals an approximate 25% increase over last year's total, according to distributors here.

Installation of modern equipment in British studios and developing or importation of technicians has removed that earlier prejudice against British films in Canada which arose from poor sound. Inferior story material has also been obliterated to a high degree, as far as audiences are concerned, but this is mainly due to the fact that distributors here are rejecting such British pictures as they deem mediocre, so that Canadian filmgoers are seeing only the cream of the British cinema crop.

Distributors point out, however, that the number of pictures being returned is decreasing and all are unanimous in stating that '34 has been their most successful year in British films, as borne out by box-office figures:

Ten best British pic of '34 as revenue-producers were:

'Chu Chin Chow (G-B); 'Blossom time' (BIP); 'Catherine the Great' (London); 'Constant Nymph' (Hagen); 'Power' (G-B); 'Red Wagon' (BIP); 'Evergreen' (G-B); 'Return of Bulldog Drummond' (BIP); 'The Court Defender'; 'Those Were the Days'.

Believed that early 1935 releases, some of which have been caught at trade screenings, will sustain the 1934 reception in Canada. Examples: 'The Sign of the Cross'; 'Scarlet Pimpernel' with Leslie Howard; 'Iron Duke' with George Arliss; 'Mary, Queen of Scots' with Madeline Carroll; 'Come What May' with Jack Hübner are among his b.o. prospects.

Also 'Lorna Doone' with Victoria Hopper, Hergeshelm's 'Java Head' with Anna May Wong and John Loder, 'Drake of England' with Matheson Lang, 'Abdul Hamid' with Raymond Massey, Fritz Kortner, Nils Asther and Adrienne Ames; 'Dance Band' with Buddy Rogers; 'La Bohème' with Gertrude Lawrence and Fairbanks, Jr.; and 'The Dubarry', starring Grete Natzler.

# SEE SETTLEMENT OF J-L-S VS. PAR

Charging it cannot get picture product for McVickers, Chicago, Jones, Linick & Schaefer of that city has brought suit against Paramount under the suit filed last Jan. Par being the dominating factor in the Chicago area through the powerful Balaban & Katz chain. Suit was brought in the Federal courts in New York and asks for an injunction, restraining Paramount and B. & K. together with Chicago exchanges of restricting supply of picture product to McVickers.

According to Paramount, the motion for a hearing on the action, set for tomorrow (Wednesday) will be marked off indefinitely, which means that the controversy will be satisfactorily ironed out. This is regarded as possible in view of the recent deal by the Par trustees with Aaron Jones, head of J. L. & S., turning over to them operation of McVickers to him. House was closed for some time. The trustees also reorganized bond issues and other obligations on the House.

B. & K. formerly operated McVickers as an old Chicago theatre landmark, but could not turn it to profit. If forced on the suit, this would probably be one point of defense.

# Forde Directs Whodunit

Hollywood, Dec. 24.

Eugene Forde draws the direction of the next Victor McLaglen-Edmund Forde picture, 'Recipe for Murder'.

'Murder' is from a magazine short story by Vincent Starrett, being scripted by Arthur Kober.

# Plugs and Follies

Hollywood, Dec. 24.

Figuring new Santa Anita race track will be outlet for American femme fashions similar to Paris tracks are international fashion setters, local track has engaged Gwen Walters to contact the newspapers, magazines, photo services, syndicates and newsreels on who's wearing what and make arrangements for pictures.

# Jules Rachman Stages Prison Show for Radio

Lincoln, Dec. 24.

Jules Rachman, former Omaha exhibitor now serving a 15-year sentence, is producer of a special Christmas radio program composed of prisoners at the state penitentiary. It's a follow-up on a similar stunt done around Thanksgiving. Programs broadcast by KFOP, Lincoln.

Programs are framed for family audiences with a five-minute talk by a prisoner on the subject, 'Crime Doesn't Pay'.

Rachman has recently been mentioned for a parole but that's indef.

# BRACKER POSTERS WILL COST MPPDA \$16,000

The J. L. Bracker poster series, which the Hays office is distributing gratis to the picture theatres of the country, will cost the MPPDA around a total of \$16,000. Each one-sheet will be wrapped in a tube for individual mailing and there are six in the series. Batches are also to be shipped to England and Australia.

First poster goes out the end of January, others following at month intervals. They are proposed for decorative lobby display with latent being emphasis of the relation between the screen and the public.

Theatre list was compiled via a post office checkup and it is estimated 12,000 houses in the U. S. will get the series. Bracker, artist, has done similar posters for other industries.

# Mono Not Joining Hays

Monogram is not joining the Hays office, according to W. Ray Johnson, president.

For about a year the Hays office has been after Monogram to join, but Mono prefers to be free of any Hays restrictions.

# Fox's 14 for January Sets Peak On Production in Recent Years

Hollywood, Dec. 24.

January production schedule at Fox is the biggest at that studio for years, with expectations that 14 features will be in the work during that month, of which only two, 'Dante's Inferno' and George White's 'Scandals', will be carryovers from December.

'Man Eating Tiger', the Ben Hecht-Rose Taylor film with Melville Brown directing, goes in Jan. 2. Following day production starts on 'Recipe for Murder', a Victor McLaglen-Edmund Lowe yarn, with Eugene Forde directing.

Jan. 7 sees the start on the Jesse Lasky production, 'Red Heads on Parade', and three days later 'Highway Robbery', from Albert Troy-

# Loew's Restores Cuts

Loew's Christmas present to employees was the elimination of salary cuts, original salaries being paid last Friday (21).

Executive office slipped the word around that no publicity was desired about the restoration. Reversing of cuts goes also for the Metro organization.

# GUILD NEEDS 8 MORE VOTES ON EQUITY

Hollywood, Dec. 24.

Screen Actors' Guild is within eight votes of having the necessary two-thirds ratification from their class-A membership for application for an A. F. L. charter under AAAA jurisdiction.

Nature of the mail voting calls for no negative replies, as request to the membership is to send in only affirmation ballots if the members are in accord.

With indications that the necessary eight will be secured within the next few days, Guild has set Jan. 16 as a date for a mass meeting at the Hollywood Woman's club when the A. F. L. proposition will be explained in full and affiliation formally ratified.

Immediately afterwards application for the AAAA charter will be made.

# Radio Skeds Black And White Tunes, 3 Others by April

Hollywood, Dec. 24.

Radio has four musicals set for production within the next four months. First will be the Bradford Pelt-Rapport Dix untitled yarn which Felix Young will produce. Picture will be a black-and-white musical with several colored players and a colored chorus. Music is by Dorothy Ferebee and James McHugh. Leon Gendler and Sig Herzig are adapting an original story which Zion Myers will produce. John Mercer is being brought from New York to do the lyrics for the Gendler tunes.

Irving Berlin is preparing the music for 'High Hat', the next Fred Astaire picture. Al Rosenberg is working on an untitled yarn by Wheeler and Woolsey which will start early in March. Tunes for the latter will be bought outside the studio.

# DERR, SULLIVAN WIND UP CONFABS IN EAST

Hollywood, Dec. 24.

E. B. Derr and Charles Sullivan, in New York for the past two weeks for distribution conferences on their planned series of pictures, are due back here today (24) to spend the holidays with their families.

Pair have been working on this and several other production-distribution deals for the past year.

nor's short story, goes before cameras. Erich Pommer starts his second production for Fox, 'Thunder in the Night', with Warner Baxter-Ketti Gallian on Jan. 14, and on the same day 'Work of Art' from the Sinclair Lewis story, goes in at the Western avenue studio.

'Tabloid', newspaper story by Sidney Skolsky and Claude Binyon, is scheduled to start Jan. 16 and on the 21st, 'Nymph Errand', Buddy De Sylva production, co-featuring Alice Faye and Jack Haley goes in. Also on the 21st '101 Rites', starts. 'Torch Singer', based on George Kelly's stage play, is down for Jan. 28 starter. This also is to be handled by De Sylva.

# C. E. Richardson Resigns for 2d Time, See Exec Post for Him with Par

# Cautious

Hollywood, Dec. 24.

Taking no chances with the holiday spirit, Harry Lachman, director of Par's Inferno, provided for picture crews for the suds at his pre-Xmas party to cast and crew on the set last night (Sunday).

At previous parties some exuberant celebrants have used glass mugs for heaving purposes.

# Boris Morros To Head Par's Foreign Prod.

Boris Morros, six months to a year from now, is to head all foreign production activity of Paramount, under plans which Adolph Zukor has in mind for him. Within that time Par is to be reinvigorated the foreign market on a larger scale, producing in England and France as well as in Czechoslovakia, if any of the majors are to return to that country.

Morros will go out to the Coast studio the end of January at Zukor's suggestion to spend six to eight months there before going abroad.

At present Par's foreign film-making progress is considerably curbed. The company is doing nothing in France and no more than necessary quotas in England.

Morros has been head of music and stage productions at the Broadway Paramount, besides managing director of the house.

Morroe on Saturday (22) bought a Deussenberg car in which he and his family will drive to the Coast.

# HOFFARTH FINED FOR DUPING PRINTS

Attorney Gabriel Hess, general counsel of the Motion Picture Producers & Distributors Association, prosecuted successfully today infringement of copyright actions by picture companies against David Hoffarth, of Tonkers, N. Y., in the Federal Court, before Judge Murray Hulbert. Paramount and Harold Lloyd Corp. sued in one action, Judge in the other the Pathé Exchange and RKO-Pathé, with two other firms, 'Splashing Thru' and 'Bugville Romance'.

Judge Hulbert ordered the prints returned to the plaintiff owners and additionally awarded Par and the RKO-Pathé \$250 damages and costs in the matter of the 'Movie Crazy' action. In the action involving the other two prints, Judge Hulbert awarded Pathé, Van Beuren and RKO-Pathé \$500 damages and costs, likewise ordering the prints returned to them.

Investigations which resulted in the two actions began last spring. The prints were traced as unauthorized exhibition in Maine and finally resulted in their seizure by a U. S. marshal.

# Mascot Turns Loose Nine Scribs on Yarns

Hollywood, Dec. 24.

Nine scribblers were assigned to new stories at Mascot Thursday (20). Charles Condon and Joseph McDonnell are adapting 'Waterfront Lady'; Jack Natofford is developing a newspaper yarn around 'Hillbilly'; Harry Edwards and Wallace MacDonald are writing the script for 'One Frightened Night'.

Tom Scott and Dell Andrews have been assigned to do the screen play for 'Come a Woman', and James Greven and Charles Barton are adapting 'Behind the Green Lights'.

Charles E. Richardson, one of the three Paramount trustees, resigned last week for the second time, last week. His action comes on the verge of the court hearing on the company's reorganization. On the last occasion of his resigning which occurred just prior to the company asking for relief under Section 77B of the new Corporate Bankruptcy Act, Richardson was importuned by the management to stick it out.

That changed his mind and Richardson, at the time, and since, has been figured for a company operating post. His present resignation is calculated to indicate a high post for him in the home office of the company. Root, Clark, Buckner & Holliman, counsel to the trustees, and the law firm of Cook, Nathan & Lehman, through Alfred Cook, are stated to be behind Richardson. The stockholder element in the Par reorganization is accounted as further supporting this plan, as well as the present Par management for Richardson.

In the meantime, Par is left with only two trustees, Eugene W. Leake and Charles D. Hillier.

At the hearing on Thursday (27) in court on the company's reorganization plan, it is expected that no additional directors to the nine who will be voted for appointment. In the meantime the new board will continue as is.

There is a possibility of only one exception that might be made in this connection. The court would refer to the possibility of a prominent financial person being named to the new board.

James Roosevelt, son of the President, is deemed certain also to occupy a position in the new company.

# SUN. WORK, BUT NOT MUCH WORK

Hollywood, Dec. 24.

Sunday (23) operation of the studios, which closed for Monday and Xmas, proved somewhat of a joke, as it was a case of Yule cheer and exchange of presents more than work.

Fox had one company at the Westwood plant and three tolling at Western avenue plant, with skeleton crews of various executive and company offices. Paramount, with two pictures working, was the same way.

Also Universal. Latter plant was open today (Monday) as was Metro.

# 'WANDERING JEW' FILM SET FOR B'WAY HOUSE

'The Wandering Jew' (Twickenham), British-made film which Metro almost bought for American release a few months ago, has been booked into the Criterion, New York for a first run in about three weeks. Morris Landau, who is the U. S. rep. of Twickenham, is releasing the film on his own.

Metro had made a deal for the release of the film and it booked into the Capitol, New York, but changed its mind at the last minute due to doubts of a Jewish group.

# 'Cardboard Lover' Back At MG for 3d Filing

Hollywood, Dec. 24.

Metro is figuring on a remake of 'Cardboard Lover', which has been colluded on two previous occasions. Last time it was released as 'The Passionate Plumber', with Buster Keaton featured.

New treatment for the remake is being written by H. M. Harwood, Ernest Valde and Claudine West.

# PAR DROPS 3 SCRIBES

Hollywood, Dec. 24.

With their assignments completed, Paramount dropped three writers on Saturday (23).

They were Lewis E. Cobb, Joseph McCarthy and Max Lieb.

# B. O. TAX MAYBE PERMANENT

## N.Y. Sup. Ct Doesn't Absolve GTE, Fox-Chase Stock Pool, but Dismisses \$4,000,000 Action on a Technicality

If, in violation of their duties as directors, the board members of General Theatres Equipment, Inc., participated in a syndicate, and Chase Securities Corp., as a member of that syndicate, made personal profits in transactions encompassing the transfer and exchange of stock between Fox Film, Fox Theatres Corp. and GTE, then they should be compelled by appropriate proceedings to give them up. This is the ruling Justice Samuel Rosenman, in the N. Y. Supreme Court handed down last Wednesday (19), in a case which he considered apparently to get them up. This is the ruling Justice Samuel Rosenman, in the N. Y. Supreme Court handed down last Wednesday (19), in a case which he considered apparently to get them up. This is the ruling Justice Samuel Rosenman, in the N. Y. Supreme Court handed down last Wednesday (19), in a case which he considered apparently to get them up.

Justice Rosenman's decision was made on the motion to dismiss by defense counsel, before defense testimony was taken.

Plaintiffs in the suit were James C. Clear, Harry Lurie and Gustave Oppenheimer, all stockholders of Fox Film, Oppenheimer was an intervening plaintiff. As is the case in such stockholders' actions, the company, in this case Fox Films, also is a nominal plaintiff suing itself.

Defendants among others included Charles W. Higley, Oscar L. Gubelman, W. R. Sheehan, Charles B. Stuart, Saul E. Rogers, Harry L. Clarke, Matthew C. Brunt, William Fox, Arthur L. La Frenz, Samuel W. Fordyce, Walter R. Herrick, S. R. Burns, Murray J. Dodge, William F. Ingham, Ernest W. Niver, William W. Watson, W. S. Hammons, W. E. Green, Halsey, Stuart & Co., Inc., Fox Films Corp., Fox Theatres Corp., John F. Sherman and William Atkinson, as receivers for Fox Theatres; General Theatres Equipment, Inc., and U. S. Senator Daniel O. Hastings, as receiver for GTE; Chase Securities and Chase National Bank, Atkinson, as receiver of the suit, more than a year ago, has resigned. John F. Sherman, since has died.

Suit had been on trial for more than a week. Most of the plaintiff's testimony was through depositions. Among those who gave testimony at the trial was Murray Dodge, former operating executive of Chase Securities.

Olivary, Elmer & Donnelly, and Attorney Harold Flerman, represented the plaintiffs. There were a dozen or so lawyers acting for various defendants, including former Justice Clarence J. Shern.

240,000 Shares  
Plaintiffs sought to recover from defendants all the profits made by the syndicate in 240,000 shares of stock totalling around \$4,000,000. This, in addition to claims for alleged damages suffered by Fox Film as result of the issuance of its own

(Continued on page 55)

## U STUDIO SHAKEUP

### IMPENDS, JR. BACK

Hollywood, Dec. 24. Carl Laemmle, Jr., arrived here today (Monday) from the east and conferred immediately with his father on studio setup, which may bring changes in the executive personnel, especially among those who attempted to place blame on him for studio conditions after he left for New York.

Junior will continue as general manager of the parent, while the elder Laemmle keeps the top production and Fred Meyer functioning as liaison between the Laemmles.

## WB Execs Leave Coast

Hollywood, Dec. 24.

Andy Smith and Jake Wilk of Warners hopped Friday (21) for the east in order to spend Xmas with their families. Harry M. Warner and Charles Einfeld, who came west with the pair a week ago, remain over for another two weeks.

Einfeld went to San Francisco to spend Xmas with friends and will return to the studio for further production conferences Wednesday (28).

## NOV., '34, AMUS. TAXES A BIT UNDER OCT.

Washington, Dec. 24.

Slight slump of admissions during November was indicated last week in the Internal Revenue Bureau's monthly statement of tax receipts which shows Government take ran well ahead of last year but slid below previous month.

U. S. share of box office receipts in November amounted to \$1,443,213, which was \$21,552 more than the same month last year, but \$53,279 under the October, 1934, total.

## KATZ ON M-G TUNERS, CONSIDINE AS AIDE

Hollywood, Dec. 24.

Sam Katz is taking over the musical units at Metro and has John Considine, in association with Arthur Feed and Herb Nacio Brown, handling the supervision of "Broadway Melody of 1935." Alex E. Aarons is sitting in as production advisor.

Jack McGowan has come on from New York to prepare the script in collaboration with Sid Silvers. Picture goes before the cameras around Feb. 1

## Goulding Produces, Directs M-G 'Flame'

Hollywood, Dec. 24.

First assignment for Edmund Goulding as a Metro producer will be "The Flame Within" which he also directs. Picture gets going around Jan. 15 with a cast made up mostly of stock players.

Due to the illness of his wife, Goulding has been inactive, his last picture at M-G being "Hip Tide."

## Sid Kent West After

### The First of the Year

Sidney R. Kent plans going to the Coast right after New Year's for a checkup on production and conferences.

Winnie Sheehan considered remaining east over the holidays to go west with Kent but left Friday (21), accompanied by Gabe Yorke, studio publicity head. Sheehan came east on legal matters.

## Sheehan Returns West

W. R. Sheehan and Gabe Yorke, head of Fox studio publicity, returned to the Coast over the week end.

Sheehan o.o.d. Farmer Takes a Wife' his first day in, play having been acquired by Fox for Janet Gaynor.

## RECOMMENDED TO CONGRESS

10% Admish Levy Considered Certain to Continue—Called Painless Tax—Only Relief for Theatres Likely from Proposed Fed-State Tax Pool

### 'PAINLESS'

Washington, Dec. 24.

Continuation of the 10% 'temporary' admissions levy for at least another year will be recommended to Congress next month by a special House of Representatives subcommittee. A study of the desirability of making the tariff a permanent feature of the Federal revenue system will be launched next year.

Although the administration is determined to avoid new or boosted levies, continuation of the admission fee is certain. Prediction that the subcommittee will urge extension of all 'miscellaneous' levies expiring this year was made last week by Chairman Samuel B. Hill, Dem. of Washington, influential member of the potent Ways and Means committee.

Faced with continued deficits and uncurtailed government spending, Congress cannot permit abolition of any of the nuisance taxes imposed in 1932 for only a two-year period. It was indicated. The emergency gasoline tax, electric power tariff and more than a score of assorted imposts will be extended until 1936 to avoid raising rates on corporation and personal incomes.

Revenues Studying  
Fear that the admission levy may be made permanent was stirred up by announcement last week that a corps of revenue experts is studying the question of overlapping taxes and of bringing state and Federal revenue systems into better balance. The brain trust will survey the entire field to determine what lines of business are most burdened with Federal, state, county and municipal imposts and to seek some way of preventing excessive duplication.

Federal government has favored an admissions tax for years, as was indicated by the reluctance with which the war-time impost was abandoned during the boom-days. Tax experts contend this fee is simple and inexpensive for the government to collect, and dependable as a steady source of income. Consequently it appears likely the new study will result in recommendations that the box office charge be continued in operation indefinitely. Hope that the amusement industry may be relieved of some of its

(Continued on page 28)

## Sweeping Film Code Changes May Eventuate; Hearings in January To Embrace All of NRA Program

## Hays on Coast

Hollywood, Dec. 24.

Will Hays slipped into town unexpectedly ahead of schedule last night (Sunday) accompanied by Will Jr., Maurice MacKenzie and Mrs. MacKenzie.

Hays and his son immediately slipped north to a ranch for several of his shooting days New Year's. He returns here next Monday (31) and remains two weeks on morality survey, etc.

## THALBERG'S FOR METRO IN 1935

Hollywood, Dec. 24.

Irving Thalberg has seven productions scheduled for 1935 at Metro. Producer's first will be the remake of "Her Cardboard Lover" with Chevalier starred. "Mutiny on the Bounty" and "China Seas" are set to follow, with Beery-Gable-Montgomery in the former and Gable and Jean Harlow in the latter.

Some time in March the untitled Marx Brothers' picture is set to start with the first draft of the story by James K. McGuinness, Bert Kalmar and Harry Ruby about complete. "No More Ladies," with Joan Crawford and Robert Montgomery, and E. H. Griffith directing, is also on Thalberg's schedule.

"Good Earth," which has been in preparation for the past year, will be a summer production. Thalberg has shelved the idea of making the picture with a Chinese cast, and will stick to orientals. "Cool Rhododendrons," with Charles Laughton, and "Marie Antoinette," with Norma Shearer, will not get under way until fall.

## RIVKIN TALENT SCOUT FOR ROACH IN EAST

Hollywood, Dec. 24.

Joe Rivkin, New York agent, goes with Hal Roach as talent scout and eastern contact for the studio. Deal was made in New York by Henry Ginsberg, general manager for Roach. Before opening offices in New York Rivkin will come here around Jan. 7 for a studio look-around.

Washington, Dec. 24.  
Desirability of sweeping code changes or of abandonment of the film competition agreement will be aired early in January as Federal authorities get down to brass tacks on the future of the National Recovery program.

With details of future legislation still under cover, S. Clay Williams, chairman of the National Industrial Recovery Board, last week revealed plan for extensive hearings on all matters of major policy and implied complete change in operating procedure of the NRA. No definite date has been set for taking up questions of interest to the film industry.

Definite assurance that Congress will be asked to make permanent the basic legal features of the temporary N.I.R.A. was forthcoming from the White House last week as President Roosevelt received an appeal from organized labor for a one-year extension of the Recovery statute.

This was the first authentic disclosure of the Administration's frame of mind, despite frequent rumors as to the nature of a new permanent law which will be recommended by the White House.

Preparing for drastic changes in the underlying philosophy of the NRA, Williams said that the board which succeeded Gen. Hugh S. Johnson will initiate a series of open discussions which at first glance appear to be a repetition of the acrimonious Darrow Board inquiry of last Spring. The scope of the hearings will run from price fixing to employment conditions.

Price control and price fixing was designated as the topic for the first hearing which will open Jan. 9. While the film industry has no particular interest in future Government price policies, it is generally believed that the ultimate decision on this question will be a valuable indication of the attitude which the Government will adopt toward future efforts to bring about 'planned economy' through stringent industry regulation.

Subsequent policy hearings, the Board said, will take up general labor and employment questions, the plight of small business enterprises, and methods of code enforcement and administration.

Another Version of Darrow B'd  
The film industry undoubtedly will participate in all of these matters. (Continued on page 27)

## M-G Selling Shorts in Chi Though Features Still Remain Stalled

Chicago, Dec. 24.

Despite the general indie exhibit stand against Metro features this season, the boys are purchasing M-G shorts.

Since the exhibit burrup is purely against Metro's percentage and preferred playing time policy, the theatres have no objection to buying the flat-rental two and one reels.

## HARBURG'S FIRST U PROD, 'SHOW BOAT'

Hollywood, Dec. 24.

First production for E. Y. Harburg, Universal's new musical producer, will be "Show Boat." Picture was originally planned as a Frank Borzage picture but was jumped over to Warners. James Whale has been assigned to direct. Production is slated to start shortly after Jan. 1 when Harburg returns from New York.

## Report N. L. Nathanson's Show Biz Retirement to Join Royal Bank (Can.)

Toronto, Dec. 24.

Authoritative observers see N. L. Nathanson as retiring from active show business in Canada, to go into the banking business here and in England. Understood that the Par showman has an offer from the Hots of the Royal Bank of Canada which is all set.

New activity will take Nathanson out of the film business. Consequently it appears likely the new study will result in recommendations that the box office charge be continued in operation indefinitely. Hope that the amusement industry may be relieved of some of its

Nathanson's Interest in Regal Films, Ltd., Canadian is not mentioned in current talk, and whether the Canadian showman means to dispose of such interest can't be determined. Nathanson has been a leading figure in the theatre, and film business for years. He is credited greatly with having developed the F. P. Canadian theatres and more recently, since he has taken charge again of the circuit, the Canadian branch of Par theatres are stated to have jumped ahead perceptibly.

Nathanson and the Holts, of the Royal Bank, are known to be very friendly. Andrew, the younger Holt, it is stated will be actively associated with Nathanson in the new venture.

# Amusements Slightly Down, Follow General Market Trend of Week

Selling of utilities unsettled the whole market in past week, and Dow-Jones Industrial Averages fell off 11 1/2 points at 33.73. Ability of market generally to hold fairly steady in face of concerted drive against utility issues brought out favorable comment.

Amusement group averages also held fairly firm despite nose-dive of Radio Preferred B on Saturday (22). Average finished week at 34.95, where they down 0.573 point from preceding close. Group of 12 representative stocks had dipped to 34, and at one time managed to get up to 35 1/2. Amusements ran true to form in that it had been anticipated that further consolidation or marking time might be pattern for group.

Announcement by Radio Corp. directors that they had rejected plan to readjust the company's capital structure for present straitened financial conditions in Radio issues. Street had expected action to clear up airwaves on preferred issues, and best reports had it that common stock might be used in paying up arrears. Many anticipated such issuance of common would further lower value of common shares, and Radio common had been discounting such action by hovering about 1924 low mark.

Such overnight news made Radio stocks a feature of Saturday's stock exchange trading. Radio B broke nearly 4 points on initial sale of 1,000 shares at 37 1/2. Soon the common was selling nearly a point higher than its Friday close. One block of 8,000 shares of Radio common sold at 6 during opening hour, and another block of 4,200 shares exchanged hands in paying up arrears. Radio Preferred A also dropped badly.

Radio B continued to falter throughout Saturday's trading, closing at 37 1/2, where it was off 1 1/2 points on week. High of 45 had been recorded for this preferred on Monday. Radio A touched 52 1/2 and finished at 52 1/2, down 2 1/2 points on week. Its high was 54 1/2, recorded Monday, and at this price it was only a fourth of a point away from year's peak.

**Radio Common Up**  
Radio common fell back near close to wind at 34 1/2. It was up half a point on week. Low mark was at 4 1/2, only a quarter away from 1934 low. Of the 130,400 shares of common that exchanged hands during week, Saturday witnessed a total of 53,000 shares. Radio B fell badly considering that only 16,400 shares changed hands, while total sales for week in this issue were 62,100 shares. Preferred B was down 4 1/2 points in Saturday's trading. Radio A recorded its 11th day's trading during its Saturday dip. Saturday's shares were exchanged Saturday, while total sales in week were 3,000 shares. Because Radio director's committee (Continued on page 50)

## PAULINE LORD STARS IN 'SO RED THE ROSE'

Hollywood, Dec. 24.  
Wesley Ruggles has been given the directorial assignment on Paramount's 'So Red the Rose' Maxwell Anderson is scripting the Stark Young novel.  
Piece will be a star for Pauline Lord.

### L. A. to N. Y.

- Ben Verachloster.
- Minna Wallis.
- Mady Christians.
- Herman L. Mankiewicz.
- James Blakeley.
- J. P. McEvoy.
- J. E. Ottersen.
- Pat Casey.
- E. B. Hatrick.
- Jack Whitman.
- Pauline Starke.
- Edward G. Robinson.
- Andy Smith.
- Jake Wilkinson.
- Don Porter.
- Leontine Sagan.
- Walter Lang.
- Harry Ruskin.
- Gogo Delys.
- J. R. McCarthy.
- Mr. and Mrs. A. M. Botsford.
- Pat De Cicco.
- William Sussman.
- Charles Bickford.
- May Robson.
- John Boles.

### N. Y. to L. A.

- W. R. Sheehan.
- Grace York.
- Milly Hays.
- Maurice McKenzie.

## CAN'T FIGURE FREAK FILM

No Release Deal on 'Life Returns' Till Public Slant Pegged

Hollywood, Dec. 24.  
Final distribution deal for Dr. Eugene Frenke's 'Life Returns', feature by Universal, will depend on reception of the picture in San Francisco and possibly two other spots. Universal, which advanced \$40,000 to Frenke on the production, feels that the picture is too unusual for regular release and doubts its draw as a roadshow show.

Story is based on Dr. Cornish's experiments in bringing dogs back to life after they have been suffocated.

Studio has asked Frenke's rejection plan to take the picture out to three key cities for experimental engagements. San Francisco, Dr. Cornish's home town, where he conducted the experiments, is the only city asked so far, with that date still pending.

## FURBER RE-ELECTED TO HEAD TRANS-LUX MGMT.

Percy N. Furber's management of the Trans-Lux Corp. was okayed by stockholders at the company's annual meeting Friday (21). Furber won by a majority of 167,348 shares. The total number of shares qualified to vote is 776,348. The total vote was 1,172,525.  
Furber received 439,471 shares, against 232,005 for the opposition.  
New directors elected were Ellery Mann, Everett W. Marshall, Percy N. Furber, Albert Farrington, Robert Gordon, Leavitt J. Hunt, George H. Robinson, Robert L. Daine, George N. Elcheberger, Walter Slomser, Leslie E. Thompson, Robert Atkins, Stuart, Febb, L. A. Hall and Edwin G. Lauder.  
Major Thompson is president of RKO theatres. Stuart Webb is president of Pathé.

## Rogers Starts New Year with 2 at Par

Hollywood, Dec. 24.  
Under his new contract with Paramount, Charles R. Rogers will put two pictures in production after the first of the year. 'Hold 'Em Yale' gets going around Jan. 7 with Boris Stogoff directing. Cast includes Patricia Ellis, Caesar Romero, William Frayley, Warren B. Hymer, Andy Devine, George E. Stone, Buster Crabbe and George Barbier.  
Rogers has assigned Ralph Murphy to the direction of his second, 'McFadden's Flats'. Walter C. Kelly, Andy Clyde, Jane Darwell and George Barbier already cast.

## BOTSFORD KXAMES IN N.Y.

Hollywood, Dec. 24.  
A. M. Botsford arrives in New York Tuesday (Xmas) to spend the holidays.  
Returns here Jan. 7.

## Mascot Leases Sennett Plant, First Indie in Its Own Studio

Hollywood, Dec. 24.  
Mascot has closed negotiations with Guaranty Liquidating Corp. whereby the independent producing company takes a long term lease on the Mack Sennett Studios in North Hollywood. It's the first indie outfit taking over its own plant.  
Deal was closed Saturday (22) by Nat Levine, president of Mascot, and Hadley B. Dodge, head of Guaranty Liquidating, which holds title on the property and buildings.  
Mascot will change the name of the plant immediately to Mascot Studios, and Levine is reported ready to go for flashy neon signs to decorate the structure, which is on the main highway to San Francisco. Several thousand dollars will be spent in remodeling executive of-

## Yesterday's Prices

Sales.	300 Col.	200 East.	100 Gen.	500 Par.	1,000 RCA.	5,000 Pub.	10,000 W. B.
High.	87 1/2	111 1/2	110 1/2	110 1/2	110 1/2	110 1/2	110 1/2
Low.	87 1/2	111 1/2	110 1/2	110 1/2	110 1/2	110 1/2	110 1/2
Last.	87 1/2	111 1/2	110 1/2	110 1/2	110 1/2	110 1/2	110 1/2
Chgs.	1/2	1/2	1/2	1/2	1/2	1/2	1/2

BONDS	7,000 Gen.	7,000 Low.	10,000 Par.	10,000 Pub.	10,000 W. B.
High.	105 1/2	105 1/2	105 1/2	105 1/2	105 1/2
Low.	105 1/2	105 1/2	105 1/2	105 1/2	105 1/2
Last.	105 1/2	105 1/2	105 1/2	105 1/2	105 1/2
Chgs.	1/2	1/2	1/2	1/2	1/2

## L. A. JR. ORPH FIGHTS R'CVR

Los Angeles, Dec. 24.  
Seeking to avoid receivership, the Junior Orpheum Los Angeles Corp., operating the RKO-Hillstreet theatre, has filed petition in Federal Court to operate under Section 77a of the amended Bankruptcy Act, permitting reorganization without suspension of business under court sanction and supervision.

Junior Orpheum in its petition admits liabilities of approximately \$2,000,000, with assets enough to cover, but troubled by meeting current obligations. Among the assets are listed the RKO-Hillstreet theatre, valued at \$2,312,656, a depreciation reserve fund of \$16,000 and \$10,000 in cash.

Creditors, bondholders and stockholders have been notified to appear before U. S. Dist. Judge William F. James on Jan. 7 to consider the proposed plan of reorganization and granting of the petition.

## WALTER LANG HITTING HARLEM VIA MEMPHIS

Hollywood, Dec. 24.  
Walter Lang left here by plane Saturday to spend Christmas with his mother in Memphis. From there he goes to New York to absorb Harlem for the Felix Young musical at Radio which he directs on his return.

Musical is a black and white story using several colored players in the leads.

## M. P. Relief Does Out, Viduals to Film Needy

Hollywood, Dec. 24.  
M. P. Relief Fund distributed more than 1,000 baskets of food to the industry's needy today. Contributions of about \$10,000 from picture people made possible the spread of Christmas cheer. Those without families were given meal tickets.  
Distribution was supervised by Francis X. Bauer, secretary of the fund, who drew the names from lists submitted by the studios.

## Inside Stuff—Pictures

Just like John Hickey, vaude producer, who called a meeting of vaude producers, showing up all alone at his own meeting, Warners called a confab of all the old-time songwriters in town. Only three showed up: Gus Edwards, Anatole Friedman and Joan Schwartz, with the guest of honor, Dick Gerard, who co-authored the original 'Sweet Adeline', also in attendance. Warners' (teup is in connection with the Kern-Hammerstein musical, which WB just filmed, and, while a battery of exploiters were present, few songwriters attended.

N. Y. Cheese club feted Police Commissioner Valentine last Wednesday (19), first time this season that the club put over its regular Monday luncheon. Did it as a courtesy to Commissioner.

Harry Herschfeld, in gagging about Walter Winchell and Ed Sullivan usurping the police department's duties by giving out alleged inside stuff on all sorts of cases, declared, 'Pretty soon one will murder the other, and the other will get the chair, and then we'll all be happy.'

Universal has given Columbia the right to use the title, 'The Whole Town's Talking', as a substitute for 'Passport to Fame', for the picture, starring Edward G. Robinson and Jean Parker.

Universal got the title back in 1928 when it made a screen version of the stage comedy produced on Broadway. U made the courtesy back to Columbia following announcement by the latter that it had paid Milton Bren a \$50 bonus for suggesting the monicker.

The 'facts of life' were ruthlessly eliminated from Universal's 'The Good Fairy' when Joe Breen's cleansing cohorts towed out a botanical innuendo dealing with the love life of posies. Scene is where the old German woman character explains to the naive Margaret-Sullivan in the picture the function of the coral pollen wafted from one stalk to another on the wanton winds.

Arty Westminster, \$60-a-weeker, in New York, showing 'Man of Aran' on a two-a-day \$1-top run, will end profitably, averaging \$2,900 a week. It goes out Jan. 2 after nine weeks. Westminster booked it after a disappointing \$2.20 try at the Criterion. Operating on a slim budget, most of the advertising has been through a personal letter campaign worked out by J. C. Gee, manager.

Jenn Herscholt plans a book, or a series of articles, of reminiscences when he reaches the 35-year-in-business mark. On a recent radio broadcast, the action requested comrades of pioneer days in Hollywood to write him. Present picture in which Herscholt is working for Metro is his 426th, possibly the high number for any current film player.

A few weeks ago when the Catholic churches of the country asked worshippers to stand up in signifying that they would take the pledge against objectionable pictures, a member of the Hays office, attending high mass, also stood up. He is said to hate seeing motion pictures when not having to.

When Wheeler and Woolsey headlined at Hamrick's Music Box, Tacoma, for three days, they said before leaving via plane for Hollywood they collected more for their three days on a 35% of gross split than on straight bookings in Seattle and Portland.

Lee Rosenblatt, sister of Sol A. Rosenblatt, is now in the Columbia studio publicity. It's a move from the reading department. Around the studio Miss Rosenblatt is known as Lee Ronell. Latter name is used by another sister who writes music as Ann Ronell.

Much publicity was given the recent announcement that a producer would resign from a major studio to organize his own producing company. Affair was apparently a buildup for a new contract. Anyway, the producer was given a new and better contract by the studio.

When Columbia puts the next Grace Moore picture into work, around the middle of February, operatic arias will be drawn from 'Faust' and 'La Boheme'. Studio is also after excerpts from 'The Mikado' (Gilbert and Sullivan) for this film.

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# THEATRE PROPERTY ROOM

## L. A. Court Okays F-WC \$17,000,000 Sale, Brushing Aside Last Barrier

Los Angeles, Dec. 24. Sale of West Coast Theatres bankrupt estate to National Theatre Corp. for a sum approximating \$17,000,000, as ordered by Referee Earl E. Moss, was confirmed on Saturday (23) by U. S. District Court Judge George Cosgrave. The Court, to which protest of sale had been taken on writ of review by attorneys for Marshall Square Theatre and Harry L. Hartman of the San Diego Orpheum theatre, did not elaborate on the decision.

Attorneys Jules C. Goldstone and Joseph Lewinson for the protectants announced immediately that they would carry their challenge up to the U. S. Circuit Court of Appeals and, if necessary, to the U. S. Supreme Court. They were given 10 days to perfect the appeal.

Immediate disposition of the F-WC assets was laid in Judge Cosgrave's legal lap on certificate of review from the sale order granted two weeks ago by Referee in Bankruptcy Earl E. Moss. Attorneys Goldstone and Lewinson for Marshall Square Theatre and Hartman, who are seeking to prevent transfer of the circuit's property, filed after trial of federal damage suits, including the F-WC trustees among defendants, charged violation of the Sherman and Clayton anti-trust acts.

### Opponents' Protests

Appellants, in carrying the case up on review, argued that the assets should be kept intact under responsibility of the trustees so that judgment, in case it was recovered by the plaintiffs in the damage suits, would be collectible. If the estate passed into the hands of National Theatre and the assets were absorbed in reorganization combinations, recovery would be dubious, Attorneys Goldstone and Lewinson contended.

In support of their challenge of sale, counsel tried to prove that Referee Moss's affirmation of the purchase bid did not constitute a valid sale because it lacked a proper cash consideration, and that the so-called dividend of 100c on the dollar to all unsecured creditors was not actually a dividend.

Attorneys Walter K. Tuller, B. F. Shipman and Oscar Lawler, who represented the trustees, Charles P. Skouras, Charles C. Irwin and William H. Moore, Jr., asserted the valid order as being legitimate, advantageous to all creditors who had come into bankruptcy court with claims, and as complying in every respect, equitably as well as technically, with the bankruptcy act. They claim, for the trustees, that the handling of the F-WC bankrupt estate, from a condition where the operating losses were \$25,000 a week, when they were reduced to a profitable status enabling discharge of the claims in full, was the most remarkable stewardship of any big bankrupt in the history of show business.

### Trustees' Arguments

Attorneys for the trustees contended that the protectants were amply covered for recovery of any judgment by the indemnification clauses attached to the purchase bid, and by the specific assignment by the purchaser of legitimate administration charges, into which admittedly the type of litigation involved would fall.

Arguments were finally submitted on briefs addressed mainly to the issues: Is the proposed sale, as ordered by Referee Moss with full approval of all unsecured creditors, a permissible distribution of assets under the bankruptcy act? Does a sale as here proposed depend upon cash payments, and may the bankruptcy be terminated while litigation involving the trustees is pending in other legal forums? Does a sale as here proposed depend upon 100 pages of argument and citations to be scrutinized by the court in affirming or revoking the sale.

## Small Gets Busy on New Reliance Prod.

Hollywood, Dec. 24. Edward Small is starting production plans rolling for his new group of features to be made for Reliance during 1935. Producer returned last week from New York, accompanied by Sam Wood, Louis Weitzenkorn and Lillian Hellman.

Wood will direct one for Reliance. Weitzenkorn is slated to write an original titled "Washington Correspondent," while Miss Hellman will adapt "The Melody Lingers On." Lowell Brennan's novel recently secured for pictures by Small.

## MINN. RENTALS UP 25-500% IN 1934

Minneapolis, Dec. 24. Local film exchanges report that 1934 showed business increases ranging from 25% to 500%.

Improved general trade conditions and better product are given credit for the big boost. More income is being secured from percentage deals because of the fact that theatre attendance has been considerably larger. Also, more theatres are operating on fuller schedules, making for a bigger number of play dates.

Legalization of Sunday films in North Dakota will add considerable revenue to the takings of local exchanges, exchange managers point out. Everybody all along the line is optimistic over the 1935 outlook because of increased employment, rising from plentiful snow so far this winter and the outpouring of federal funds into farmers' hands.

## Schline Atty. Protests NRA's Jurisdiction in Smalley Lease Case

Washington, Dec. 24. Jurisdiction of the film Code Authority and the NRA compliance board over interference-with-lease complaint filed by William C. Smalley of Hamilton, N. Y., was challenged last week by Albert McKay, attorney for Schline circuit.

Bringing question of constitutionality of code prohibition on lease interference up to the Blue Book court, McKay contended that the government agency has no authority to rule on the Smalley complaint and insisted that proceedings be abandoned. Rapid serving decision compliance board proceeded to hear arguments on the merits of the action without prejudice to McKay's legal contention.

Finding is expected some time this week.

## UA Sales Confab in S.F.

San Francisco, Dec. 24. Midwinter western sales convention by United Artists is set for here starting Jan. 2.

All branch managers and salesmen from the western division will participate, Al Lichtman presiding.

## Ritter Quits Z-C Board

Los Angeles, Dec. 24. William C. Ritter, branch manager here for Columbia Pictures, has resigned as a member of the L. A. zoning and clearances board.

Successor is expected to be Al O'Keefe, Universal branch manager.

## M'WEST QUOTING HIGH RENT SCALES

Owners Seek 10 Years' Profit—Practically No Turn-Over of Theatres Due to Prices

### NO DARK HOUSES

Chicago, Dec. 24. That trade is pointing upward in this territory is indicated by the booming of theatre rental prices throughout Chicago and the mid-west. Houses which were on the market last year and the year previous at almost any price are now far out of reach. They've attached balloons to the selling and leasehold prices of the great majority of theatres, with asking terms now four and five times greater than they were in the 1923-1924 era.

Aaron Jones, of Jones, Linick & Schaefer, for example, is anxious to secure suitable theatre properties in this town. He negotiated with some 35 different owners and theatres here and was unable to make one deal.

### Not for Sale

Loew's at present is understood to be considering theatres in the various neighborhoods as the start of an invasion campaign, but so far not one house has changed hands. Harry Balaban has been trying to spread his circuit of neighborhood theatres and Yates has been unable to buy at the prices quoted recently.

In Chicago today there is not one closed nabe theatre. Balaban & Kats had a couple dark, but they are all reported today. Even the white elephant Paradise is alive and operating at a profit today. Houses which were considered liabilities a couple of years ago are today lighted and going.

About the last theatre deal made in town which was considered a pretty good buy was by B. & K. for the legit Apollo and Garrick on Randolph street. Reported that B. & K. got those theatres on a two-year lease with options and at \$500 a week rental. This deal was made early in 1934.

Theatres owners find that the opportunity is passing.

(Continued on page 51)

## Sharp Tilt Over Leasing Clause Abandonment at Wash. Code Hearing; Revision as Compromise

### E. T. Lowe (Not an Actor) Made Fox Producer

Hollywood, Dec. 24. Edward T. Lowe has been added to status of associate producer at Fox, to work with Sol M. Wurtzel at the Western Avenue plant. He will handle as his first assignments "Charlie Chan's Danger" and "Secret Lives," featuring Mona Barrie and Gilbert Roland.

Lowe has for the past year been on the Fox writing staff and has assisted John Stone with Spanish productions.

## SCRAPPING OF Z-C IRKS BUFF EXHIBS LOTS

Buffalo, Dec. 24. Scrapping of clearances and zoning features of the motion picture code hits local exhibitor group hard. Buffalo last spring was one of the few centers to formulate a clearances and zoning schedule based on administration. The plan was rejected by the Code Authority and a legal representative of the Code was sent here under whose direction a new plan was formulated after protracted meetings held all summer.

Announcement of the abandonment of the zoning features in favor of individual complaints to the zoning board is being regarded with dissatisfaction by local exhibitors many of whom are threatening to withhold further payments or assessments. They contend that the clearances and zoning was the only advantage guaranteed exhibitors under the code and that its abandonment now takes away this sole advantage. One local group is on record as favoring complete abandonment of the code as far as the exhibition end is concerned.

## Both Sides Absent When Jolson Vs. Setay Suit Motion Is Called

### BOETTINGER'S DUTIES

On Special Morals Committee East To O.G. All Pix

One of the first functions worked out for John Boettinger, new Will Hays' appointee, is that of serving on the special committee which is called in to look at pictures in the east which offer morally controversial questions. Committee is called in after Vincent Hart, eastern production code administrator, reviewer, has looked at them.

Hart, under Breen in the self-censorship setup, looks at all pictures produced in the east or in Europe for release here. When moral questions come up on which a final decision is desired, the special committee is called in.

In addition to Boettinger, the group includes Arthur DaSilva, Lester Thompson and Maurice McKenzie. Boettinger joined the M.P.P.D.A. a week ago with the title of an assistant to Hays but without duties as yet. His first assignment is that since he has a strong Washington background socially and with the Chicago Tribune's bureau in the Capital, he will function also as a contact with Washington.

Washington, Dec. 24. The leasing clause abandonment, suggested by the Code Authority, precipitated a rather sharp tilt at the hearing Wednesday (19) on proposed changes in the NRA film code.

Deletion of the leasing clause was strongly recommended by Tires Dillard, code authority counsel, but was opposed by Ed Kuykendall, M.P.T.O.A. president, and Norman Samuelson, of New York, attorney for William C. Smalley, Hamilton, N. Y., exhibitor embroiled in a code violation dispute growing out of this particular provision.

Admitting that codists were divided 5 to 4 on the deletion proposal, Dillard specified several reasons why the provision should be dropped. The clause is "relatively unimportant," he testified, noting that only 15 of 1,689 complaints brought before the C.A. and subcommittee involved this section and that no complaints have been filed against chains. Difficulty of enforcement, conflict of state laws, and possible landlordism were other reasons cited why the C.A. desires to throw this provision overboard.

With the explanation that the provision originally was intended to protect indies against unfair chain competition, Dillard significantly stated that all of the complaints brought under this section during the past year were aimed at independents. Consequently, Dillard concluded, there is little reason for continuing such an unworkable provision.

Kuykendall and Samuelson contended in defense of the provision that the simple fact of its existence undoubtedly had exercised a beneficial effect and had deterred competitors from trying to induce landlords to cancel leases of their rivals. But the two defenders could not agree on how the clause should be revised to make it enforceable.

Listing of the small number of complaints is evidence of the value of the clause, Samuelson suggested that legal difficulties encountered in administration might be avoided if the provision were amended to exclude the transfer of leasehold, estates, and bankruptcies. Dillard previously had related the difficulty encountered in smoothing out complaints where several sets of bond or mortgage holders or estates were involved.

### Embarrassing

Admitting that the clause in its existing form is not entirely effective and places the Code Authority in an embarrassing position, Kuykendall advised that attempts be made to improve the phraseology before tossing the provision in the ashcan. The effect of the clause, he testified, has been that it has been unable to enforce it, he said.

The provision serves as protection for indies against fly-by-night promoters who have been trying to feed in on the theatre properties in small communities. M. P. T. O. A. prey asserted. Noting that many small exhibs have had a difficult job in withstanding the depression and are just now beginning to see daylight, he said that if no provision of this sort were contained in the code there would be no restriction on racketeering which would force numbers of indies and small house operators into bankruptcy.

"There is no question this has been a restrictive influence on the fly-by-night promoters," Kuykendall testified, "but the fact of the exhibitors want something of this sort to restrict unfair operations."

Strength of Allied States was shown behind Kuykendall and Samuelson. Administrator William P. Farnsworth read and censured a letter from Abram F. Myers. Complaining that "dominant" majors want to delete the clause now that it has served its purpose.

(Continued on page 27)

# ROXY MASTBAUM HOPES FOR \$50,000 INACURAL WEEK WITH 'ADELINE'

**Big Excitement as Rothafel Invades Philadelphia—Report House Can Break at \$30,000—Will Adhere to Monday Opening Policy**

Philadelphia, Dec. 24. All eyes are turned this week on the Roxy-Mastbaum. Its reopening is far and away the biggest news in the amusement world that Philly has brought forth in some years.

Big house, under Roxy tutelage, has Sweet Adeline as first film attraction, plus a typical big Roxy stage show. First understood that after the holiday weeks Roxy-Mastbaum would switch to the Friday change dates used by most of Philly's film houses, but according to present plans Monday opening will be continued as giving Roxy Sunday to get show set.

Extent of Roxy's popularity in this city is, of course, not to be seen; also whether location of house will still militate against its success. For these reasons conjecture on weekly grosses vary a great deal, but it is no secret that management would be disappointed with anything less than \$40,000 opening week. Later on will be something else again, but the skeptics who have been saying that the Mastbaum couldn't be put over in a big way are less pessimistic now that it is stated that house can break on \$30,000 under present policy.

Tomorrow (Tuesday) finds four openings, and all important. Boyd (Radio) will open at the Roxy. Broadway Bill, Locust (reopening) 'My Heart Is Calling' and 'Adeline the Mighty Barnum', which will be getting some extensive plugging in the dailies.

Only houses which kept to their Friday change policy were the Earle, which has 'Babes in Toyland' on the screen and Antoinette's (Radio) which has 'The Mighty Barnum'. The Earle liked the film, and the Antoinette offering it should do well, although night business at the Earle wasn't anything to write home about Friday and Saturday. With the holiday influx, no reason why \$23,000 shouldn't be reached.

Fox has Shirley Temple in 'Bright Eyes', plus a big stage show featuring Singer's Midgents. This house will be watched with keen interest as the Mastbaum's reopening, but it ought to get a bright \$27,000 or more this holiday week.

Karlton has 'Flirtation Walk', the Stanton switches tomorrow also, with 'Tinehouse Blues' in, and the Antoinette has 'Crown Jewels'. Rumors are very plentiful and strong that WB are expecting to have to close the house about the holidays are over. It's figured that this house, a block from the Mastbaum and not any too strong in biz of late anyway, may be able to stand the competition.

Last week's trade was, as expected, very flat. The Earle, which finishes at the Boyd today, will get a fairly satisfactory trade. Fox's 'Midgents' are strong and a stage show headed by Lee Sims and Monay Bailey was good for only \$18,000, and the Earle with 'Babette' (Radio) and 'Paul Ash' revue could only grab \$11,500—pretty sad.

Estimates for This Week  
Aldine (2,000): 35-40-55—'Mighty Barnum' (UA). Opens tomorrow and hopes for a sizable run. 'Private Life of Don Juan' (UA) a rather sketchy \$7,000 in eight day trade.

Arcadia (600): 25-35-40—'College Reunion' (Fox). Might be good for a lively \$2,900. 'Live Again' (UA) only \$1,800.

Boyd (2,400): 35-40-55—'Little Minnie' (Radio). Opens tomorrow (Tuesday), much expected of it. 'Anne of Green Gables' (Radio). Good, scanty \$9,000 on week ending today.

Earle (2,000): 40-55-65—'Babes in Toyland' (MG) and vaude. Film house for this time of year, not getting some of the house's usual clientele; hopes for \$23,000 a week. 'Tinehouse Blues' (B) and vaude. A very pale \$11,500.

Fox (3,000): 40-55-65—'Bright Eyes' (Fox) and stage show. Shirley Temple expected to drag in heavily; \$27,000 indicated. Last week 'Evensong' (GB-Fox) and stage show. Had to be satisfied with \$13,000.

Karlton (1,000): 25-35-40—'Flirtation Walk' (FN). Should hit nice mark on this stage show. Last week 'Painted Veil' (MG) \$3,500; excellent for week before Xmas.

Locust (1,400: 55-75)—'My Heart Is Calling' (GJ-Fox). House reopening tomorrow and again trying to recoup last two-day loss at Roxy.

Mastbaum (1,800: 35-55-75)—'Sweet Adeline' (WB) and stage show. All eyes on this house, reopening under Roxy supervision. Today's the day. Hard

to conjecture on biz ahead of course but management would like \$50,000 on more for house about.

Stanton (3,700: 35-40-55)—'Broadway Bill' (Col). Opens tomorrow. This house will find Mastbaum competition. 'Behold My Wife' (Par) no more than \$7,500 last week.

Stanton (1,700: 35-40-55)—'Limehouse Blues' (RKO). Opens tomorrow along with the big pack. 'Gay Bride' (MG) getting only \$4,800 on week ending today.

## 'Rhythm'-'Prentice' Only Show Okay In Newark, \$5,000

Newark, Dec. 24. It's all stop gaps at the screens this week-end. Films that probably would go anywhere are being run in for the weekend with new fare being shown Christmas or in the New Year's week.

The Brantford will try an unusual stunt. Last three days of the week will show 'Joy Land' and 'Two and a Half Cents' with a film, while afterwards will play kiddies' mats with a totally different program.

Estimates for This Week  
Brantford (WB) (2,985: 15-55)—'Babes in Toyland' (MG) and 'White Lies' (Col). Plenty of kids during mats but their biz. probably barely reach \$6,000 on six days, off. Last week eight days of 'Imitation Life' (U) and 'The Great Dictator' (WB) fair on \$9,000.

Capitol (WB) (1,200: 15-25-35-40)—'College Rhythm' (Par) and 'Evelyn Prentice' (MG). Only house opening like anything. If it holds a full week will be around \$10,000. Last week 'Fired' (WB) and 'Ready for Love' (Par) week at \$3,000.

Little (Franklin) (239: 30-40-45)—'Three Songs about Lenin' (Amkino). No sensation, but going strong with \$1,000. Last week on nine days at \$1,200. Last week third of 'Power' (GB) okay \$220.

Loew's State (2,730: 15-75)—'Gay Bird' (MG) and vaude. Only three days, but should be near \$5,000. 'Kid Millions' opens today (24). Last week 'Live Again' and 'Veil' was rather weak, but Ted Lewis on the stage pushed it over \$17,500.

Paramount-Newark (Adams-Par) (2,245: 20-38)—'Father Brown, Detective' (Par) and vaude. On four days, maybe \$3,000, average. Last week 'President Vanishes' (Par) pretty tame at \$3,800.

Proctor's (RKO) (1,500: 15-55)—'Wednesday's Child' (Radio) and 'By Your Leave' (Radio). Gross no better than elsewhere. Last week probably be \$5,000 on five days. Last week 'Captain Hates the Sea' (Col) and 'Fugitive Lady' (Col) okay at \$5,000.

Terminal (Skouras) (1,900: 15-25-40)—'Ticket to a Crime' (Mono) and 'Girl Who Dreamed' (Mono) with 'Old Santa Pe' (Mascot) and 'Kentucky-Kernel' (Radio). Split. Last week 'Live Again' (UA) on full time will be around \$6,000. Last week 'Fighting Trooper' (Syn) and 'White Par' (Par). With 'Goldwyn' (Radio) and 'Successful Failure' (FD) split, but not at nearly \$3,000.

## 'BABES IN TOYLAND,' 3C, STRONG IN LINCOLN

Lincoln, Dec. 24. Phenomenal spurt at most of the first run b.o.s. are being recorded on the ordinarily dreary stretch leading into Xmas Eve. Biz up and down the row, however, has been considerably above the last two years, especially on the mats.

The 'Babes in Toyland' at the Lincoln, which ran to excellent reception all through the opening day, a big hit for the house, has been considerably above the last two years, especially on the mats.

## 1st Runs on Broadway Subject to Change

Week of Dec. 29  
Capitol—'Foraking All Others' (MG) (24 wk).  
Mayfair—'I Tell Anything' (WB) (24).  
Muscle Hall—'Little Minister' (Radio) (27).  
Paradise—'Here Is My Heart' (Par) (24 wk).  
Rialto—'Murder in the Clouds' (WB) (25).  
Rivoli—'Barnum' (UA) (2d wk).  
RKO—'Anne of Green Gables' (Radio) (24 wk).

Week of Jan. 4  
Capitol—'Foraking All Others' (MG) (24 wk).  
Mayfair—'I Tell Anything' (WB) (24).  
Muscle Hall—'Little Minister' (Radio) (24 wk).  
Paradise—'Sweet Adeline' (WB) (24).  
Rialto—'Best Man Wins' (Col) (1).  
Rivoli—'Barnum' (UA) (2d wk).  
RKO—'It's a Gift' (Par).

an indication of some live competition with the start of 1935. Both LTC and the opposite Westland have been choking back the best product, and the month of January forecast bills, the like of which have not been seen in a long time.

Estimates for This Week  
Colonial (LTC) (750: 10-15)—'Howling Dog' (WB). Should get \$5,000. Last week 'The Murder in the Clouds' (WB) three days; 'Secret of the Chateau' (Radio) two days, and 'I'm a Thief' (Radio) two days got about \$900, nice enough.

Lincoln (LTC) (1,600: 10-15-25)—'Babes in Toyland' (MG). Indicated exceptional \$3,000. Last week 'Peck's Bad Boy' (Fox) very nicely, \$2,400.

Orpheum (LTC) (1,200: 10-15-25)—'Gambling' (Fox) with 'World of Mirth' stage show. Prospects of a fair enough \$2,100. Last week 'Love Time' (Fox) hoisted by the Main Smith-Andy Kirk colored unit and followed by 'Silver Strick' (Radio), Saturday, the local Zephyr train, jumped into high ground with almost \$4,000.

Stuart (LTC) (1,500: 10-25-40)—'Music in the Air' (Fox) with personal appearance of Orville Renie, of 'Student Prince' cast, in four days, will probably get \$2,200. Last week 'Live Again' and 'Veil' (MG) very sad and \$2,300.

Varsity (Westland) (1,100: 10-25-40)—'The Great Dictator' (WB) by the first three title letters being lopped off; a possible \$550 in sight. Last week 'Power' (GB) was as slow as the biz as its unveiling, \$900.

## Split Week in Boston Many 4 and 3-Day Pics—'Barnum' for Finish Getting State \$16,000

Boston, Dec. 24. With the Christmas shopping pull lifting in Hub, film biz perks up. Last week 'A Tale of Two Cities' (MGM) looks like Hub's best. Shirley Temple in 'Bright Eyes' aided by a big stage show appears to be second best at the Met.

Majestic theatre, bombed two weeks ago, is still dark, undergoing repairs.

Estimates for This Week  
Fenway (M&P) (1,500: 25-30-40-50)—'First World War' (Fox) and 'Love Time' (Fox), dual, splitting house with \$1,000. Last week 'Starting Christmas' (Sweet Adeline) (WB) and 'Flit Fix It' (Col) should drag in a hefty \$5,000. Last week 'I Am a Thief' (WB) and 'One Hour Late' (Par), doubled, slumped to \$2,400.

Met (M&P) (4,400: 25-35-65)—'Bright Eyes' (Fox) and stage show expected to turn in a good \$24,000. 'Music in Air' (Fox), with stage show, down under last week at \$13,500.

Paramount (M&P) (1,800: 25-35-50)—'World War' (Fox) and 'Love Time' (Fox), dual, playing split for medium \$11,000. Garbo's 'Veil' (MG), single, for balance of week promises fair \$18,000. Last week 'Imitation Life' (U) (3d week) and 'One Hour Late' (Par), \$2,200.

## Columbus' Pix Sked All Jazzed by Holiday

Columbus, Dec. 24. The boys are rubbing hands in anticipation of Christmas week which should bring big takes all around. Four ace pictures booked; town's in a spending mood, and the dollars are passing. What with bad weather, charity drives and flock of concerts, business hasn't been much.

Estimates for This Week  
Babes in Toyland (MG) (3,000: 30-44)—'Babes in Toyland' (MG). In for a four-day run and pretty weak at \$3,000. 'Mighty Barnum' (UA) opening Xmas day, should sock for \$12,000.

Palace (RKO) (3,075: 30-44)—'Hell in the Heavens' (Fox). About \$13,000 four days. 'Bright Eyes' (Fox) opening Tuesday, will hit \$11,000.

Broad Loew-UA (2,500: 30-44)—'Band Plays On' (MG). Died at \$2,500 in four days. Tuesday opening. 'Here Is My Heart' (Par).

Majestic (RKO) (1,100: 30-44)—'Fired' (WB). Will hit \$1,000 in half a week. Kentucky Kernels' (Radio) opens Tuesday (\$25).

Denver, Dec. 24. Five-inch snow on tail-end of last week, making streets slippery at night and sloppy in day, didn't help. 'Bright Eyes' opened well Sunday and looks to do well.

Estimates for This Week  
Aldine (Huffman) (1,500: 25-35-50)—'Bachelor of Arts' (Fox). Looks like \$1,500, poor. Last week 'Gentlemen Are Born' (FN) did only fair and closed with \$2,000.

Manhattan (Cooper) (500: 25-35-50)—'Wednesday's Child' (Radio) and 'It's a Gift' (Par), double bill. Around \$3,000, which is poor. Last week 'Gay Bird' (MG) (Radio) on second week did over half the business done the first week and finished with \$5,500. The opening week ran to \$6,000. Encouraging.

Denver (Huffman) (2,500: 25-35-50)—'Mighty Barnum' (UA). May be \$6,000. Last week 'The Painted Veil' (MG) experienced a good week but not as good as looked for and closed with \$7,000.

Orpheum (Huffman) (2,600: 25-35-50)—'Bright Eyes' (Fox) opened strong, ended \$7,000. Last week 'Coat, Glove' (Radio) had three days worth scanty \$5,000 in split with 'Capit' (Radio) and 'Veil' (Col).

Paramount (Huffman) (2,500: 25-40)—'One Night of Love' (Col), 4 days; 'Babe in Toyland' (MG), 3 days; 'Perch' (Radio) and 'Veil' (Col) 'Cheating Cheaters' (U) and 'Adventure Girl' (Indie), double bill, and 'Down to Their Last Yacht' (Radio) and 'Strange Wives' (U), double bill, should hit well. Last week, turning in \$1,500.

'Flirtation Walk' (WB), second run and vaude to a nifty \$3,000 here. Last week offish, \$4,400, with 'College Rhythm' (Par) and vaude.

Keith-Boston (RKO) (3,300: 25-40-50)—'West of Pecos' (Radio), 3 days, show promise of bullish \$17,000. Last week 'Live Again' (UA) and 'Veil' (Col) attracted enough Christmas shoppers to ring up satisfactory \$13,000 with double bill. Last week hit well only fair, turning in \$1,500.

Keith Memorial (RKO) (2,900: 25-40-50)—'Wednesday's Child' (Radio). Three days then 'Little Minister' (Radio) opening Christmas day. Should pull about \$15,000 at the big house. Last week, ending Friday (23), hit \$7,500 with 'Man Who Reclaimed Hell' (U) for four days, each running single.

Orpheum (Huffman) (2,500: 25-40-50)—'Band Plays On' (MG) and locally produced unit on stage, aided by good holiday pick-up, should show for medium \$11,000. Garbo's 'Veil' (MG), plus vaude, surprised shop. Last week, satisfactorily last week at \$13,000.

State (Loew) (3,000: 30-40-55)—'Toyland' (MG) and 'Wicked Woman' (WB), double bill, three days, ending Sunday (23). Then 'Barnum' (UA), MG, single, for balance of week promises fair \$18,000. Last week 'Imitation Life' (U) (3d week) and 'One Hour Late' (Par), \$2,200.

## MIXED-UP DATES PROVIDENCE HAZY

Providence, Dec. 24. All sorts of complexes this week. Exhibitors trying their darnest to get the business. Bookings are all screwy, and will be that way until the holidays are over. Two theatres on the main street have split up their week in an effort to attract the flow of holiday red ink.

'Mighty Barnum' opened today (24), but this one is not expected to hit its real stride until tomorrow. 'Bright Eyes' started Friday (21), opening weak, but fairly good considering everything.

Estimates for This Week  
Fay's (2,000: 15-25-40)—'World Accuses' and 'Live, Laugh and Love' stage show. With the peak in holiday biz, gross should be well around average at \$3,800, despite a weak start. Last week 'I Am a Thief' (WB) and 'Music Hall Varieties' on stage was okay, too, at \$7,000.

Loew's State (2,200: 15-25-40)—'Mighty Barnum' (UA). First break house has had in picture fare for some time. With business reaching peak by tomorrow house is hoping to garner around \$18,000 for a smash.

'Wicked Woman' (WB) and 'Band Plays On' (MG) (21) for three-day run only, booked in as a stop-gap. Last week 'Mighty Barnum' (UA) and 'The Gay Bride' (MG) (24) did too.

Majestic (Par) (2,200: 15-25-40)—'Bright Eyes' (Fox) and 'Bachelor of Arts' (Radio). Last week 'Barnum' (UA) biz bad at \$3,800 for the three days. Last week 'Don Juan' (UA) and 'The Gay Bride' (MG) (24) did too.

'Fired' (WB) (2,200: 15-25-40)—'Bright Eyes' (Fox) and 'Bachelor of Arts' (Radio). Last week 'Barnum' (UA) biz bad at \$3,800 for the three days. Last week 'Don Juan' (UA) and 'The Gay Bride' (MG) (24) did too.

'Strand (Indie) (2,200: 15-25-40)—'Father Brown, Detective' (Par) and 'One Hour Late' opens tomorrow. Last week 'Barnum' (UA) and 'The Gay Bride' (MG) (24) did too.

'Lost in the Stratosphere' (Mono) on five-day run netted house \$15,000. Last week 'Barnum' (UA) and 'The Gay Bride' (MG) (24) did too.

'It's a Gift' (Par) and 'White Lies' (Col) was one of the more brighter spots and netted \$11,000. Last week 'Barnum' (UA) and 'The Gay Bride' (MG) (24) did too.

'Grand Old Lady' (Radio) and 'Holiday Capers' on stage. Regular opening week, but holding up well by the end of the week gross shouldn't be far from \$5,800. Last week 'Barnum' (UA) and 'The Gay Bride' (MG) (24) did too.

'Great Expectations' (U) and 'The Face on the Barroom Floor' on split week garnered \$1,200. Last week 'Barnum' (UA) and 'The Gay Bride' (MG) (24) did too.

'The Fighting Trooper' (Conn) was nice at \$1,260 on split week, too.

## Mixing In Sluffs With Strong Pix For the Xmas Coin

Portland, Ore., Dec. 24. Exhibitors differed on Xmas pic bookings. Some—houses—amused at the idea of a big week. Others figured it a break to get rid of weak product or hold over a winner for every ounce of holiday biz. 'Imitation Life' held over 'Don Juan' for a third week and holiday trade keeping its gross about as high as second week.

United Artists cut run short on 'Don Juan' to wow 'em with 'Mighty Barnum' opening on Christmas day. Mayfair picked 'Turret' and 'Happiness' as suitable stuff for the holiday trade. Orpheum ran in 'K. C. Coward' and after postponing that booking for several weeks.

Estimates for This Week  
Brooklyn (Parker) (2,000: 25-40)—'Gentlemen Are Born' (FN). Getting a fair share of holiday biz, around \$4,000. Last week, 'Gay Bride' (MG) did about average at \$4,500.

United Artists (Parker) (1,000: 25-40)—'Dad' (U). Not exploited and answering 'RKO' (24). Last week 'Painted Veil' (MG) did not, but not up to expectations, got \$2,000.



week 'Belle of Nineties' (Par) and  
- 'I Sell Anything'—(WB), third and  
second runs, and 'Firebird' (WB),  
h first run, \$600, light.



# L.A. All to Merry; 'Broadway Bill' Hangs Sock for \$23,000; 'Adeline's' Sweet Start; Kids Give Babes \$9,600

Los Angeles, Dec. 24. Having top attractions, most picture houses are enjoying the Yule spirit and going to town the current week so far as grosses are concerned, despite the street car strike, which still drags on.

'Broadway Bill' is running in the foreground and will have a finale for the first stanza of this opus around the \$23,000 mark. 'Warners and RKO opense' (22) with 'Sweet Adeline' at a smart pace and picture will hold through to New Year's Eve.

'Babes in Toyland' at Four Star and United Artists getting loose take from the kiddies and doing top grosses for these houses since their reopening. 'Imitation of Life' held for fourth week at Pantages and doing better than regular house average trade for single week runs.

'Chesne (Grauman)' (2,028; 30-40-55)—'Music in the Air' (Fox). Off to start and bang out its five-day run with average takings awful. 'Bright Eyes' (Fox) opens (25) and figured for big take. Last week 'The Last Gentleman' (20th Century) was very bad brodie for house which went into red with \$5,000.

'Criterion (Partmar)' (1,600; 25-30-40)—'Father Brown, Detective' (20th) and stage show, doing better than average attraction and will come through with around \$4,000 as solo attraction. Last week 'Ladies in Chains' (Col) and 'Marines Are Coming' (Mascot) for five-days, an even \$11,000 which is terrible.

'Downtown (WB)' (1,850; 25-30-40)—'White Lies' (Col) and 'Wilderness' (Jerry Fairbanks) split and vaudeville. In for five days, ending of tonight, will be mild at \$3,000. 'Silver' (WB) and 'Marines Are Coming' (Col) with vaude open (26). Last week 'I Am a Thief' (WB). Though not in bit better than calculated with \$4,000.

'Fox Star' (Fox) (900; 30-35-55)—'Babes in Toyland' (MG). This is a natural for the kids who live in the neighborhood and should come through with around \$4,000. Last week 'Death on the Diamond' (MG), hit over predictions with \$4,500.

'Hollywood (WB)' (755; 35-40-55)—'Sweet Adeline' (WB). Opened (25) with heavy trade and looks bright for it will get around \$4,000. Last week 'Green Gabble' (Radio) wound up a nine-day sojourn with \$4,500 which is not in the hit class.

'Pantages' (5-40)—'Imitation of Life' (U) (4th week). For final week no complaints coming in an even \$10,000. Last week first stanza proved excellent with \$4,900.

'Buffalo (Partmar)' (3,595; 30-40-55)—'Broadway Bill' (Col) and stage show. Getting around \$10,000 for first three days—will hit an even \$25,000 and a record second week. Last week 'One Hour Love' (Par) put an hour into the red with \$4,000 count up.

'RKO' (3,550; 25-35-40)—'Sweet Adeline' (WB). In for nine days and good at indicated \$10,000. Last week 'Green Gabble' (Radio) lingered here for a nine-day bit, which beat Hollywood a bit, but less red at \$5,100.

'State (Loew)' (2,024; 30-40-55)—'Music in the Air' (Fox). Though Gloria Swanson in cast this one for five day is no soap and tunes of tonight with around \$3,000. 'Bright Eyes' (Fox) opens (25). Last week 'Last Gentleman' (20th Century) was a real surprise. It did managed to hit \$8,000 which is poor.

'United Artists (Fox-UA)' (2,100; 25-40-55)—'Babes in Toyland' (MG). Kiddies are all in the place a bit this week and this one should be best house has had since Christmas Day with around \$4,800. Last week 'Trentine' (MG) much better than anticipated at \$4,500.

## Hansen Leaves Exhibit Worries Behind Him

Hollywood, Dec. 24. Mark Hansen, pioneer indie exhibitor who has been active in the Los Angeles area for 15 years, has disposed of the last of his theatres and is temporarily retiring from the exhibition field.

Hansen's last theatre, taken over Sunday (25) by Galston and Sutton who also operate the Dale, Long Beach, and the Novelty, L. A. downtown grind.

## 'SWEET ADELINE' \$7,800

New Haven Biz Spotty in Holiday Confusion

New Haven, Dec. 24. It's a mixed week here, with Roger Sherman and Bijou playing full mark time with four-day runs to catch 'em on Xmas day openings.

'Sweet Adeline' opened big despite general apathy of season and 'Toyland' is drawing the adults as well.

'Estimates for This Week' (Public) (2,348; 35-50)—'Father Brown, Detective' (20th) and 'Accused' (Partmar). Just four-day fill-in bill and probably fair around \$2,700. Last week 'One Hour Love' (Par) and 'The Last Gentleman' (20th) held half times for \$3,300, but not bad.

'Polli' (Loew) (3,640; 31-50)—'Heldorado' (Fox) and 'Strangers Wives' (U). Another split-week bill headed for a mild \$3,000 on four days. Last week 'Music in the Air' (Fox) and 'White Lies' (Col) around \$6,000, very poor.

'Roger Sherman' (WB) (2,200; 35-50)—'Sweet Adeline' (WB) and 'Murder in Clouds' (WB). Divided comment on 'Adeline', but nice business, with 'Murder' helping out; good \$7,800. Last week 'Babbitt' (WB) and 'I Am a Thief' (WB). At \$4,200, not too bad for this time of year.

'Bijou' (Loew) (1,500; 25-35)—'Babes in Toyland' (MG) and 'West-end' (WB). On way to better than a nice \$4,000. Last week 'Silver Streak' (Radio) and 'Bachelor of Arts' (Fox); surprisingly good at \$3,800.

'Picture business in Buffalo currently finds itself in the most jumbled state in many years. Split-up of weeks and programs, due partly to the desire to get in on Christmas week business, has resulted in disrupted local schedules and takings have quieted down considerably, although somewhat better than expected.

'Buffalo, Dec. 24. Picture business in Buffalo currently finds itself in the most jumbled state in many years. Split-up of weeks and programs, due partly to the desire to get in on Christmas week business, has resulted in disrupted local schedules and takings have quieted down considerably, although somewhat better than expected.

'Estimates for This Week' (Buffalo) (3,600; 30-40-55)—'Buffalo' (Col) and stage show. Sailing for the opening, but expected, but will probably break into 'Christmas' into holiday returns.

'Hipp' (Shea) (2,400; 25-40)—'Babes in Toyland' (MG) and 'Student Tour' (MG). Holiday show with special aim at the kids. Saturday, Sunday and Monday will probably break into holiday returns.

'Great Lakes (Shea) (3,400; 25-40)—'Little Minister' (Radio). Christmas Day opening for this should average \$7,500. Last week 'Love-time' (Fox) and 'Housewife' (WB) average dual-bill, good for \$6,000.

'Century' (Shea) (3,400; 25)—'I Am a Thief' (WB) and 'Side Streets' (WB). Still going along with regular double feature programs and will probably better \$5,000. Last week 'Ready for Love' (Par) and 'Wagon Wheel' (Par) average at \$5,200.

'Lafayette' (Ind) (3,400; 25)—'Imitation of Life' (U) and 'The Kid' (WB). Holdover of 'Imitation' into third week drained first-run business. 'The Kid' opens Christmas Day. Week to Thursday, with Christmas Day split, should better \$5,500. Last week, second of 'Imitation' was a real surprise. Takings held up for over \$5,000.

## SCHLICKRAUT FOR 'CRUSADES'

Joseph Schlidkraut arrived here today (24). He goes into C. B. De Millie's 'The Crusades'.

## B'ham Not Hopeful

Birmingham, Dec. 24. 'Hanged from Christmas' is almost certain to kill a big portion of the business this week. Alabama is trying desperately to get off the after-Christmas depression by running in 'Kid Millions'. Pantages repeated (24) with stage shows and vaudeville.

'Estimates for This Week' (Alabama) (2,800; 35-40)—'Kid Millions' (U). Moderately good considering conditions, \$8,000. Last week 'Painted Vell' (MG) and 'Limehouse Blues' (Par) on split week, latter brought in to save a disastrous Garbo run \$5,700.

'Ritz' (2,100; 35-40)—'Gay Bride' (MG) with 'Little Minister' (Radio) moving in Monday, \$4,000. Last week 'Kentucky Kernels' (Radio) \$4,700.

'Strand' (Wilby) (800; 25)—'Babes in Toyland' (MG). At \$1,200, light. Last week 'First World War' (Fox) \$1,700, stable.

'Empire' (Acme) (1,100; 25)—'Sweet Adeline' (WB) and 'Stairway', \$1,900, average. Last week 'Gentlemen Are Born' (FN) \$1,700.

'Wilby' (Wilby) (2,500; 25-30-35)—'It's a Gift' (Par) and vaudeville. Today marks the opening of Christmas stage show. Light, but completely redecorated and refurnished. Has been dark half dozen years. Good for \$4,000.

## Holdovers, Short Weeks Prevail in Seattle; Pay Box Heebie-Jeebies

Seattle, Dec. 24. This burg is holding pikes over a few days if strong enough or else running short weeks. In order to bring up Christmas, Pantages (Evergreen) alone finds Tuesday its reg change date and Orpheum (Hamrick) will change on account of stage bookings.

'Estimates for This Week' (Seattle) (2,800; 35-40)—'Anne of Green Gables' (Radio). Dragging on five day week Tuesday change account holiday. Last week 'Fertile' (U) and 'Last week, same bill \$2,500, not hot either.

'Cineplex' (Evergreen) (1,800; 15-25)—'Outcast Lady' (MG) and 'Servants Entrance' (Fox) dual. Six day week, but not too hot. Last week 'Have a Heart' (MG) and 'Last Gentleman' (UA) dual, \$4,000.

'Fifth Avenue' (Evergreen) (2,400; 25-40)—'Tiltation Walk' (FN). Holding for five day week, looks weak. Last week 'Love Me Tonight' (Col) (8th week) and 'Bachelor of Arts' (Fox) open tomorrow. Bad going in last four days of tonight, \$1,300. Last week, same film \$1,500.

'Imitation of Life' (U) held over for four day week, with big blasts of ballyhoo. Last week \$1,500. To be open tomorrow. For the four days, 'Imitation' got \$1,500, very chilly.

'Kid Millions' (U). Another other four day week, for the same reason, will do around \$2,000, bad. Last week 'Fertile' (U) and 'Orpheum' (Hamrick) (2,700; 25-35)—'Silver Streak' (Radio) and 'Bachelor of Arts' (Fox) open tomorrow. Bad going in last four days of tonight, \$1,300. Last week, same film \$1,500.

'Paramount' (Evergreen) (3,100; 25-40)—'Limehouse Blues' (Par) and 'Bachelor of Arts' (Fox) open tomorrow. Bad going in last four days of tonight, \$1,300. Last week, same film \$1,500.

'Week of Christmas should jump up grosses which, except for Loew's, will be the shopping wave pretty badly. But the best bet is to bank 'Great Expectations' and substitute current week's pike with an extra big hit. Christmas Eve midnight shows like nice money.

'Fair' is showing 'Music in the Air' (Fox) and 'White Lies' (Col) with 'Wagon Wheel' (Par) and 'Wagon Wheel' (Par) average at \$5,200. Capitol has 'Babes in Toyland' (MG) and 'The Kid' (WB) but ban against children in this town's cinema will cut gross that elsewhere at this season would have been big. Last week showing should gross \$3,500. Loew's banking on 'Happiness Ahead' and 'Wagon Wheel' (Par) and 'Wagon Wheel' (Par) average at \$5,200.

'Princess' may get \$7,000 on two British pic, 'Tide Friends' and 'Wagon Wheel' (Par) and 'Wagon Wheel' (Par) average at \$5,200.

Working out a try for better gross on 'Successful Failure' (Mono) and 'Wagon Wheel' (Par) and 'Wagon Wheel' (Par) average at \$5,200.

take in \$3,000. Cinema de Paris starts a new pic 'L'Or' after three

# 'Eyes' and Local Stage Show \$15,500, Best in Pittsburgh's Tuff Week

Pittsburgh, Dec. 24. Usual holiday upswing after fortnight of worse business was looked for this week, although estimates are quite difficult due to protracted settling of opening days to take advantage of Christmas inaugurals.

Only two houses to get away Friday as schedule were Alvin and Pitt. Former, with 'Bright Eyes' and locally-recruited 'Pittsburgh On Parade' on stage got away to a fly-stander, while the latter, with 'Dangerous Corner' and 'World's Fair Follies' and should hit well over \$8,000 a figure the house hasn't seen in a month of Sundays.

'Estimates for This Week' (Alvin) (Harris) (2,000; 25-40)—'Bright Eyes' (Fox) and 'Pittsburgh On Parade' on stage. A nice combination for holiday trade. Looks like a pushover for \$15,500 on a complete 10-day run. Last week Mills Bros. on stage bolstered 'Exciting Adventure' (U) to give best of the week, with 'Bright Eyes' and 'World's Fair Follies' and should hit well over \$8,000 a figure the house hasn't seen in a month of Sundays.

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## Modernization of Turkey a Break For Yanks; Fezzes Out and Jazz In

Paris, Dec. 8.  
Harry Leasim, Radio Pictures' local chief, who recently had a flock of southern, central and eastern European countries added to his territory because he can sell in all sorts of funny languages, just returned from a survey and contract-signing trip to Roumania, Greece, Turkey and Bulgaria.

Resides finding Virginia tobacco expensive and cockroaches numerous, Leasim checked recent grosses on all sorts of films in those countries.

In Turkey, however, business is rotten. Film business was over-expanded there, and there are too many theatres, Leasim says. But—  
"To make the country modernize itself more quickly," Leasim adds, "Mustapha Kemal has forbidden the playing and singing of Turkish music, which is a good break for Americans. Jazz is all over the place."

In Roumania and Greece business is not too bad, Leasim found. After having signed up with Arts Films to distribute Radio product in the former country, he made a deal with the Alliance Hellenique for Greece.

Both countries are getting through the depression because they are largely agricultural and have no big factories to lay down. Greece, moreover, is exporting plenty of tobacco, and Roumania is selling oil.

In both Roumania and Greece Leasim found that the revue type of pictures is no good. They want drama and comedy—mostly drama. Despite the general thumbs down on music, however, the Austrian-made "Unfinished Symphony" set an all time high in Greece because it has a real story behind the music.

In most of these countries a film must be dubbed in French to get by. English versions, too, can go in Roumania, and Leasim is available in Greek. Bulgaria wants nothing but German dubbed versions. For Turkey, French dubbing is essential.

In Greece the French picture "Maitre des Forges," a Gaby Morlay version of an old French play, was the biggest recent drawing card. German musicals are good there, too.

The language mixup in these countries leads to funny complications. "King Kong," which has been Radio's biggest European success, was distributed in Turkey in three forms: in English, with Turkish titles, in French with Turkish titles, and in English with French titles.

## LIBERTY OUTBIDS G-T FOR 'LOVE' IN SYDNEY

Sydney, Nov. 28.  
"One Night of Love," which was sold by John McCurdy to the Martin-Liberty group after General Theatres refused to go any higher on bids.

It is due to open Dec. 28 at \$150 top. Said that deal calls for 12 weeks' guaranteed run at highest price on a single pic here yet. Reported that Martin plans to spend plenty on advertising and is out to equal the six-month run of "Venezia Nights."

G. T. will continue to book the Col. product as before.  
Columbia product will be handled here for another year by Greater Australian Films under direction of J. J. Jones. Col. will then probably finalize matters in connection with running its own distribution unit.

## SYDNEY CARNIVAL WK. HELPS PICS AT B. O.

Sydney, Nov. 28.  
Business remains on the slow side despite high box attractions. Carnival week in Sydney just now and trade is expected to pick up.  
Entertainment lineup includes "Blossom Time" (B.I.P.), "Change of Heart" (Fox), "Little Miss Marker" (Par), "House of Rothschild" (U.), "Such Women Are Dangerous" (Fox), "Thin Man" (Metro), "Have a Heart" (Metro), "We're Not Dressing" (Fox), "Splendid Fellows," "One More River" (U.), "Romance in Paris" (U.), "Strike Me Lucky" (B.I.P.), "She Loves Me Not" (Par), "Little Man, What Now?" (U.), "Desert Song" (WB) and "Elmer and Elsie" (Par).

## 'DICTATOR' READY

Simultaneous Premieres in Paris, Copenhagen and Vienna

London, Dec. 15.  
Toepfitz Productions' first effort, "The Dictator," has passed its cutting room stage, and will have a simultaneous premiere in Paris, Copenhagen and Vienna around the middle of January, with the English premiere 10 days later.

Picture will have its first West End pre-release at the Tivoli.

## G-T, G-B ALLY, SHOWS LOSS ON YEAR

London, Dec. 15.

Annual report of General Theatres Corp., Ltd., one of the biggest subsidiaries of Gaumont-British, reveals a net profit of close to \$200,000.

Company owns nine theatres in London, 60 houses in the provinces, and the Alhambra, Paris, besides numerous dance halls, some of these adjoining the theatres. About 13 of these are devoted to vaudeville.

Year's profit shows a decrease of around \$50,000 from last year. Report claims loss of earnings due to increasing competition, caused by over-building and the additional theatre tax imposed by the government.

Financial position of the company is not strong enough to allow for the rebuilding of some of its properties on up-to-date lines, and as a result the theatre has suffered by comparison. After various deductions, including interest on the debenture stock and income tax, there is a surplus of just over \$30,000, meaning there is not enough to meet the debenture stock interest for the year ending March 31.

An interesting fact revealed is that despite booking arrangement for films with Gaumont-British, as one of its subsidiaries, the cost of cinema programs has increased due to competition. On the other hand, the cost of vaudeville programs is slightly lower, due to the arrangement made some time ago between General Theatres and Moss Empires.

Directors have decided the only way to put General Theatres Corp. on a paying basis is to reduce its capital and scheme to raise money for the writing down of the company's capital by about 50%.

George Black, who is one of the directors to retire by rotation, offers himself for re-election.

## ARTHUR LOEW BACK

Foreign Film Excess on Hop—Due to Start Again

Arthur Loew, Metro's foreign department chief, got back to New York yesterday after a six-month trip around the world, which included a complete survey of South America and a look-see at the European situation. With him for home office co's are Arthur Field, head of the Metro French office and Martin Subliman, one of the Field aides.

Phil Reisman, head of Radio's foreign biz, returned to New York Saturday (22) after a quick three-week hop to Europe to set new men in London and incorporate a new company, Radio Pictures, Ltd., to handle the company's European affairs.

Arthur Kelly, head of the United Artists' foreign department, and Arthur Loew's rival in picture business for globe-gridding honors, beat Loew back to New York by about a week, although he was out in the foreign market and gone three months longer than Loew on his trip.

It's the first time in a very long time, that all the film company foreign managers in New York at the same time, although the exodus will start again soon, probably led by John W. Hicks, Jr., Paramount foreign chief.

## Ask Bids on I. W.

Schlesinger Chain

London, Dec. 15.  
Receiver for the 7% debenture holders of United Picture Theatres, Ltd., is advertising in the local trade papers here asking for bids for 10 picture houses and 60,000 ordinary shares of British Amalgamated Theatres, Ltd.

U. P. T. is the corporation organized by I. W. Schlesinger to conduct theatres in England.

## MG DENIES ANY INTEREST IN PATHE-NATAN

Paris, Dec. 24.

Deputy Petch at a session of the Finance Committee of the Chamber of Commerce Wednesday (19) demanded an investigation into rumors about an approaching liquidation of Pathe-Natan and purchase of the Gaumont theatres in France by a group, which includes Metro.

Since the crash of the Andre Citroen firm, manufacturers of local low-priced automobiles, "Parliamentary circles have been busy with chatter about the 'Pathe affair,' with this open explosion the outcome.

Metro in New York declares it has no interest in the Gaumont theatre or any other theatre chain in France.

## Fight on French NRA for Pictures Starts in Paris

Paris, Dec. 15.  
Charles Delac, president of the Chambre Syndicale, is reported taking a new crack at imported films in a confidential report submitted to the interministerial committee working out a French film NRA.

Flat tariff of \$2,000 to \$4,000 a film on all features imported, whether dubbed or not, with proportional duty on shorts, is said to be the main feature of his report.

This means that just as the fight to extend the old quota has been won a new battle must be waged against the Chambre Syndicale idea.

Raymond Lussiez, exhibitors' leader, and Henri Clerc, chief of independent producers and distributors, have already filed their reports with the committee. They are liberal as to imports. In addition to picture import provisions, the Delac report is supposed to contain ideas which would use the raw film manufacturer and import situation in France.

Distributors interested in fighting book combines and unifying distrib trade organizations are meeting next week, and definite action is expected.

## WARNER'S 'HEROES' TOO REALISTIC FOR PARIS

Paris, Dec. 15.  
French censors refused to permit showing here of "Heroes for Sale" (WB).

Objection is based on riot scenes in picture, which are alleged to remind the French of those which took place here last February, and therefore might stir up trouble in Paris.

Ministry of Interior said to be the department which is doing the objecting.

Film was first shown to censors last June and then turned down. Warner hoped to get it through, without cuts, on presenting it again. Nothing doing.

Riot scenes are tough to cut, "Warriors" being a little, however, enough to overcome objections, and will show the film to censors again next week, with fingers crossed.

## Australian Quota Law Almost Ready; Boom in Productions Seen Likely

## U. S. Ambassador Attends Opening of French Pic

Paris, Dec. 15.  
Ambassador Jesse Ildor Straus and Mrs. Straus were among the notables to have given to the opening of a French film, "Marie Chapdelaine," at Cinema Agriculteurs yesterday (14). Fancy first showings, as originated by American companies here, are thus revived.

Now the French instead of the Yanks are throwing the parties.

Mrs. Albert Lebrun, wife of President, and her daughters; Premier Laval and his daughter; a flock of ambassadors, politicians and functionaries also attended.

## FRENCH INDIES READY U. S. PUSH

Paris, Dec. 15.

Stirred by departure of Robert Hurel to get Pathe-Natan's New York office started, independent group of French distributors who deal through John S. Taperoux in New York, are now planning to send films to America. This is the crowd that has hookups with the French Line and Harvard University.

Deal is pending between Taperoux and Universal's French branch for American release of "La Maitresse," French picture which was one of the heaviest grossers here a couple of years ago and which Universal owns. Plan is to show it in the original with English titles.

Representatives of the French Line, Harvard Committee and others previewed "Tuto," French film on Morocco colonization, which Marcel Sprechler expects to bring to New York in January to show at a steamship gala. Picture is supposed to combine propaganda with entertainment.

## FRENCH FILM STUDIOS BUSY

Paris, Dec. 15.

Reasonable amount of activity in studios around Paris.

At Pathe-Natan Joinville studios Pierre Colollier (Florence Walton's husband) is making "Eccellenza Cocottes" ("School for Fast Women"), with Raimu and Renee Saint-Cyr in principal parts. Anatole Litwak's company is back from location, where it was making "Les Terrors" for "L'Equipe." A troupe is being prepared for an as yet untitled film to be made by Karl Anton and distributed by David Sussman's concern, Galle Films. "Prince Jean" is in the cutting room.

At the Paramount Joinville studios-Fred Bax is making "Le Vertige" for Fox, based on a Charles Merz play, adapted as usual, by Dr. Paul Schiller, Alice Field, Paul Bernard and Jean Toulout are in the cast. Christian Jacque has started to shoot "Compagnons des Dunes" (Saul Zaentz's "The Desert").

At the Eclair studios, in Eplau, sound is being recorded for "Last Adventure," Helgat Film production, with music by Jean Wiener. "The Place" is in the cutting room, as is a military musiker megged by Maurice Cammage.

On the Tobis lot "Deux Contre Un" ("Two Against One" with Paula Hilary, is being made. This is a quickie for first parts of dual programs. Work is being started on dubbing of "Little Women" (Radio), which Tobis will release in French. At the Eclair studios, Forrest Parant is still working on French newspaperman's association's picture, "Thousand Franc Note," and Warwick Films' "Last Waltz" is in the cutting room.

By ERIC GORRICK  
Sydney, Nov. 28.  
Action is promised this week by the government on the quota question.

Believed that the figures will be: Distributors, first year, 5%; second year, 7 1/2%; third year, 10%; fourth year, 12%; fifth year, 15%. Exhibitors, 4, 5, 7 1/2, 10, 12 1/2%.

This is exactly as laid down by F. W. Marks at the long-passed film inquiry. The Marks inquiry took place so long ago that the industry has almost forgotten the whole affair.

The government promised action almost at once, and producers set about to make plans for bigger and better local pics in opposition to American imports. But when the war went on and on, and the government just deeply slumbered on the whole film thing.

Now, after months of inactivity, the news is given out that the government will definitely introduce a quota for exhibitors and distributors as set out by Marks.

Thring's Move  
F. W. Thring, operating Eftie in Melbourne, threatened to move to N. S. Wales, unless the Victorian government aided with a quota. Looks now as if Thring will move here because his main studio has been closed for some time. Anyway, Thring got so tired of waiting he moved out of pics and into legit.

With the quota in force, quite a bunch of producing units will come into the field with stock to offer to the public. Several, with plans set, have fallen by the wayside because public refused to nibble until quota protection became assured. Looks now as though the quota regulations will be kept busy lining up the coin for units to get under way.

It is understood the government will protect the public from shyster units and crooks trying to break into the industry. The Chief Secretary will be given the right to reject for quota purposes any pic considered unsuitable in entertainment value and below the average standard.

Exhibitors will be given the right, despite contracts, to reject any foreign pic necessary to enable them to comply with quota regulations. An advisory committee, comprising representatives of distributors, producers and exhibitors will be formed to assist the Chief Secretary in administering legislation.

Local Opinion  
Opinions are divided here on the quota angle. Many favor quota for exhibs, but are entirely against quota for distributors. Assumed that an unfair distrib quota may cause uneasiness.

## Italian Imports Increase Despite Higher Tax Fees

Rome, Dec. 13.

Instead of the importation of foreign films decreasing since a tax of \$2,150 each has been put on them, there has been an increase in numbers. During the 1932-33 season about 200 foreign films were imported and the number increased to about 250 in 1933-34.

Some explain this by the increase in first-run exhibs, when others say it is due to the poor quality of many of the imports, making frequent changes necessary.

Most modest computation for the 1934-35 season is 350 new films, and as the maximum number that can be placed on the market here is 300, of which 35 are Italian, the surplus 85 foreign films will have to take their first run in second run houses. New renting companies are continually being formed here so that competition for renters keeps the market very big stock to choose from; but as there is a dearth of really good films, the public is not much better off. Average yield of a good film here is from \$21,400 to \$25,700, but expenses run up to almost the same amount so that the renter is often the loser.





YOU'RE GOING PLACES WITH

THE  
BIG

SHOT



"Have you seen Irene Dunne in 'Sweet Adeline'?"

"I hear Bette Davis gives a simply marvelous performance with Paul Muni in 'Bordertown'."



"My dear, you must see 'Sweet Adeline' with those grand Kern & Hammerstein songs!"

# Seasons



"I can hardly wait to see Rudy Vallee's new picture, 'Sweet Music'!"



"Gee—what a grand direction job Mervyn LeRoy's done in 'Sweet Adeline'!"

"Have you heard that Warners are going to film 'A Midsummer Night's Dream'?"



"Thank heaven that's over! Now we can go the Paramount and see 'Sweet Adeline'."



# Greetings!

Overheard by Warner Bros.



"Don't miss 'Sweet Adeline'. It's the swellest musical yet."

"If you call that a thrill, mister, just wait till you see Jimmy Cagney and Pat O'Brien in 'Devil Dogs of the Air'."



"They say 'Bordertown's' the best thing Paul Muni has ever done."









# START THE NEW YEAR WITH A B I N G !

"LOVE IS JUST AROUND THE CORNER"

**BING CROSBY and KITTY CARLISLE**

**"Here Is My Heart"** with

Alison Skipworth, Roland Young, Reginald Owen.  
Music and Lyrics by Ralph Rainger, Leo Robin  
and Lewis Gensler . . . . A Paramount Picture.  
Directed by Frank Tuttle. Released December 28th.





# CLINTON HEADS NEW NW INDIE EXHIB ORG.

Minneapolis, Dec. 24. With the formation here of the Independent Theatre Owners' Association by exhibitors dissatisfied with the manner in which Northwest Allied States has been run and functions, this territory now has two organized groups of independent exhibitors. A committee of 20 Minnesota and South Dakota theatre owners, meeting here, brought the new body into existence and chose temporary officials. J. B. Clinton, Duluth independent, named president.

## CRITERION-LOEW'S N. Y. ON AUCTION IN FEB.

Criterion-Loew's New York theatre block, 44th to 45th streets, first site in the heart of Times Square, N. Y. is scheduled to go on the auction block under foreclosure proceedings in February. Walter Reade, who two years ago approached Paramount on a deal to take over part of the property, had the site under consideration following Par's recent decision to let it go by the boards, but states he isn't interested any further.

Carrying charges on the property are tremendous. Criterion-Loew's New York property alone, not including parcels behind both theatres which Par took over, the interest on the mortgage is \$240,000 annually. Taxes run to \$140,000. The City Bank Farmers Trust Co. holds mortgage on the theatre portion of the big block front. There are additional mortgages and tax charges on a hotel, stores and restaurants back of both houses on both 44th and 45th street. These additional parcels were taken over by Par about five years ago when Public had ambitious plans for a gigantic theatre on the whole site, to be larger than the old Roxy.

One of Reade's ideas for the spot was a huge skating rink and ballroom.

**TO WHOM IT MAY CONCERN:**  
NOTICE IS HEREBY GIVEN that the partnership lately subsisting between DOUGLAS D. ROTHACKER and NANCY E. ROTHACKER, carrying on the business of producing and distributing motion picture films at 729 Seventh Avenue, New York City, New York, under the assumed name of DOUGLAS D. ROTHACKER, was on the 1st day of December, 1934, dissolved according to law. DOUGLAS D. ROTHACKER as Trustee will wind up the business of the partnership.

DOUGLAS D. ROTHACKER.

**TO WHOM IT MAY CONCERN:**  
NOTICE IS HEREBY GIVEN that starting with the 1st day of December, 1934, the undersigned in the future will carry on the business of producing and distributing motion picture films alone and in his own name.

DOUGLAS D. ROTHACKER.

### Critic Balks

Sometimes performers balk at free performances on columnist radio programs, but the situation has been reversed in Oakland, Cal.

In planning exploitation for Anne Shirley, week Dec. 20, for personal appearances in connection with 'Anne of Green Gables' (Radio), the Paramount theatre there arranged a radio interview for Wood Soanes, drama ed of Oakland Tribune on paper's station, KILX.

Everything was okay until Soanes was approached. He demanded compensation from Soanes, arguing that promotion was a Paramount affair, not the Tribune's or his, and insisted that while his name might have a certain amount of draw on the air, Miss Shirley's as yet is of small value. So, no interview.

It's the second time Soanes has balked on radio. Fox-West Coast and the Tribune went in for joint exploitation of Screen-Radio Magazine when that paper took the Detroit Free Press service. Circulation manager offered Soanes for weekly broadcasts. Theatre accepted, but wouldn't foot the bills. Program finally went on with station announcer and theatre press agent.

In pre-depress days the Paramount sponsored a weekly theatre survey by Soanes on KILX.

## ROACH STUDIO DARK BUT SCRIBS STAY ON

Hollywood, Dec. 24. Finishing on Our Gang and a Laurel and Hardy comedy Thursday (20) Hal Roach studio went dark until after the holidays.

Camera work is expected to be resumed Jan. 7 when a Thelma Todd-Patay Kelly two-reeler goes in. Writing staff is remaining at work, preparing stories for the resumption.

## Bo Dowling Dies at 57

London, Dec. 24. Ambrose S. (Bo) Dowling, former head of Radio Pictures foreign department, died here suddenly Wednesday (19) as the result of an attack of pneumonia. He was 57 years old.

Dowling's body will be brought back to the U. S. for interment in Boston, where his family live, although he had been estranged from them. There is a widow and a son. Dowling joined Radio when it was still FBO, coming in with the Joe Kennedy crowd from Boston. He remained foreign manager until about a year ago when he headed European sales, with headquarters in London. About two months ago, he resigned and had been just sitting around in London, making plans for the future since then.

## 'Minister' and Maybe 'Duke' Into Music Hall

Originally intending to keep 'Bright Eyes,' Shirley Temple, starrer for two weeks over New Year's, but with gross of only \$80,000 or over on first week, Music Hall, N. Y., has decided to keep it no longer than seven days. On Thursday (27) house is bringing in 'Little Minister' (Heppburn) which was to have come in after New Year's.

Hall is not set for a picture for Jan. 3, but probably will be Gaumont-British's 'Iron Duke' (Arliss).

## RECORD AMPAS GROSS

Take, Hypoed By Car Raffle, Five Times That of Last Yr.

This year's Xmas luncheon of the Associated Motion Picture Advertisers played to a pre-Xmas gross at the Hotel Astor, N. Y., that would be the envy of most any box office. A total of \$1,612 was taken in on sale of tickets at \$1 each, while chances sold on the raffle of a car, not yet computed, is estimated to run between \$2,500 and \$3,000. The net goes to combined motion picture charities.

Gross of \$1,612 on lunches, plus the raffle proceeds, is more than five times that of last year's luncheon, when \$1,187 was taken in on tickets.

## MG STILL MILITARY, MARINE PIC GOING IN

Hollywood, Dec. 24. Military leanings of Metro continue with studio scheduling 'First to Fight,' Marine pic for Wallace Beery, immediately upon his completion of 'West Point of the Air,' another uniform opera.

Story is by Lt. Comm. Frank Weed and Joe Sherman.

Ruskin New Yorking Hollywood, Dec. 24. Completing work on Par's 'Rumba' Saturday (28) Harry Ruskin, contract writer, goes to New York for a three-week vacation.

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Albert Warner

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# Will You Be There When the Federation Roll Is Called?

Come on, Boys! Keep up the good work!

We of the Amusement Industry must make GOOD our promise.

You don't want this fine work to fail. Neither do we.

So come through, Boys. You've never ignored a good cause yet.

# FEDERATION

and Its 91 Charitable Institutions

# NEEDS YOU NOW!

Federation for the Support of Jewish Philanthropic Societies of New York City, the efficient "community chest" for 91 leading welfare agencies, including seven nationally-known hospitals



MOUNT SINAI  
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whose services are given without regard to race, color, or creed, must wipe out a \$2,071,000 deficit by December 31 in order to balance its \$3,655,000 budget. Federation helps more than a quarter of a million people every year. These unfortunates need Federation NOW more than ever before.

ALBERT WARNER, Chairman,  
221 West 44th St., New York

I hereby make a special donation of \$....., payable before December 31, 1934.

Name

Address

Please make checks payable to Walter E. Beer,  
Treasurer of Federation

TO ALL OUR FRIENDS  
FROM COAST TO COAST

## A Merry Xmas and A Happy New Year



FANCHON & MARCO



*Bringing a  
Merry Christmas to millions!*

This week 100 leading theatres  
will be playing America's darling  
in her brightest picture.

A new record for day  
and date showings!

*Shirley  
Temple*  
in  
**BRIGHT EYES**  
with  
**JAMES DUNN**

Produced by Sol M. Wurtzel  
*Directed by David Butler. Screen play by William  
Conselman. Story by David Butler and Edwin Burke*

**FOX**

# WEST 10¢ TURMOIL

## CINCY EXHIBS TAKING RAP ON 3% TAX

Cincinnati, Dec. 24. Looks like Cincy exhibs will take it on the chin for the Ohio general sales tax of 3%, which becomes effective Jan. 10 and tusses out the present 10% state amusement levy. That's the plan most favored by theatre operators in preparing for ad-mish changes under the new set-up. If it's adopted the pix trade will be one of very few lines absorbing the general sales tariff.

Under the dual Federal and Ohio 10% amusement taxes, ex theatres were charging 44¢ top, thus escap-ing the Federal levy, which starts at 41¢, and allowing 4¢ on each ticket for the state tariff.

Under the state 3% sales tax, by charging 40¢ top a theatre will pay 12¢ tax on each ticket, the tax ap- plying on gross receipts. That means 38.8¢ for the exhib on every 40¢ ticket.

If the above plan goes through, exhibs will likely be compelled to shave a ticket off of their top price, mostly 30¢.

## Silverberg Critical; Lansing Fire Victim

Detroit, Dec. 24.

Harry Silverberg, Michigan rep- resentative for National Screen Ser- vice, was a victim of the tragic Kerns hotel fire at Lansing. His room was on third floor. He made his escape from third floor to win- dow sill, where he hung on until flames forced him to let go. He dropped three stories through glass marquees, which saved his life, but dangerously cut his legs and body. He is now in a serious condition at Lansing hospital.

Charles Powell of Chicago office handling office till Silverberg's return.

## Tom Gorman's Hipp

Tom Gorman has taken over the Hippodrome, New York, and will run the house as a double-feature grind spot starting immediately at 15 and 25¢.

Gorman is in on a short-notice basis, house being set for legit next season. He was managing director of the Hipp when it was a big-time Keith vaude house years ago.



MGM STUDIOS  
CULVER CITY, CALIF.

GUS and ANDY'S  
**Somerset Restaurant**  
RATES \*\*\*\*\* FOR THEIR  
FOOD (NOT WINCHELL).  
—FOLLY MORAN  
F. S.—THAT BREAKFAST IDEA  
TIL 5 P.M. IS SWELL.

# GOMEZ and WINONA

OPENING BILL WITH ROXY  
THIS WEEK—STRAUL, PHIL.  
(Week Dec. 24)

## LISTLESS STRIKE

Const Camera Group Alleges Lockout

Hollywood, Dec. 24.

Listless strike called by the Motion Picture Workers' Industrial Union, vertical organization embrac- ing all crafts, against the Mitchell Camera Co. has been on for a week with nothing toward hap- pening. Union claims its mem- bers, were locked out by Mitchell when they asked for a raise. Camera firm claims it merely shut down, due to overproduction and the yearly inventory.

Crafts embraced by the union working at Mitchell's are machin- ists and tool and die makers. Union was organized about eight months ago, has around 1,200 members. It is not affiliated with the AFL.

## DENVER SHOWDOWN ON AUTO GIVEAWAY

Denver, Dec. 24.

The Denham theatre will go be- fore the grievance board Friday (25) in an attempt to prove Harry Huff- man has violated the order of the Code Authority, which upheld the decision of the local board that his ex- hib auto giveaways were an un- fair trade practice and should be stopped. The Denham will ask the board to issue an order to ex- changes to stop film service to Huffman. When and if this is done, Huffman will at once go into fed- eral court to seek an injunction, and, if refused, will appeal to the U. S. Circuit Court of Appeals.

Huffman has had one auto give- away since his appeal was denied, and another is due Christmas night. Huffman has two franchisees—Fox and Warner Bros.—and he will con- tend in court that the board has no right to interfere either with these or with any pictures that are al- ready contracted for on other con- tracts.

## Mayer Relinquishing His 50% of Criterion

Arthur Mayer is relinquishing his 50% interest in the operation of the Criterion, N. Y., with John Goring taking it over entirely under ar- rangements with the City Bank Farmers Trust Co. which holds a \$4,000,000 on this and the Loew's New York property. Goring was interested 50% with Mayer un- der the deal made for their opera- tion of the house close to a year ago when Paramount, which had a lease on the Criterion for many years, gave up.

Theatre on a couple of occasions under the Mayer-Goring setup went two-a-day, but otherwise it has op- erated under a continuous policy, scaled at present to 65¢.

Following 'West of Pecos' (Radio), which comes in Thursday (27), Gor- ing has booked 'Wandering Jew', produced in England by Twicken- ham and sold here by M. J. Kandel, independent distributor.

## Criterion, N. Y., Duals It Awaiting Next Picture

The Criterion, N. Y., showing 'Dealers in Death' (Topical), wed- ded Dec. 19 adding 'Night Alarm' (Majestic) to the bill. It's the first instance of a Broadway first run showing double features. Policy adopted only as a temporary measure.

House will continue with duals until arrival of the next feature, 'West of the Pecos' (Radio) which will be lone billed.

## DIME DUCAT BAN NEAR EXPLOSION

Exhib-Distrib Fencing Over 10¢ Permission—Ex- changes Cut Off Service as Theatres Break No-Dime Clause—South Bend, Chicago Hot Spots

## MAY ASK EXHIB VOTE

Chicago, Dec. 24.

Film exchanges here are in a tough spot in their attempts to pre- vent 10¢ admissions from coming back into this territory. They are clamping down on service on all the- atres breaking out with dime tickets but each day it gets worse with more and more exhibs suddenly kicking the bottom out of their b.o. prices and letting the public in for the thin silver.

Exchanges are watching so as to cut off service as quickly as possible when the dime ticket goes into ef- fect. But in many of these hide- aways as much as two and three weeks elapse before the distrib gets wise to the slice.

Three territories stand out as the hotbeds of the dime situation—west Madison street, south State street and the entire city of South Bend, Ind. The Indiana town is driving the exchanges screwy trying to keep tab on the lightning changes of policy and prices. Battle in South Bend gets hotter each day with a big majority of theatres now show- ing double features for 10¢, despite the fact that both twin bills and dime admissions are banned by present contracts.

Distribs are waiting momentarily for some exhib to rush into court with a suit asking the court to force the exchanges to continue service despite dimes or twin bills. And the exchanges are not certain that (Continued on page 27)

## Shoestring Exhibs Playing Oldie Revivals Have Everybody Squawking

Exhibitors all over the country are steaming over increase of shoe- string operators who, at low prices, run single and double bills of old pictures which have played all other theatres and virtually been forgot- ten about by the public. Theatre chains and major producer-distrib- utors are also complaining, without knowing exactly what to do since problem involves a wrestling match between theatres and sales depart- ments.

Operators are hollering not only because 10 and 25¢ houses are book- ing old product, much of it has long since run through its normal circu- lation of playdates, but over the manner in which such houses are advertising the pictures. Favorite stunt is to book an old Mae West picture, for example, at a time when her latest is placed on first run re- lease. The old picture, hailed as Mae West's best, etc., without em- phasis on the title, is claimed to be often mistaken for the newest West production. The revival houses have little difficulty getting product, it is pointed out.

Trouble, as theatre men view it, is that the average distributor sees extra late coin on the old film book- ings and would deprecate the loss of this by-product of the regular routine bookings. Some of the houses playing oldies dig them up when they're four and five years old, occasionally picking up a pic- ture which started off some star who since then has become box of- fice. In such cases the revival spots play the name up big on marquee and in whatever advertising they use, burying the title, or if using it, doing so on the assumption that public doesn't remember titles so well anyway after a year or more.

Not improbable that exhibitors and chain men will attempt to write something into the code to outlaw revivals except where strict- ly advertised as such and possibly then, too. Only other solution seen as likely 'is an agreement through

the Hays' office with all majors binding themselves to satisfactory restrictions. Difficulty there may be the danger of anti-trust repercussions from the revival operators, whom such restrictions would af- fect, the average distrib being afraid to act in concert with other dis- tributors on any such problem.

## HARRY SHERMAN LOOKS SET FOR M-G STUDIO

Harry Sherman may join the Metro studio in Culver City in a capacity as yet unannounced, prob- ably on the staff of Sam Katz, pro- duction executive. Katz sent for Sherman, who is in New York now, and he sails Saturday (29) for Los Angeles via the Canal, taking his family with him.

Sherman was with Publik under Katz as director of special relations, which took in all labor matters.

## Par Studioites' 75% Settlements on Claims

Holding money attached on suits brought from the outside against George Bancroft, Cary Grant, Gene Raymond (Raymond Gulon) and Fred L. Datig prior to bankruptcy, the Par trustees have decided to offer 75% of amounts claimed re- turnable. After some question as to what should be done, and whether the garnished salaries should be treated as general claims, the trust- ees suggested the 75% compromise settlement to Special Master John E. Joyce during the past week.

Since Par held back the monies claimed due, the suits causing the holdouts were lost, leaving the money in control of the bankruptcy trustees. Proposal is to pay over 75% of \$4,448 to Bancroft; of \$1,000 to Raymond; of \$300 to Grant and of \$332 to Datig.

Wishing Everybody

Happiness at Christmas

And Throughout the

Coming Year

# Ted Lewis

Opened at the

CAPITOL, NEW YORK

Christmas Day



# BOOKED...SIGHT UNSEEN! AND PLAYING THIS HOLI- DAY SEASON IN MORE THAN 200 KEY CITIES...

*the most important playing time of  
the year reserved by the great  
circuits and leading independent  
houses for the most eagerly awaited  
production in years!*

# Hepburn

## SIR JAMES M. BARRIE'S THE LITTLE MINISTER



Albany, N. Y., Palace  
Altoona, Pa., Capitol  
Atlantic City, N. J., Stanley  
Appleton, Wisc., Appleton  
Birmingham, Ala., Ritz  
Boise, Idaho, Rialto  
Bakersfield, Cal., Fox  
Baltimore, Md., Hippodrome  
Boston, Mass., Keith  
Boulder, Colo., Curran  
Butte, Mont., Rialto  
Buffalo, N. Y., Great Lakes  
Casper, Wyo., American  
Cheyenne, Wyo., Lincoln  
Chicago, Ill., Palace  
Cleveland, Ohio, Hippodrome  
Columbus, Ohio, Palace  
Cedar Rapids, Iowa, Iowa  
Cincinnati, Ohio, Palace  
Chattanooga, Tenn., Tivoli  
Clarkburg, W. Va., Ritz  
Durham, N. C., Carolina  
Detroit, Mich., Fox  
Des Moines, Iowa, Orpheum  
Davenport, Iowa, Orpheum  
Dayton, Ohio, Keith  
Danbury, Conn., Palace  
Dubuque, Iowa, Orpheum  
Erie, Pa., Warner  
Fond du Lac, Wisc., Reflow  
St. Collins, Colo., America  
Great Falls, Mont., Liberty  
Huntington, West Va., Keith Albee  
Hershey, Pa., Community  
Hot Springs, Ark., Royal  
Helena, Mont., Maritime  
Hollywood, Cal., Hollywood  
Hartford, Conn., Strand  
Jamestown, N. Y., Winter Garden  
Johnstown, Pa., Cambria  
Kansas City, Mo., Main Street  
Knoxville, Tenn., Tennessee  
Lawrence, Mass., Palace  
Lowell, Mass., Keith  
Los Angeles, Cal., Hillstreet  
Lancaster, Pa., Grand  
Lincoln, Neb., Stuart  
Little Rock, Ark., Capitol  
Lynchburg, Va., Trenton  
Lawson, Minn., Empire  
Lexington, Ky., Kentucky  
Minneapolis, Minn., Orpheum  
Memphis, Tenn.,  
Orpheum  
Marion, Ind.,  
Paramount  
Missoula, Mont.,  
Wilma  
Montgomery, Ala.,  
Paramount  
Milwaukee, Wisc.,  
Warner  
Mansfield, Ohio,  
Ohio  
Margarettown, W. Va.,  
Warner  
New Castle, Pa.,  
Penn  
New Orleans, La.,  
Orpheum  
Newport News, Va.,  
Paramount  
New Bedford, Mass.,  
State  
New York  
Radio City  
Nampa, Idaho,  
Majestic  
New Britain, Conn.,  
Strand  
Omaha, Neb.,  
Brandeis  
Oshkosh, Wisc.,  
Strand  
Pierre, S. D., Grand  
Philadelphia, Pa., Boyd  
Petersburg, Va., Bluebird  
Providence, R. I., Albee  
Portland, Ore., Music Box  
Pittsburgh, Pa., Stanley  
Portersburg, W. Va., Smoot  
Portland, Me., Empire  
Paducah, Ky., Columbia  
Rochester, N. Y., Palace  
Richmond, Va., Byrd  
Reading, Pa., Astor  
Raleigh, N. C., State  
Racine, Wisc., Fenelon  
Salem, Va., Salem  
Syracuse, N. Y., Keith  
San Francisco, Cal., Golden Gate  
St. Louis, Mo., Orpheum  
St. Paul, Minn., Orpheum  
Salt Lake City, Utah, Orpheum  
Scottsbluff, Neb., Egyptian  
South Norwalk, Conn., Palace  
Sheboygan, Wisc., Sheboygan  
Sheridan, Wyo., Lotus  
Springfield, Mass., Paramount  
Springfield, Ohio, Regent  
Toronto, Canada, Uptown  
Trenton, N. J., Lincoln  
Tray, N. Y., Proctor  
Tulsa, Okla., Frontier  
Winston-Salem, N. C., Carolina  
Washington, D. C., Keith  
Waukesha, Wisc., Park  
Wilmington, Del., Aldine  
Wareham, Mass., Warner  
Waterbury, Conn., State  
York, Pa., Capitol  
Zanesville, Ohio, Hilltop

AND MORE  
THAN 100  
OTHERS

☆☆☆☆  
Thruout America, in hundreds of local news-  
papers, a great NATIONAL ADVERTISING  
CAMPAIGN of full and half-page ads will tell  
20,000,000 people of this new and glorious  
triumph of the screen's outstanding star!

☆☆☆☆  
RKO-RADIO PICTURE with  
JOHN BEAL ★ ALAN HALE  
DIRECTED BY RICHARD WALLACE  
A PANDRO B. BERMAN PRODUCTION

# CALENDAR OF CURRENT RELEASES

**Harold Auten** Office: 1540 Broadway, New York, N. Y.  
**Autumn Crocus (British).** Charming film from Anthony play, with femme appeal. Dir. Basil DeSille. 70 mins. Rel. Oct. 15. Rev. Nov. 6.  
**Blaus von Himmel, Das (Ger).** Musical. Martha Egger. Dir. Victor Jansz. 70 mins. Rel. Sept. 1.  
**End of the World (Cin du Monde).** Scientific dream based on Flammarion novel. Dir. Abel Gance. 65 mins. Rel. April 15.  
**Ein Walnuss Elfen (German).** Musical romance with Lehar music. Martha Egger. Dir. Victor Jansz. 90 mins. Rel. Oct. 1.  
**Loyalties (British).** Drama from the Galsworthy play. Dir. Basil Dean. 70 mins. Rel. Oct. 15. Rev. Oct. 30.  
**Melo (German).** Sensitive study of psychological difficulties. Elisabeth Bergner. Dir. Paul Czinner. 95 mins. Rel. Feb. 1. Rev. Feb. 6.  
**Pell de Carotte (Red Head) (French).** Story of adolescence. Robert Lynen. Dir. Julien Duvivier. 90 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 on mixed old age scene. Proves a good genius. Henrietta Crooman. Dir. Chas. Lamont. 67 mins. Rel. Oct. 1.  
**Fugitive Road.** An Austrian-Italian border story. Eric von Stroheim. Vera Lengua. Leslie Fenton. Dir. Frank Strayer. 69 mins. Rel. July 1. Rev. Nov. 20.  
**Ghost Walks.** The a mystery comedy. Cast. John Miljan, June Collyer. Dir. Frank Strayer. 67 mins. Rel. Dec. 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.** Tragedy along the waterfront and on the tuna fisheries. Wm. Boyd. Frank Strayer. Rel. Oct. 15.  
**Sons of Steel.** A new deal drama of fathers and sons. Chas. Starrett. Wm. Bakewell. Polly Ann Young. Dir. Charles Lamont. 64 mins. Rel. Dec. 15.  
**World Accusers.** The woman's fight against the world alone. Vivian Tobin. Russell Hopton. Dir. Charles Lamont. 60 mins. Rel. Nov. 1.

**Columbia** Office: 728 Seventh Ave., New York, N. Y.  
**Against the Law.** Gangster mixup with an ambulance crew. John Mack Brown. Sally Blane, Arthur Hohl. Dir. Lambert Hillyer. 61 mins. Rel. Oct. 25. Rev. Dec. 15.  
**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 Crooman. "Bill" Seward. Dir. Al. Rogell. 71 mins. Rel. Aug. 16. Rev. Nov. 6.  
**Behind the Evidence.** Newspaper man smokes out a master mind. Norman Foster. Donald Cook. Sheila Mannors. Dir. Lambert Hillyer.  
**Broadway Bill.** Comedy starring Billy Rose. Dir. Frank Capra. 80 mins. Rel. Dec. 8. Rev. Dec. 4.  
**Best Man Wins.** The Edmund Lowe. Jack Holt in a familiar outline. Florence Macdonald. Dir. E. J. Kerton. Rel. Jan. 1.  
**Captain Jack the Sea.** The biotone nautical comedy of a mixed passenger list. Victor McLaglen. Wynne Gibson. Allison Sidporth. John Gilbert. Dir. Lewis Milestone. 82 mins. Rel. Aug. 15. Rev. Aug. 21.  
**Call to Arms.** Willard Mack. Sheila Mannors. Esther Ralston. Dir. Willard Mack. Rel. Jan. 12.  
**Carnival.** Lee Tracy, Sally Eilers, Jimmy Durante. Dir. Walter Lang.  
**Defense Rests.** Story of a lawyer who defended gangsters. Jack Holt, Jean Arthur. Dir. Lambert Hillyer. 70 mins. Rel. Aug. 21. Rev. Aug. 21.  
**Fugitive Lady.** Innocent girl, sentenced to prison, finds a haven and love. Nell Hamilton, Florence Rice. Dir. Al. Rogell. 66 mins. Rel. Oct. 25. Rev. Dec. 4.

**Girl in Danger.** "Inspector Trent" story of a lost emerald. Ralph Bellamy. Shirley Grey. Dir. D. Ross Lederman. 61 mins. Rel. Oct. 29. Rev. Nov. 6.  
**I'll Fix It.** Political fix discoverer he can't fix love. Jack Holt, Mona Barrie. "Winnie" Lightner. Dir. Roy W. Neill. 69 mins. Rel. Oct. 13. Rev. Nov. 20.  
**Jalousy.** Jealous prize fighter has a vivid dream while taking the count. Nancy Carroll, George Murphy. Dir. Roy W. Neill. 66 mins. Rel. Nov. 15. Rev. Nov. 27.  
**Lady Chatterbox.** Comedy that adopts a mother, who brings her happiness. Carole Lombard, May Robson, Roger Pryor. Dir. David Burton. 71 mins. Rel. Oct. 15. Rev. Nov. 20.  
**Lady is Willing.** Investment victim kidnaps banker's wife. She falls in love with her father. Leslie Howard, Binnie Barnes. Dir. Gilbert Miller. 66 mins. Rel. July 30. Rev. Aug. 14.  
**Men of the Night.** Romance of a detective. Bruce Cabot, Judith Allen. Dir. Henry French. 68 mins. Rel. Nov. 28. Rev. Dec. 4.  
**Mille of the Gods.** Industrial story of the depression. May Robson, Fay Wray, Victor Jory. Dir. Roy W. Neill. 67 mins. Rel. Dec. 16.  
**Name the Women.** Politics and a girl reporter. Arline Judge, Richard Cromwell. Dir. David Burton. 68 mins. Rel. Aug. 1. Rev. Dec. 4.  
**Once a Gentleman.** Tullio Carminati, Lilian Harvey, Tula Birel. Dir. Victor Schiltzinger.

**One Night of Love.** Romance of an opera star. Grace Moore, Tullio Carminati. Lyle Ball. Dir. Victor Schiltzinger. 64 mins. Rel. Sept. 1. Rev. Sept. 11.  
**Peasport to Fame.** Edw. G. Robinson, Jean Arthur. Dir. John Ford. Rel. Jan. 13.  
**Prescott Kid.** The McCoy western. Sheila Mannors. Dir. David Selman. 65 mins. Rel. Nov. 6.  
**Square Shooter.** Tim McCoy, Jacqueline Wells in a Western. Dir. David Selman. 65 mins. Rel. Jan. 13.  
**That's Gratitude.** Theatrical man gets no thanks in farcical romp. Frank Craven, Mary Carlisle. Dir. Frank Craven. 67 mins. Rel. Oct. 13. Rev. Nov. 6.  
**Westerner.** Tim McCoy, Marion Shilling. Dir. David Selman. 67 mins. Rel. Dec. 10.

**White Lies.** Rich society girl falls for the big, brave cop. Walter Connolly, Fay Wray, Victor Jory. Dir. Leo Biskupog. 63 mins. Rel. Nov. 27.

**DuWorld** Office: 728 Seventh Ave., New York, N. Y.  
**Beast of Bernice.** 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 Karl Blöchl. Rel. Sept. 1.  
**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. 15.  
**Girl in the Case.** Comedy in the Continental manner. Jimmy Savo, Eddie Lambert, Dorothy Darling. Dir. Eugene Frenke. 60 mins. Rel. Oct. 1.  
**Hollywood City of Dreams (Soviet).** Bohemian life. Stanislav's impression of cinema world. 68 mins. Rel. March 30.  
**Kocha, Lubi, Szanuje (Polish).** Young love in Poland, with music. Dir. Michal Wyzanski. 70 mins. Rel. Nov. 1.  
**Man Who Chased His Name (British).** An old Edgar Wallace yarn revived. Dir. Henry Edwards. 75 mins. Rel. Oct. 1. Rev. Oct. 21.  
**Norah O'Neale (British).** Irish yarn. Dir. Desmond Hurst. 70 mins. Rel. Oct. 15. Rev. Oct. 21.  
**Romance in Budapest (Hung).** Franchiska 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. 60 mins. Rel. Sept. 1.  
**Tell Tale Heart (British).** Edgar Allan Poe thriller. Dir. Desmond Hurst. 50 mins. Rel. June 16. Rev. June 15.

**First Division** Office: R. W. O. Bldg., New York, N. Y.  
**Against the Law.** One-time famous actress uses her talents in an entirely novel route; and stages one final glorious comeback. Henrietta Crooman. Dorothy Lee, Wm. Bakewell. Dir. Charles Lamont. 68 mins.  
**Fugitive Road.** Eric von Stroheim, Vera Lengua, Leslie Fenton. 69 mins. Rel. Nov. 20. Rev. Nov. 27.  
**Girl of the Limberlost.** The famous Gene Stratton Porter classic. Marian Marsh, Ralph Morgan, Louise Dresser, Eddie Nugent. Dir. Ozbry Cabbane. 83 mins. Rel. Nov. 6.  
**Green Eyes.** Murder at a masquerade party. Wm. Bakewell, Shirley Grey, Charles Starrett, Claude Gillingwater. Dir. Richard Thorpe. Rel. July 30.  
**Girl of My Dreams.** College life and college romance. Mary Carlisle, Eddie

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 releases are definite, and "to be released" 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 at 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, Dec. 24.  
**Jack Oakie.** Katherine DeMille, Reginald Owen, "Call of the Wild", 20th Century Fox. Rel. Dec. 24.  
**John W. Grey.** writing original for Langdon Short, Col. Lawrence Riley, screen play, "Brave New World", 20th Century Fox. Rel. Dec. 24.

**Walter C. Kelly.** "McFadden's Flats", Paramount. Rel. Dec. 24.  
**Frank Langford.** "Vogues of 1935", Paramount. Rel. Dec. 24.  
**Fred Kohler.** Gilbert Emery, "Now It's a Lady", Paramount. Rel. Dec. 24.

**Joseph P. Kester.** Howard Wilson, Charles Wilson, Russell Hopton, "Car 99", Paramount. Rel. Dec. 24.  
**Lee Kohnler.** Julia Graham, Sam Grogan, "Win or Lose", Paramount. Rel. Dec. 24.  
**Charles Selvin.** "Caprice Espagnole", Paramount. Rel. Dec. 24.

**Andy Devine.** "Hold 'Em Yale", Paramount. Rel. Dec. 24.  
**Timothy.** John Lynch, screen play, "The Raven", Paramount. Rel. Dec. 24.  
**George E. Stone.** "Hold 'Em Yale", Paramount. Rel. Dec. 24.

**O. P. Heggie.** "A Dog of Flanders", Radio. Rel. Dec. 24.  
**Virginia Reid.** "Puzzle of the Peppercorn", Radio. Rel. Dec. 24.  
**Peter Milne.** scripting "From the Dark Stairway", WB. Rel. Dec. 24.

**John Blendell.** "Traveling Saleslady", WB. Rel. Dec. 24.  
**Benny Rubin.** Ben Markson, screen play, "Molly and Me", WB. Rel. Dec. 24.  
**George Kohnler.** scripting "Green Cat", WB. Rel. Dec. 24.

**Frank Parker.** Princess O'Hara, U. S. Franchise. Rel. Dec. 24.  
**Frederick Anderson.** scripting "So Red the Rose", Fox. Rel. Dec. 24.  
**Arthur Kobler.** screen play, "Recipe for Murder", Fox. Rel. Dec. 24.

**Orlando Fitzgerald.** adapting "Crimson Lie", Fox. Rel. Dec. 24.  
**Anthony Coloway.** writing original, "Devils Cargo", Col. Rel. Dec. 24.  
**Lambert Hillyer.** directing and directing "Bodyguard", Col. Rel. Dec. 24.

**Heleen Mack.** "Terror By Night", Fox. Rel. Dec. 24.  
**Marion Marsh.** John Buckler, "Elmy Belle", Col. Rel. Dec. 24.  
**Wm. Wm. Neill.** directing "Gimp", Col. Rel. Dec. 24.

**Jack McGowan.** scripting "Broadway Melody", Metro. Rel. Dec. 24.  
**George Naxford.** directing "Northern Frontier", Ambassador. Rel. Dec. 24.  
**Kermit Maynard.** J. Farrell Macdonald, screen play, "LeRoy Macdonald", Ambassador. Rel. Dec. 24.

**Ben Hendricks.** J. Farrell Macdonald, screen play, "LeRoy Macdonald", Ambassador. Rel. Dec. 24.  
**Brennan Lloyd Ingraham.** "Northern Frontier", Ambassador. Rel. Dec. 24.  
**Crime of Sylvester Bonnard.** Radio. Rel. Dec. 24.  
**Francis Paragon.** screen play, "Crime of Sylvester Bonnard", Radio. Rel. Dec. 24.

**Dorothy Fields.** James McHugh, scripting untitled musical, Radio. Rel. Dec. 24.  
**Low Gensler.** Sig Herzig, adapting original, Radio. Rel. Dec. 24.  
**Wheeler Woolsey.** original, Radio. Rel. Dec. 24.  
**Betty Holt.** "Midsummer Night's Dream", Radio. Rel. Dec. 24.

**Mace Chavallas.** "Far Cardboard Lover", Metro. Rel. Dec. 24.  
**Joan Crawford.** "Now No Ladies", Metro. Rel. Dec. 24.  
**Charles Laughton.** "Cool Rhodes", Metro. Rel. Dec. 24.  
**George Baxter.** Mack Gray, Hal. Rel. Dec. 24.

**Nugent.** Creighton Chaney, Arthur Lake, Sterling Holloway, Gigi Parrish. Dir. Ray McCarty. Rel. Nov. 17.  
**Happy Landing.** Story of the U. S. air border patrol. Ray Walker, Jacqueline Wadsworth. Dir. Ray McCarty. Rel. Nov. 17.

**Jane Eyre.** Screen adaptation of the Charlotte Bronte classic. Olivia Clive, Virginia Bruce, Alison Pringle. Dir. Christy Cabanne. Rel. Oct. 1.  
**King Kelly.** Dance director and his girl dancing troupe swap contracts on way to Hollywood. To bring production to mythical Belgium. Story by crooning, dance routines, etc. Romantic comedy with music. Guy Kibbee, Jane Bryan. Dir. Edward Luddy. Rel. Nov. 15.

**Man from Utah.** John Wayne western. 59 mins. Rel. July 1.  
**Manhattan Love Song.** Two orphaned Park Avenue society dad 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. 1.  
**Moontoes.** The Wilkie Collins novel of the disappearance of a famous gem. David Manners, Phyllis Barry. Dir. Reginald Barker. 60 mins. Rel. Sept. 15.

**One in a Million.** Romance of a department store employee and the boss' son. Dorothy Wilson, Charles Starrett. Dir. Frank Strayer. Rel. Nov. 15.  
**Port of Lost Dreams.** A gun moll's past catches up with her after she has reformed and is happily married to a sea-faring man. Lora Lane, Bill (screen) Boyd, George Marion, Edward Gargan. Rel. Nov. 15.  
**Redhead.** Romance of a disowned playboy son and an artist's model with a past. Bruce Cabot, Grace Bradley, Burton Churchill, Regis Toomey. Dir. Neville Brown. Rel. Nov. 30.

**Shock.** Shell shock world war victim unknowingly falls in love all over again with the wife he married before going to the front. Ralph Forbes, Dixie Lee, Robert Armstrong, Wm. Owsley. Rel. Nov. 15.  
**Woman's Man.** Hollywood inside story. John Halliday, Marguerite de la Motte, Wallace Ford. Dir. Edward Luddy. 68 mins. Rel. Nov. 15.

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

**First National** Office: 421 W. 4th St., New York, N. Y.  
**Babbitt.** Burton Sinclair's "Main Street". Guy Kibbee, Alice McMahon. Dir. Henry King. 75 mins. Rel. Dec. 24.  
**British Agent.** Adapted from the novel about international spies. Leslie Howard, Kay Francis. Dir. Michael Curtiz. 75 mins. Rel. Sept. 15.

**Dragon Murder Case.** Philo Vance detective story. Warren William, Margaret Lindsay. Dir. Bruce Humberstone. 65 mins. Rel. Aug. 26. Rev. Sept. 15.  
**Flirtation Walk.** West Point story. Ruby Keeler, Dick Powell, Pat O'Brien. Dir. Frank Borzage. 95 mins. Rel. Dec. 3. Rev. Dec. 4.

**Gentlemen Are Born.** Four college boys battle the world. Franchot Tone, John Barrymore, John C. Cronak, John C. Cronak. Dir. Alfred E. Green. 75 mins. Rel. Nov. 17. Rev. Nov. 27.  
**Happiness Ahead.** Window washer wins success. Dick Powell, Josephine Hutchinson. Dir. Henry King. 65 mins. Rel. Oct. 25. Rev. Oct. 25.

**I'll Sell Anything.** Comedy in a take-auctioning. Pat O'Brien, Ann Dvorak, Charles Dodd, Roscoe Karns. Dir. Robt. Florey. 70 mins. Rel. Oct. 20.  
**Lost Lady.** A. W. Cather's story. Barbara Stanwyck, Frank Morgan, Charles Bickford, Al. B. Groves. 61 mins. Rel. Nov. 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. 8. Rev. Sept. 15.

**Midnight Alibi.** Heart interest melodrama from Damon Runyon's "Old Doll's House". Richard Barthelmess, Ann Dvorak, Helen Lowell, Helen West. Dir. Charles Crosland. 55 mins. Rel. July 1. Rev. July 15.  
**Return of the Ten.** The "Mystic" drama with heart of heart interest. Mary Astor, Lyle Talbot, John Halliday, Frank McHugh. Dir. Howard Bretherton. 65 mins. Rel. July 1. Rev. July 15.

**Six Day Bitch.** Thriller. 65 mins. Rel. Oct. 26. Rev. Nov. 6.  
**Lloyd Bacon.** 65 mins. Rel. Oct. 26. Rev. Nov. 6.

**Studio Fox Hills.** Office: 444 West 56th St., New York, N. Y.  
**Bachy of a Bow.** The Fox child star comes through again. Shirley Temple. Rel. Dec. 24.  
**Babe's Tale.** Story of John Kirk's recent novel. Tom Brown, Henry (screen) Walthall, Anita Louise. Dir. Henry King. Rel. Dec. 24.

**Caravan.** Romantic story based on "Gypsy Melody". Chas. Boyer, Loretta Young, Jean Parker, Loretta Fendita. Dir. Erik Charell. 102 mins. Rel. Oct. 2. Rev. Oct. 2.  
**Cat's Paw.** The Comedy done from a story by Clarence Budington Kelland. Harold Lloyd, Una Merkel. Dir. Sam Taylor. 101 mins. Rel. Aug. 1. Rev. Aug. 1.

**Charlie Chan in London.** Another detective yarn. Warner Oland, Drue Loy, Mona Barrie. Dir. Eugene Forde. 79 mins. Rel. Sept. 14. Rev. Sept. 21.  
**Dude Ranger.** The Geo. O'Brien, Irene Hervey. Dir. Eddie Cline. 64 mins. Rel. Sept. 21.  
**East River.** Story revolving around an underwater tunnel. Edmund Lowe, Lyle Ball, Lyle Ball, Lyle Ball. Dir. Raoul Walsh. Rel. Dec. 24.

**Elmer Norton.** Claire Trevor, Hugh Williams. Dir. Hamilton MacFadden. Rel. Nov. 2.  
**First Night in Paris.** The hitherto unreleased film from the archives of several governments. Lawrence Stallings, editor. 77 mins. Rel. Nov. 23. Rev. Nov. 13.

**Gambling.** From the George M. Cohan play. Geo. M. Cohan, Wynne Gibson. Dir. Rowland V. Lee. 82 mins. Rel. Nov. 2. Rev. Dec. 11.  
**Grand Canary.** Warner Baxter, Midge Evans. Dir. Irving Cummings. 73 mins. Rel. Sept. 1. Rev. July 24.  
**Hans and Gretel.** Pegg-Wood. Dir. David Butler. 81 mins. Rel. July 27. Rev. Aug. 7.

**Hell in the Heavens.** Air story. Warner Baxter, Conchita Montenegro. Dir. Raoul Walsh. Rel. Nov. 23. Rev. Dec. 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. Rev. Oct. 16.  
**Lettory Lover.** Pat Peterson, Lew Ayres. Dir. Wm. Thiele. Rel. Nov. 30.  
**Loveville.** Musical romantic story. Pat Peterson, Nils Asther, Herbert Linden, Harry Green. Dir. Jas. Tinling. 72 mins. Rel. Sept. 21. Rev. Nov. 6.

**Marie Galante.** Done from the novel of the same name. Spencer Tracy, Edith Gailian, Helen Morgan. Dir. Henry King. 90 mins. Rel. Oct. 25. Rev. Nov. 27.

**Music in the Air.** Foreign musical story. Gloria Swanson, John Boles. Dir. George Fitzmaurice. Rel. Nov. 30. Rev. Dec. 11.

**Pack'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. 8. Rev. Oct. 8.

**Pursued.** Romantic drama. Original. Rosemary Ames, Victor Jory. Pert Kelton. Dir. Louis King. 70 mins. Rel. Aug. 24. Rev. Nov. 27.

**Servants.** Entrance. Janet Gaynor and Lew Ayres decide to spend their lives as servants. Musical comedy. Dir. Frank Lloyd. 90 mins. Rel. Sept. 7. Rev. Oct. 2.

**She.** From August Sellers. Navy romance in Shanghai and Los Angeles. Alice Faye, Lew Ayres, Mitchell and Durant. Dir. Geo. Marshall. 82 mins. Rel. July 6. Rev. July 21.

**She.** From August Sellers. Navy romance in Shanghai and Los Angeles. Alice Faye, Lew Ayres, Mitchell and Durant. Dir. Geo. Marshall. 82 mins. Rel. July 20. Rev. Aug. 28.

**365 Nights in Hollywood.** James E. Dunn, Alice Faye, Mitchell and Durant. Dir. George Marshall. 82 mins. Rel. July 20. Rev. Aug. 28.

**Twenty-four Hours a Day.** Claire Trevor, Gilbert Roland. Dir. Hamilton MacFadden. Rel. Nov. 23.

**Wild Parade.** The Loretta Young, John Boles. Dir. Irving Cummings. 69 mins. Rel. Nov. 23. Rev. Dec. 11.

**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** Office: 1600 Broadway, New York, N. Y.  
**Chu Chin Chow.** Arabian tales in musical form. Anna May Wong, Erika Erika. Dir. Walter Forde. 83 mins. Rel. Sept. 15. Rev. Sept. 25.

**Evening.** Musical dramatization from the Beverly Nichols novel. Evelyn Laye, Fritz Kortner, Carl Desmond, Alice Delysia, Conchita Supelicia. Dir. Walter Forde. Rel. Nov. 20.

**Jack Ashby.** Comedy with song and dance. Jack Hubert, Nancy O'Neill, David Drayton. Dir. Walter Forde. Rel. Dec. 3.

**Evergreen.** Musical adaptation from Cochran's stage production. Jessie

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# CALENDAR OF CURRENT RELEASES

(Continued from page 25)

medieval castle, love comes to four unhappy English women. Ann Harding, Frank Morgan, Katharine Alexander, Reginald Owen. Jan. 5. **Barbed Wire**. Drama. From the novel by John Galsworthy. John Galsworthy, John Galsworthy. Jan. 5.

**Paul Lukka**. The From the Chas. Morgan. Ann Harding, Brian Aherne, Paul Lukka. Dir. John Cromwell. 85 mins. Rel. Aug. 31. Rev. Sept. 2.

**Gay Divorcee**. The. When Mimi tries to hire a gigolo she mistakes Guy Holden for the real thing. When Guy falls in love with each other Rogers, Fred Astaire, Alice Brady, Edward Everett Horton. Jan. 5. Rev. 20.

**Rhodes Eric Blore**. Dir. Mark Sandrich. 107 mins. Rel. Oct. 15. Rev. 20.

**Grand Old Girl**. Glorifying the American school teacher. May Robson. Mary Carlisle. Fred MacArthur. Alan Hale. Dir. by John Robertson. Rel. Jan. 15.

**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. Dir. John Ford. Rel. Aug. 31. Rev. Sept. 2.

**Hat Check and Murder**. A murder story of a husband who has to defend his wife against an indictment of murder. Ricardo Cortez, John Galsworthy. Dir. Worthington Miner. 84 mins. Rel. Aug. 31.

**His Greatest Gamble**. A father in prison for murder, escapes in order to save his daughter from her domineering mother. Richard Dix. Dir. John Ford. 70 mins. Rel. Aug. 31. Rev. Sept. 2.

**Kentucky Kernels**. A pair of out-of-pocket vaudevilleers adopt a small boy who turns out to be heir to a large Kentucky estate which is involved in a feud with a neighboring estate. Bert Wheeler, Robert Woolsey. May Carlisle. Spats Collins. 75 mins. Rel. Nov. 2.

**Let's Try Again**. After ten years of married life, a couple decide to try new partners. Dir. John Ford. 70 mins. Rel. Aug. 31. Rev. Sept. 2.

**Lightning Strike**. A fast-moving farce which concerns itself with an amusing line of identities that culminate in a star party. Sally Blane. Dir. Ben Holmes. 64 mins. Rel. Aug. 31. Rev. Sept. 2.

**Little Minister**. The romance of a young Scotch minister and a spy who, who really is the ward of a nobleman of the district. Katharine Hepburn. John Galsworthy. Dir. Richard Wallace. 68 mins. Rel. Aug. 31.

**Of Human Bondage**. A poignant story of a man who faces life as a cripple. Leslie Howard, Betty Davis, Reginald Denny, Reginald Sheffield. Alan Hale. Dir. John Cromwell. 83 mins. Rel. July 20. Rev. Sept. 2.

**Red Morning**. Adventure in a primitive section of Papua. New Guinea. Steffi Duns. Roy Tomney, Raymond Hatton. Dir. Wallace Fox. 66 mins. Rel. Dec. 14.

**Rich Girl in the World**. Wealthy girl seeks non-mercenary tutor. Miriam Hopkins, Joel McCrea, Fay Wray. Dir. Wm. A. Seiter. 80 mins. Rel. Sept. 4. Rev. 10.

**Romance in Manhattan**. A young Czech-Slovakian enters the United States (his "promised land") illegally and finds happiness and the chance for a successful life. Jimmy Butler, J. Farrell MacDonald, Dir. Stephen Roberts. 77 mins. Rel. Jan. 11.

**Their Big Moment**. A comedy drama with a supernatural twist and murder mystery. Zasu Pitts, Slim Summerville, Bruce Cabot, Ralph Morgan. Dir. James Cruze. Rel. Aug. 10. Rev. Sept. 11.

**Sliver**. A break. The last action melodrama in which the famous stream-lined train of the Burlington Railroad is wrecked. Sally Blane, Charles Starrett, Hardie Albright, William Farnum. Dir. Thomas Atkins. 72 mins. Rel. Jan. 11.

**We're Rich Again**. How a woman gets her man by helping her family out of financial difficulties. Dina May Oliver, Billie Burke, Marian Nixon. Dir. William A. Seiter. Rel. July 13. Rev. Sept. 2.

**Wednesday's Child**. The story of a young girl, Edw. Arnold, Karen Morley, Frankie Thomas. Dir. John Robertson. 83 mins. Rel. Oct. 26. Rev. Dec. 18.

**West of the Pecos**. The locale is the Pecos country in New Mexico. A young girl, disguised as a boy, regenerates a dying cattle ranch. Richard Dix, Martha Sleeper, Samuel Hinds, Fred Kohler. Dir. Phil Rosen. 66 mins. Rel. Jan. 11.

**Woman in the Dark**. A fast-paced melodrama about a paroled convict who is involved in saving a beautiful society girl from the town cad. Fay Wray, Ralph Bellamy, Melvyn Douglas, Roscoe Ates. Dir. Phil Rosen. 69 mins. Rel. Oct. 26.

## UNITED ARTISTS

**Affairs of Cellini**. The love life of Benvenuto Cellini. Fredric March, Constance Bennett, Frank Morgan, Fay Wray. Dir. Gregory La Cava. Rel. Aug. 24. Rev. Sept. 11.

**Bulldog Drummond Strikes Back**. Further adventures in crime solution. Ronald Colman, Lela Young, Virginia Bruce, Charles Laughton. Wm. A. Mervel. Dir. Roy Del Ruth. 80 mins. Rel. July 24. Rev. Sept. 11.

**Olive of India**. The story of Olive, who founded a new British dominion—Boleslawski. Rel. Jan. 25.

**Count of Monte Cristo**. The famous Dumas' classic about the man who found a fabulous fortune, used it to revenge a great wrong. Robert Donat, Eileen Herlie, John Loder. Dir. Sidney Blackmer. Dir. Rowland V. Lee. Rel. Sept. 7. Rev. Oct. 2.

**Kid Millions**. Musical spectacle in the U. S. and Egypt. Eddie Cantor, Ethel Merman. Dir. Roy Del Ruth. 80 mins. Rel. Dec. 25. Rev. Nov. 12.

**Last Gentleman**. The story of a young man who develops his plans of his son to chase his money away. George Arliss. Dir. John Ford. Rel. Sept. 2.

**Our Daily Bread**. Disheveled folks from all walks of life begin all over on an abandoned farm. Karen Morley, Tom Keene, and Barbara Pepper. Produced and directed by John Ford. Rel. Oct. 2.

**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 crime that rocked the whole ocean. Jack Benny, Gene Raymond, Nancy Carroll, Sidney Blackmer. Dir. Benjamin Stoloff. 85 mins. Rel. Nov. 2. Rev. Nov. 6.

**Private Life of Juan**. Don Juan discovers that, deprived of his name and reputation, he must start the next life. Douglas Fairbanks, Benita Hume. Dir. Alex. Korda. 82 mins. Rel. Nov. 30. Rev. Dec. 18.

**Runaway Queen**. A merry minstrel of revolution and romance. Anne Nagle and Fernand Graczyk. Dir. Herbert Wilcox. Rel. Dec. 21.

**We Live Again**. A vivid new version of Tolstoy's "Immortal Resurrection." Anna Sten, Alan Turing, Dir. Kurt Neumann. 110 mins. Rel. June 11.

**Man Who Reclaimed His Head**. The From Jean Bart's stage play of French life. Claude Rains, Joan Bennett, Lionel Atwill. Dir. Edw. Ludwig. Rel. Dec. 24.

**Million Dollar Ransom**. Comedy-drama. Edward Arnold, Mary Carlisle. Dir. Murray Close. Rel. Sept. 10.

**Mystery of Edwin Drood**. The From the Dickens story. Claude Rains, Douglas Montgomery, Heather Angel. Dir. Stuart Walker. Rel. Jan. 11.

## Universal

**Shedding Cheaters**. From Max Marcin's stage play. Fay Wray, Cesar Romero, Minna Gombel. Dir. Karl Thord. 67 mins. Rel. Nov. 6. Rev. Dec. 11.

**Embarrassing Moments**. Comedy-drama. Chester Morris, Marion Nixon. Dir. Ed. Laemmle. 67 mins. Rel. Sept. 15. Rev. Oct. 2.

**Gift of Gab**. Comedy-drama-musical. Edmund Lowe, G. Stuart and big radio and screen cast. Dir. Karl Freund. 70 mins. Rel. Sept. 8. Rev. Oct. 2.

**Good Fairy**. The From Ferope Molnar's stage play. Margaret Sullivan, Herbert Marshall, Frank Morgan. Dir. Wm. Wyler. Rel. Jan. 25.

**Great Expectations**. Drama. Henry Hull, Jane Wyatt. Dir. Stuart Walker. Rel. Oct. 2.

**Human Side**. The Drama. Adolphe Menjou, Doris Kenyon. Dir. Eddie Buszel. 60 mins. Rel. Aug. 27. Rev. Sept. 18.

**I've Been Around**. Comedy drama. Chester Morris, Rochelle Hudson, Isabelle Jewell. Dir. John Ford. Rel. Sept. 15. Rev. Oct. 2.

**Imitation of Life**. Drama. Claudette Colbert, Warren William. Dir. John Stahl. 116 mins. Rel. Oct. 29. Rev. Nov. 27.

**Let's Talk It Over**. Comedy-drama. Chester Morris, Mae Clarke, Frank Taylor. Dir. Neumann. 80 mins. Rel. June 11.

**Man Who Reclaimed His Head**. The From Jean Bart's stage play of French life. Claude Rains, Joan Bennett, Lionel Atwill. Dir. Edw. Ludwig. Rel. Dec. 24.

**Million Dollar Ransom**. Comedy-drama. Edward Arnold, Mary Carlisle. Dir. Murray Close. Rel. Sept. 10.

**Mystery of Edwin Drood**. The From the Dickens story. Claude Rains, Douglas Montgomery, Heather Angel. Dir. Stuart Walker. Rel. Jan. 11.

**Night Life of the Gods**. From Thorne Smith's fantastic tale. Alan Mowbray, Florence McKinney. Dir. Lowell Sherman. Rel. Jan. 7.

**One Exciting Adventure**. Comedy-drama. Blinn Barnes, Neil Hamilton. Dir. E. L. Frank. Rel. Oct. 15.

**One More River**. Drama. Diana Wynyard, Colin Clive. Dir. James Whale. 85 mins. Rel. Aug. 14. Rev. Aug. 24.

**Rocky Rhodes**. Western. Buck Jones. Dir. Al Raboch. Rel. Sept. 24.

**Romance in the Rain**. Comedy-drama of a slum Cinderella. Roger Pryor, Victor Jory. Dir. Heathcote Alexander. Rel. Aug. 13. Rev. Sept. 11.

**Secret of the Chateau**. Mystery story. Claire Dodd, Clark Williams. Dir. Victor Jory. Rel. Dec. 8.

**Strange Wives**. Comedy drama. Roger Pryor, June Clayworth. Dir. Rich. Thorpe. Rel. Dec. 10.

**Straight from the Heart**. Baby Jane, Mary Astor, Roger Pryor. Dir. Kurt Neumann. Rel. Oct. 15. Rev. Oct. 24.

**There's Always Tomorrow**. Drama. Frank Morgan, Lois Wilson. Dir. Ed. Sioman. 86 mins. Rel. Sept. 17. Rev. Nov. 13.

**Wake Up and Dream**. Musical. Russ Columbo, Roger Pryor, June Knight. Dir. Kurt Neumann. Rel. Oct. 1. Rev. Oct. 15.

**When a Man Sees Red**. Buck Jones western. Rel. Nov. 12.

## WARNER BROTHERS

**Beaumont Newhall**. From the stage farce. Old-fashioned theater takes a licking from his modern family. Guy Kibbee, Aline McMahon, Patricia Ellis. Dir. Wm. Keighly. 68 mins. Rel. Oct. 20. Rev. Nov. 20.

**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. 13.

**Dance**. Musical spectacle. Joan Blondell, Ruby Keeler, Dick Powell, Guy Kibbee. Dir. Ray Enright. 90 mins. Rel. Sept. 24. Rev. Oct. 13.

**Desirable**. Mother and daughter in a battle for love. Jean Muir, Geo. Brent, Edw. Gage. Dir. Archie Mayo. 64 mins. Rel. Sept. 24. Rev. Oct. 13.

**Firebird**. Murder mystery in Austria. Verree Teasdale, Ricardo Cortez. Dir. Victor Jory. 75 mins. Rel. Nov. 24. Rev. Dec. 18.

**Friends of Mr. Swanson**. Comedy-drama of the brownie husband who turns the big trick for his newspaper. Charlie Ruggles, Ann Dvorak. Dir. Wm. Keighly. 68 mins. Rel. Oct. 13. Rev. Nov. 24.

**Here Comes the Navy**. Comedy-drama of a girl that tried to buck the fleet. Victor Jory, Aline McMahon, Patricia Ellis. Dir. Wm. Keighly. 68 mins. Rel. Sept. 24. Rev. Oct. 13.

**Housewife**. A domestic wife beats the vamp. Bette Davis, Geo. Brent. Dir. Alfred Hitchcock. 89 mins. Rel. Aug. 11. Rev. Aug. 24.

**Kansas City Princess**. The. A fast-moving melodrama in a sardonic. Joan Blondell, Glenda Farrell, Hugh Herbert. Dir. Wm. Keighly. 64 mins. Rel. Oct. 13. Rev. Nov. 24.

**I Am a Thief**. Murder in a diamond theft. Mary Astor, Ricardo Cortez. Dir. Robert Florey. Rel. Nov. 24.

**Madame Du Barry**. Drama of the lady who made history. All up and take nothing. Verree Teasdale, Victor Jory, Dorothy Tree, Helen Lowell. Dir. William Dieterle. Rel. Oct. 23. Rev. Oct. 24.

**Personality Kid**. Fast-moving melodrama in the ham and beaner that turns the big trick for his newspaper. Charlie Ruggles, Ann Dvorak. Dir. Wm. Keighly. 68 mins. Rel. Oct. 13. Rev. Nov. 24.

**St. Louis Kid**. The. James Cagney, Patricia Ellis. Dir. Ray Enright. 66 mins. Rel. Oct. 10. Rev. Nov. 6.

## Miscellaneous Releases

**Are We Civilized?** (Raspin). Propaganda for peace. Dir. Edwin Carewe. 70 mins. Rel. June 19. Rev. June 19.

**Battle of Britain**. French-made story of a Jap naval officer who sacrifices his life for his country. Charles Boyer, Merle Oberon. Dir. Nicholas Farkas. 85 mins. Rel. Nov. 20. Rev. Nov. 27.

**Blue Steel**. The. A fast-moving melodrama in the ham and beaner that turns the big trick for his newspaper. Charlie Ruggles, Ann Dvorak. Dir. Wm. Keighly. 68 mins. Rel. Oct. 13. Rev. Nov. 24.

**Cross Streets (Invisible)**. Story of a down and out surgeon who performs a skilled operation. Frank Craven, Sally Blane. Dir. Wm. High. Rel. Nov. 24.

**Dancing Man**. Gigolo story. Reginald Denny, Judith Allen. Dir. Al Ray. 64 mins. Rel. July. Rev. July 24.

**Dead End**. The. A fast-moving melodrama in the ham and beaner that turns the big trick for his newspaper. Charlie Ruggles, Ann Dvorak. Dir. Wm. Keighly. 68 mins. Rel. Oct. 13. Rev. Nov. 24.

**'I Can't Escape (Syndicate)**. Ex-convict goes straight. Onslow Stevens, Lila Lee. Dir. Wm. Keighly. 68 mins. Rel. Oct. 13. Rev. Nov. 24.

**Man from Hell, The (Marcel)**. Western. Bob Russell. Dir. Lew Collins. 60 mins. Rel. Oct. 2.

**Marrying Widows (Tower)**. Young widow gets her wish. Judith Allen, Charles Coburn. Dir. Sam Newfield. 67 mins. Rel. Sept. 4.

**War is a Racket (Eureka)**. Paste up of newsreel clips with some new material. Dir. Samuel Chodoff. Rel. Dec. 18.

**Young and Beautiful (Mascon)**. Studio story with the Wampa's baby stars. Wm. Haines, Judith Allen. Dir. Jos. Santley. 68 mins. Rel. Sept. 2. Rev. Sept. 25.

# Wash. Hearing 10c Turmoil

(Continued from page 21)

(Continued from page 7)

purpose, Myers wrote that the resolution favoring abandonment was "carried by the majority of the minority" on the Code Authority.

**Burk's Influence**

Allied head charged the clause was inserted through Nathan Burk's influence in the interest of the Skouras chain which he was representative and in the Skouras chain, which he was representative of unaffiliated producers-distributors, contending that Universal is in fact an affiliate through relationship with "Schine chain" in New York state.

"Exposed" compromise and answer to legal objections was seen in Farnsworth's repeated suggestion that the provision be modified to permit independent damages following a finding of code violation by an administrative board. Suggestion was acceptable to Samuelson, who said he had no doubt this could be done to attempt to give remedies for crowded independents.

Complaining that chattering exhibitors are filing appeals from local board decisions merely for the purpose of delay, the committee said the code should be tightened to stamp out violations and warned that to give the C.A. 45 days to settle appeals would result in enforcement machinery being bogged down.

It said that if the C.A. is authorized to issue state orders whenever added time was needed, repeated violations could be curbed more effectively.

Code hearing otherwise was taken up by the committee and proposed changes in the vaudeville section of the film code. Detailed report on that phase of the hearing is in the vaudeville department of this issue.

they don't want such a suit. Managers here would like to get a decision which the industry could follow so as to do away with the bickering and angling. There is no code basis for the ban of either 10c tickets or double features, the New York code authority having shipped the local code back to the Chicago board because the local set-up undertook to rule out both 10c admissions and twin bills, and the CA has stated that codes must not attempt to regulate either price or policy.

It now appears that the exchanges will appear for the stopping of film sections themselves to get some kind of general ban on 10c admissions, since the distributors feel that they cannot continue to jeopardize themselves by the local code. Exchanges are caught in between, since the circuit houses and the big nabes have been threatening to sue the exchanges if they continue to serve the small houses at dime admission, most of the big houses having clauses in their contracts stating that the pictures they use will not be sold subsequently for less than 10c admission.

Hence, the entire midwest situation is waiting for final settlement of the question. Admission question in the present confusion remains the only item which lacks regulation.

In all, it is estimated that some 105 codes are in the making in service to theatres in Chicago and South Bend have gone out on exchange managers in the past three weeks. With the stopping of service code exhibits have come in and promised to attempt to limit admissions again if the exchanges will reinstate service. But the distributors have found that promises are easily broken.

# Code Changes

(Continued from page 5)

ters, while the second important blow-off inside a year may develop when the small-biz problem is taken up. The Darrow Board last Spring in two separate reports blasted Divisional Administrator Sol A. Rosenblatt and industry leaders for writing a code with many monopolistic and competition-restricting angles and charged that small exhibitors were placed at the mercy of affiliated producer-exhibitor chains.

The hearings will afford an opportunity for presentation of all relevant facts, analyses, and suggestions by both industry representatives and other interested parties, the NIRA stipulated, while all general questions of major policy now confronting the administration will be up for discussion.

The new recovery act, which will replace the existing temporary act which expires automatically next January, will provide an opportunity for dissatisfied exhibitors to scrap their codes through a referendum. It is indicated in Government circles. Although many details remain undecided and final decisions will require further study, the industry, however, one alternative suggestion contemplates taking nation-wide votes on the question of continuation or abandonment of existing codes. The industry has already elected to continue their codes would turn the entire enforcement problem over to the Government, with code authorities and subsidiary codes probably being abolished or turned into advisory agencies.

Considerable opposition to this plan has arisen, principally from trade associations and code authorities. Government employees holding fast jobs with the industry members, drawing compensation from code authorities, are resolutely opposed to such an idea, despite a growing conviction in Washington that if any agreements have been of material value except to labor.

That labor supervision will be continued as a permanent Federal policy is certain. The steps already toward curtailing the work week, outlawing child labor, insuring a living wage, and correcting flagrant violations will be carried into legislation and may be carried forward through extension of government powers of industry control.

**Organized Labor**

With Congress just around the corner, speculation is rife over the nature of economic recovery legislation which will be enacted. Business and labor associations are arrayed against labor in an impending fight over the Wagner-Connelly labor disputes measure, and revision of the NIRA, while a bitter tussle between the two camps. Black 30-hour-week bill. The American Federation of Labor has served notice that it will demand a greater voice in administration of the new code, and has urged a permanent labor tribunal, while the U.S. Chamber of Commerce, National Association of Manufacturers and allied groups have thrown out the gauntlet to the union leaders.

The 30-hour-week controversy undoubtedly will be one of the features of the 1935 session, and President Roosevelt may be forced to employ every weapon at his command to block Congressional action which would force all forms of business to make a flat reduction in work hours.

Belief that the new law will not be of such broad scope as the present act was encouraged last week when the order was issued that an under-cover campaign has been launched to induce state legislatures to enact "little recovery" laws governing intra-state business. A steel industry order to the effect that inter-state and intra-state commerce and allied as a masterpiece of legal craftsmanship, has been submitted to all state NRA directors with the order to make the plan as quiet as possible. Washington will not give out copies of the measure or explain the details suggested, but it was learned that the directors are urged to slip copies to sympathetic legislators and stir up enthusiasm which will lead to certain enactment.

Under such a program, providing for a "little recovery" law would uniform Federal and state codes could be adopted for industries which dispute the right of the Federal Government to exercise powers under the NIRA. The inter-industry competition would be reduced through uniform trade practice standards.



## Picture Possibilities

## 'Stage at Bay'—Favorable

'STAGE AT BAY' (Princeton Triangle Club's 46th annual production). Society debbles and anxious mamma's tribulations with the collegiate stag line. Comedy idea has possibilities for more ambitious development, stage or screen. Songs are outstanding and strong enough to have attracted Tin-Pan-Alley bunch to performance. Will probably be heard around.

## 'Tomorrow's Harvest'—Unfavorable

'TOMORROW'S HARVEST' (Drama. Douglas G. Hertz. 49th Street). Another play having to do with small town family's troubles. No fun and questionable dramatic value. That goes for screen. Thee.

## 'Post Road'—Favorable

'POST ROAD' (Melodramatic comedy. Potter and Haight. Masque). With some elements of mystery drama, this comedy on baby snatching should be picture material. Thee.

## 'So Many Paths'—Favorable

'SO MANY PATHS' (Comedy-D. ma. Cohn & Scanlon. Ritz). Good pattern for a flimsical, capable of embellishment on the operatic stuff, with some good dialog by Irving Kaye Davis. Abel.

## 'Valley Forge'—Favorable

'VALLEY FORGE' (Drama. Theatre Guild, Guild). Dramatic episode of the Revolutionary War should be good picture material. Excellence of its writing will count. Thee.

## 'Sky's the Limit'—Favorable

'SKY'S THE LIMIT' (Ray Golden, Parce, Fulton). Although not much of a stage show, basic idea of lampooning radio advertising could probably be whipped into a good comedy film. Land.

## 'Ode to Liberty'—Unfavorable

'ODE TO LIBERTY' (Comedy. Gilbert Miller, Lyceum). May reach Hollywood, dependent on length of Broadway stay. Lightweight but fairly amusing. Thee.

## 'Mother Lode'—Favorable

'MOTHER LODE' (Melodrama. Bushner and Therk. Cort). Another excellent story of San Francisco in the empire building days, with Nevada's gold mines dead. Should supply good film material. Thee.

HEAVY COAST FOG  
COSTS THEATRE \$800

Hollywood, Dec. 24.

Densest fog in local history last night (Sunday) caused innumerable auto accidents and enabled thugs to press gun against Thomas Sappe, manager of Warners' Huntington Park theatre and force him to open walk safe and uncover \$800.

Sappe locked in office clothes closet while thief faded away.

Connolly Directs Dance  
Steps in Tinted Tunes

Hollywood, Dec. 24.

'Gypsy Sweetheart,' Technicolor short musical, which has been hanging fire until Bobby Connolly was free to direct the dance number, shows off today (Monday) at Warners.

Connolly has been tied up on dance direction in 'Sweet Music.'

## Never Shall Part

Hollywood, Dec. 24.

Paramount making Ned Ruggles and Claude Blynn permanent director-writer team as result of their work on 'Gilded Lily.'

This Claudette Colbert picture was previewed last night (Sunday).

Leontine Sagan Sailing,  
But Returns in April

Hollywood, Dec. 24.

Leontine Sagan, femme director brought over from Europe by Metro, will return to England next week, unable to get together with the studio on a story. She was directed a new play by Iver Novello in London.

Miss Sagan will return here in April to work on the 'Ocell Rhodes' script for Irving Thalberg.

## COURT SHOWN ON BEANO

Grand Rapids, Dec. 24.

Whether beano games are to be decided by the Michigan Supreme court as the last resort to wipe out this nuisance here, Beano games have been drawing thousands weekly away from theatres and theatre men have been fighting this evil for over a year.

## CLARA SAYS COMEBACK

Hollywood, Dec. 24.

Clara Bow is quoted in a United Press story that she's returning to pix, but will pick her stories if and when signing contract.

## WHO WOULDN'T?

Passions. Censors. Prefer Film Nudes to Fatal Draught of Poison

Pasadena, Dec. 24.

Taking the position that it would rather view naked women on the screen than a poison sequence in Metro's 'Diamond,' the local voluntary film censor board has ordered drastic cuts in the picture before it is shown at the Fox West Coast Strand here.

Censors protested the sequence showing the substitution of a cup of ordered a number of other eliminations in order that its moral standards might be upheld.

Activity by the censor-board is its first in some weeks.

Willard Mack's 'Gimpy,'  
Two Others Start at Col.

Hollywood, Dec. 24.

Lon Luster, assistant to Harry Cohn at Columbia, will act as producer on 'Gimpy,' Willard Mack story posthumously finished. Roy William Neil will direct. Picture starts Wednesday (25).

Two other Columbia starters on the same day will be 'Eight Bells,' with Marlon Marsh and John Buckler featured and Eerie Kerton directing, and 'Lady Beware,' both will be produced by J. G. Bachman.

Strand, Milwaukee,  
Set to Open, Doesn't

Milwaukee, Dec. 24.

With advertising set, the opening bill booked and Irv Stern here to manage, the Strand will not open Christmas day as announced some weeks ago by the Grand Enterprises which were to take over the house dropped months ago by Warners. Stern admits that the most of the trouble is due to inability of the management to come to terms with the unions on both costs; also film exchanges are balking on the proposed 25c. double feature idea. To make matters worse, a strike of the house of its sound equipment, because it had not been paid for.

Al Cooper, who ran the Riverside for a few months more than a year ago, but closed due to poor business, is reported dickering for the Majestic here, closed for two years.

## Temple, Detroit, Goes

Detroit, Dec. 24.

Signing of the final papers for the new office building to replace the old Temple theatre on Monroe are to be signed this week, with the arrival of Milton Mayer, head of the general counsel for RKO Theatres.

Milton Mayer, head of the really diverse of RKO Theatres, who when the lease, two weeks ago made the announcement that he was tearing down of this old landmark and home of big-time vaudeville to be replaced by another building, the exact size of which is not yet decided.

## Sales-Crews-Vacash

Los Angeles, Dec. 24.

Film salesmen of all major distributors in this area take a vacation by play, starting today (Monday). Boy report back on the job Jan. 2.

Car allowances and expense accounts are taboo during the winter rest period.

## FEEDING 'BAMA GRIDDERS

Hollywood, Dec. 24.

Alabama grid team has been nabbed by Warners for a studio luncheon and look-around Wednesday (25), two days after the squad's arrival in town.

Warners expects to grab off plenty of publicity shots of the boys and take the edge off any other studio parties for the Dixie gang.

## ROSEN DIRECTS 'IDENTITY'

Hollywood, Dec. 24.

Phil Rosen goes to Columbia to direct 'Mistaken Identity,' from the mag story, 'Death 'Ties East,' by Phil Rosen will supervise.

## Leashy with Coast Agfa

Hollywood, Dec. 24.

Wilson Leashy joins the Coast technical department of Agfa-Anso under Dr. Herbert Meyer. Leashy has been a laboratory engineer at Universal lab for the past year.

45 Houses in 22 Okla.,  
Texas Spots in New Deal

Oklahoma City, Dec. 24.

Forty-five theatres in Oklahoma and Texas cities are included in a deal closed here in which the Western States Theatres, Inc., purchased the Universal Chain Theatres Corp.'s interest in the Griffith Amus. Co. All stockholders of Western States are affiliated either with Griffith Amus. Co., Consolidated Theatres or R. E. Griffith Theatres.

Foster McSwain is president of the \$500,000 Western States firm; A. R. Powell, v.p., and W. T. Spears, secretary-treasurer.

Deal involves the Rialto, Oklahoma City; the McSwain, Ritz and Liberty at Ada; Odeon, Lyric and Midwest, Bartlesville; H. & S. and Odeon, Chandler; Palace and Folly, Duncan; Rex, Earlboro; Rex, Elk City; Astor, Critter, Mecca and Arcadia, Elmore; Midway State and Guthrie, Guthrie; Klowa, Hobart; Erie, Hugo; Arcadia, Maud; Sooner and University, Norman; Orpheum and Cozy, Okmulgee; Rex, State and Ritz, Seminole; Bison, Critter and Rex, Shawnee; Aggie and Texas, Sulphur; Rex, Borger, Texas; La. Nora, Rex and State, Pampa; Rex, Panhandle; Ritz and Texas, Wellington; and Rig and Rex, Wink, Texas.

## Anderson Scripting 'Rose'

Hollywood, Dec. 24.

Opening of his play, 'Valley Forge' on Broadway, having been launched, Maxwell Anderson is here today (24) to start scripting Stark Young's 'So Red the Rose' for Paramount.

Anderson comes to the studio on a five week contract.

## BORZAGE'S BUMP

Breaks Collar Bone While Poling On Off Day

Hollywood, Dec. 24.

Frank Borzage, who just completed 'Living on Velvet' (WB) last Saturday (22) is in bandages as result of poling on Friday. Borzage broke when his horse slipped. He suffered a broken collar bone and landed in Queen of Angels hospital. Accident will not halt his cutting of picture.

## Admish Tax

(Continued from page 5)

ta burden was inspired by Secretary McLaughlin's prediction that a Federal-state conference will be held next summer on the matter of duplication in industrial levies. Secretary said government will consider brokering a having one agency, presumably the Treasury, collect revenue from over-taxed lines and then remit proportionate shares to the states. If this principle is established, it is in the Federal government would ask states to drop their admissions taxes and take their cut from the national pool.

## Maryland's State Tax

Baltimore, Dec. 24.

Looks certain that a state amusement tax will be levied shortly after first of year. It will be the first in Maryland's history.

It was announced Saturday (22) by Governor-elect Harry W. Nice that a state will add \$100,000 additional revenue next year, plus funds to care for \$2,000,000 deficit for current year. Nice said that within 24 hours after he is inducted into office on Jan. 9 he will have a bill in the state legislature asking for a 1% sales tax; that will not touch amusement biz, but will bring in only an estimate of \$500,000. Remainder will have to be made in other ways, and it is generally agreed upon, one of the first methods that will probably be applied is creation of state tax on theatre admissions and other amusement gains.

Since legit is sparse these days, and since, save week-end, the prevailing admission to all pic spots is vaudeville houses is but 40c, thereby escaping the government tax, it is the opinion of observers that when a state amusement tax is considered it will smother and affect admissions from a dime up. If tax wasn't that extensive it would not bring the needed coin.

K.C. READY FOR  
BIG B.O. PUSH

Kansas City, Dec. 24.

After a couple of weeks of pretty slim pickings, the theatres are set in high and going fast after the holiday season money.

Loew's Midland opened today (24) with 'The Mighty Barnum,' which has been heavily circuitized. Main hall is waiting until Christmas Day to start its 'Little Minister,' figured to stay two weeks. Uptown is showing 'Babes in Toyland,' which the Loew office did not want to run in the Midland. It's the first time the Fox house has had a Metro picture in a long time.

'Here Is My Heart' is the Newman's Christmas offering and it should prove a pushover. Fred Crooby is a natural here. Tower, in addition to its stage show, has 'Madam Satan' and 'The Girl in the Red Dress.'

Last week was a sad story all around, although it could have been worse.

'Private Life of Don Juan,' at Loew's Midland, only got a five-day showing on account of the Monday opening of 'Babes in Toyland,' but enjoyed fair business.

Estimates for This Week

Mainstreet (RKO) (\$200; 15-25-40) 'The Mighty Barnum' (Radio). Opens Christmas Day. 'Babes in Toyland' (Fox) is being strongly exploited and expected to hit big coin. Last week, 'Silver Streak' (Radio).

Loew's Midland (Loew) (\$400; 15-25-40) 'The Mighty Barnum' (Radio). Opens Christmas Day. 'Babes in Toyland' (Fox) is being strongly considered, and should hit its stride for a strong gross. Last week, five days of 'Don Juan' (UA) did a fair \$3,000.

Newman (Par) (\$180; 25-40) 'Here Is My Heart' (Par). Opens Christmas Day. 'Babes in Toyland' (Fox) is being strongly considered, and should hit its stride for a strong gross. Last week, five days of 'Don Juan' (UA) did a fair \$3,000.

Tower (Revolt) (\$200; 25-40) 'Babes in Toyland' (Fox) is being strongly considered, and should hit its stride for a strong gross. Last week, five days of 'Don Juan' (UA) did a fair \$3,000.

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# RADIO RAPS BUSBOIES

## Radio as a Patsy

Arthur Pryor, Jr., of the Batten, Barton, Durstine and Osborne agency, speaking in Boston last week, and Thomas Rishworth, of station KSTP, speaking in St. Paul the previous week, both rapped the meddlesome, undocumented, anybody-criticizes-of radio programs for children leveled at broadcasting by parent-teachers and the "uplift crowd" for kids. While admitting there may be grounds for complaint against some kid shows, both speakers flatly stated that loose talk and ready denunciation, without facts to prove the evils or suggestions to remedy, will be resented and resisted by the radio advertising world.

This is stout common sense. Nothing is to be gained by either the apoplexy of fright or the apologetics of confession every time the accusing finger is wagged in radio's direction. Let radio put the burden of proof where it belongs, with the prosecution and not with the defense.

It's debatable that any conclusive evidence has ever been brought forward to prove that play or motion picture eyes planted temptation in minds where evil sprouts were not already rooted. Common decency rejects pornography and unwholesome counsel. Bad taste or obscenity regulates itself because it does not pay and its audience is limited to the pathological fringe constantly harassed by the gendarmes anyhow. Yet the same crowd that saddled America with prohibition continues to favor arbitrary censorship as a substitute for self-regulation.

As a matter of fact, radio has been polite to the point of asininity, sweet to the diabetic stage. Radio has been guilty of cheapness and tawdriness and phony sentimentality, but it's always been on the side of obedience, reverence, holy wedlock and spinach. For radio to start apologizing for not being on the right side is both a contraction and an absurdity. Radio is probably the most sanctified amusement in the history of entertainment.

Very questionable, scientifically, if the possible effects upon children of over-melodramatic programs has anything whatever to do with morals. Parent-teachers' best argument, but the one least used, is that the excitement generated by some of the radio goose-pimple serials agitates the youthful composure to the detriment of orderly habits, good digestion and nightmare-free slumber.

Amidst the crime waves, kidnappings, etc., it is quite natural that the viewers-with-alarm should single out radio and try to isolate the germs of turpitude in some of the melodramatic flapdoodle dished up for kids. But only the crash air of common sense is needed to clear out the fumes of nonsense cluttering up a civilized approach to the crime problem.

Radio should refuse to be the patsy for the reformers.

## PRYOR SCORES LOOSE TALK

**B. B. D. & O. Agency Exec  
Attends Boston Uplift  
Meeting and Rebukes  
Delegates as Theoretical  
Rather Than Practical**

### CRIME ANGLE

Boston, Dec. 24. Arthur Pryor, Jr., v.p. in charge of radio for the Batten, Barton, Durstine & Osborne agency, last week took to task those who have made it a practice of publicly panicking certain types of programs as detrimental to the adolescent mind. Pryor scored this criticism as being without factual basis and urged that the critics, instead of citing wild assumptions and generalities, undertake a clinical study of the problem, and, if conditions are found to be as they claim, submit constructive suggestions for their improvement.

Occasion of Pryor's remarks was a meeting sponsored by the Massachusetts Civic League and chairman by Roger Penn, secretary of the Private Schools Association. Group invited to discuss the subject of radio programs and their influence on children represented the teacher, welfare, religious and parents' associations. Pryor was asked to attend as a delegate from the business of commercial broadcasting.

After listening to one delegate after another giving testimony as to what they thought was the deleterious effects of radio entertainment, with most of them singling out melodramas and horror stories, Pryor got up and declared that he was particularly impressed by the looseness and baselessness of the various talks. No sound evidence had been marshaled, he said, to back up the contentions and averred that it was about time that the critical element put up or shut up.

Pryor suggested that a constructive approach be made toward the public by appointing a representative committee to study the alleged defects and propose ways of improvement. This committee, he said, should be representative of parents, teachers, physicians, welfare workers, advertising agencies and broadcasters.

The meeting voted to follow the steps proposed by Pryor.

### Crime Commission Squawks

U. S. Crime Commission has complained on air entertainment that meller sketches and horror programs are dangerous, especially to kid listeners. Proposal to shut these programs on at a late hour when kids would be in bed, is met with the trade defense that this would only keep the children up late. Another angle is that if the horror or other wild and woolly program had to go on the air late at night, commercial sponsors would not be interested in maintaining the time.

There are quite a number of programs of the type to which complaints are leveled. To the average listener, however, actually these programs excite kids to the point where they become a threat to digestion and home work rather than morals. A recent survey over New Jersey, canvassing 1,500 children, showed that the majority liked adult programs best anyhow.

While pictures are not as accessible to children as the radio, the film industry, through the M.P.P.D.A. has assured Attorney General Cummings that it will co-operate to make films showing crime doesn't pay.

## St. Paul Meet on Kid Programs Calls Radio Villains Likeable; Suggest Boycott, Probation

### CBS' Record

With the \$1,700,626 it figures to do this month, CBS will come out of 1934 with the biggest fourth quarter in time sales receipts for any single broadcasting link in the history of the business. October-December lap of this year will give Columbia a gross of \$5,136,185. For the seventh successive month CBS in November topped the gross income of NBC's red (WEAF) loop. Columbia did \$1,679,689 and the red, \$1,593,132. NBC's blue (WJZ) network gathered \$99,142.

St. Paul, Dec. 24. Outright boycott of goods manufactured by sponsors of objectionable radio programs for children. Petition the sponsors to modify present objectionable programs. Give the sponsors 90 days 'probation' in which to delete lurid phrases; if not improved within that time, clamp on the boycott.

Ask NBC to make a nation-wide survey of the good and bad radio programs now being purveyed for children.

Accept as the direct responsibility of the parents in every home just what programs the child shall be allowed to hear.

These suggestions were voiced by various spokesmen among 500 militant Parent-Teacher Association members, Boy Scout, Campfire Girl, S.E.R.A. and University of Minnesota representatives at the John Hay school in Minneapolis Tuesday (18) night, in a meeting called by Thomas Dunning Rishworth of KSTP in answer to blanket condemnation of all children's radio programs by Minneapolis P-T-A groups.

Rishworth, whose ire was roused by the stand taken by T. P. Giddings, supervisor of musical education for Minneapolis schools, who had opposed the earlier Danmorch Music Appreciation Hour, asked the assembly to differentiate between all radio programs for children, and the good and bad ones. Giddings, who had been specifically invited, failed to show.

Rishworth pointed out that listeners should support good programs by saying so and not merely sitting back in silent contentment. He cited that but five St. Paul and seven Minneapolis public schools use the Danmorch hour, despite endorsement by Mathilda Heck, supervisor of music for St. Paul schools, and the fact that Giddings is a member of the NBC advisory board.

Judge H. Z. Mendow declared, 'Radio is too new for us to assume it is correct. It is a puzzle we must study this thing before we get ourselves excited and talk about boycotts and control of the sponsors. It strikes me as strange, continued hizzoner, that commercial sponsors manage to educate our children to listen to their programs, while we, the parents, cannot educate them not to listen.'

Judge Mendow advocated strict home censorship. He pointed out that he had 'sold' his eight-year-old daughter on the idea of listening to Eddie Cantor, Joe Penner and Jack Benny, with the result, said the jurist, that 'she has a pretty good sense of humor.' Judge Mendow further claimed that when his daughter did listen occasionally to the alleged blood-curdling programs, 'they never affect her ten hours' sleep.'

In rebuttal, a gent who introduced himself as 'just an ordinary parent' drew salvos when he declared that he is an easily homesick and therefore must admit, 'I do not control the dial in my home. The owner of that radio dial is Freddy.' This speaker also pointed out that while 500,000 letters may pour into the sponsor's offices for some 'free' gadget, the sponsor should not kid himself into believing that those 500,000 letters are messengers of buyers' good-will.

Hardship on Parents. 'I believe,' said this parent, 'that 80% of the parents whose offspring are swayed by this type of radio salesmanship harbor resentment against that manufacturer's sales ideas or his product. Personally, he continued, 'I have made it my

(Continued on page 32)

## Blue Sunday for Radio Brought Up by Pastors

Charlotte, N. C., Dec. 24.

With the Charlotte city council voting much embroiled over Sunday blue laws just now, threats of closing-down radio stations has come into recent hearings before the council.

At a stormy session the question was raised by those opposing a delegation of preachers from the local ministerial association, seeking a closed Sunday, if they intended to try and silence radio in their demands for a tight closed day. Newspapers, street cars and other things were also mentioned. The debates followed threats to give Charlotte Sunday films and bowling along with baseball, football and golf already allowed under the 'outdoor sports' law. The ministers are now demanding that everything be closed.

Local stations are not seriously considering threats for Sunday closing, feeling that such would interfere with federal government functions, since they are licensed to operate by Uncle Sam.

However, it was pointed out at WBT that such a thing should happen—a Sunday-studio—could be set up at the station's transmission plant located outside of the city limits. In this respect, WSOB would not be so fortunate, since its transmission equipment and studios are both in the city.

## WFBL, SYRACUSE, 50c A SHARE DIVIDEND

Syracuse, Dec. 24.

Onondaga Radio Broadcasting Corporation, operating WFBL (CBS), will pay a dividend of 50 cents a share Jan. 3 to stockholders of record on Dec. 23.

There are 24,000 shares outstanding.

## VERNON PRIEBLE IS NEW WTAM MANAGER

Cleveland, Dec. 24.

Vernon H. Pribble has stepped into the manager's post at WTAM, succeeding W. W. Smith, finally settling two-year-old rumors about a switch in management.

Pribble was on advertising staff of Chicago Tribune for eight years and also at WGN, Chicago. Smith is now in Florida recovering health before taking over a new NBC job. No other staff changes planned by Pribble.

## DON WTHYCOMB McCOSKER OUT LOOKS SET AT WFIL

Philadelphia, Dec. 24.

Donald Withycomb, present head of NBC station relations dept., will be announced as the new manager of the combined WLIT-WFI outfit (now titled WFIL) this week, it is expected. However, it is understood WLIT will immediately grant him a 60-day leave to work with NBC's new station compensation scale soon to be established.

Federal Communications Commission is expected to give final okay to WLIT-WFI merger this Thursday (27).

Withycomb was considered too expensive for the WFIL payroll, but a conference with the local execs at New York last week was said to have resulted in an amicable salary arrangement. New director will take over complete carte blanche assignment. Salesmen for both local outfits were directed on Friday (21) that all incoming accounts must be cancellable by Jan. 1.

Proposed staff changes may send Edwynt Lewis, WFI manager, to the new combine as program director, with Joe Nassau, WLIT chief, apparently out. Several months ago Nassau was seeking control of WIBG, local indie, obviously pre-empting the present course events.

### Wants More Power

WFIL will make application for increase of transmitting power when the new set-up has been completed. Studio site not selected as yet, although definitely decided that station will have a center-city office building location. New transmitter will locate in the suburban Manyunc district, to replace the brace of aerials being dismantled atop the two adjacent department stores. This will eliminate interference between WFIL on 560

It was understood in radio circles Monday (24) although not officially confirmed that Alfred J. McCosker has resigned as president of WOR, Newark. His retirement is understood to take effect next Tuesday (16). McCosker's contract, which had about a year to go, is reported amicably settled by the Macy department store interests which operates the station.

McCosker, who has served two terms as president of the National Association of Broadcasters, took over the management of WOR for the Bamberger store in Newark eight years ago. Previous to that he did a chatter program on the outlet tagged 'The Hollywood Reporter'.

Macy interests also adjusted McCosker's stock holdings in the station.

### John Boles for Lux

Hollywood, Dec. 24.

John Boles is New York bound to take over the Lux hour, which Helen Chandler the night of Dec. 30. Returns here by plane for New Year's.

kilocycles with WIP, across the street in Gimbel Brothers emporium, operating on 410 kiloc.

Withycomb's initial move will be to needle the commercial prospecting of the combination, outfit having lost approximately 75% of its NBC shows when KYW usurped the red (WEAF) web in the local territory. WFIL now bringing WJZ (blue net) programs to the Philly area, is faced with the prospect of adding its rate card to the current WJZ chain. Withycomb's problem will be to convince national accounts that WFIL deserves addition to other budgets.

It is expected that the new manager will take charge next month immediately after the WLIT-WFI merge becomes effective.



# PLUTOCRATS' HOLIDAY IN COLORADO NOT LIKED BY INDIES WITHIN N. A. B.

National Association of Broadcasters is faced with revolt from among the membership against the decision of the NAB directorate to hold the organization's 1935 convention in Colorado. Station operators, opposing the selection, aver that the expense involved will make it tough for a hefty share of broadcasters in the east and other sections of the basic area to attend. They point out that the choice of a swanky summer resort such as Colorado Springs, may be right up the financial alleys of the NAB officers but it can only serve to alienate the members with skimpy pocketbooks.

If, say the objectors to the Grand Canyon idea, the NAB is to continue as the spokesman for the big and small alike, it can't afford to breed discontent by mulling such things as convention attendance a hardship on the latter. Important problems of the industry, they state, are due to come up at this summer's meet and it would be a disservice to the members in the organization to make a maximum attendance possible. Since the other, overwhelming majority of members come from the basic territory the points selected should be within that area. For the eastern broadcasters the Colorado encampment will, to say nothing of summer resort hotel and food prices, entail three—days and three nights of train-riding either way.

Opponents of the Colorado designation recall the small attendance and the resentment that the staking of the convention in White Sulphur Springs, W. Va., garnered two years previous. An appreciable percentage of the attending NAB delegates were put to the inconvenience of having to do their showering in the village of White Sulphur instead of the hotel at which they were stopping. This bluncheon elected to let the stuff rolling cease with the room rent at the resort hotel selected by the NAB's executive committee.

At a meeting held in New York the week before last the NAB board of directors agreed to toss the 1935 convention sometime between July 1 and 15, with the place in Colorado and the exact date to be left to the officers' discretion.

## Happy Shovelers

Edward and Henry Peterson, grave diggers by profession, are giving a special Yuletide program—out over WMCA, New York, on Christmas Eve, Carol to be played on a sither and a violin.

Two young dirt-allergers, 21 and 24 years of age, respectively, work in a cemetery at Belmont, Long Island.

## BIG BIZ WAX SERIES VS. REDS

Dubuque, Ia., Dec. 24.

National Association of Manufacturers, New York City, has started out a batch of waxes to various radio stations throughout the country designed to fight communism. The series is called "The American Family Robinson" and is being shipped free of charge to stations co-operating. Some 175 stations have taken the series to date.

Waxing goes under the title of "The American Family Robinson". In the case of WKBE, local outlet, the station had the local association of manufacturers sponsor the presentation, thus giving it a commercial rating.

## Film Cowboy Airing

Hollywood, Dec. 24.

Masato's new serial star, Gene Autrey, after completing his first thriller, flew to Chicago Friday (21) to resume broadcasting for Sears Roebuck. He returns here for another serial which will be produced after Tom Mix's Texas Ranger. Autrey has been on the NBC outlet for the past five years.

## Forker Joins L. & T.

Los Angeles, Dec. 24.

Don Forker, for past six years advertising manager for Union Oil Co. on the coast, left tonight (24) for New York to enter the Lord & Thomas Agency.

Forker will work with the division handling the Lucky Strike account.

## Club Dates Go Radio; WMCA, WEVD Afloat From Talent Sideline

Plugging of their artists bureaus over the air has become an important sideline with practically every station in New York City. All outlets with the exception of WMCA and WEVD take some measure of time out during the day and night to tell tuners-in that entertainers for banquets, public or private parties and such meets can be engaged through the station.

Heaviest plunger of the party idea is WOR. This station's booking bureau is mentioned over the air at least once an hour. WHN, WINS and WNEW are somewhat less regular about it while WNBC as represented by WEPF and WJZ, and Columbia by WABC each put in at least four ticks a day in behalf of their talent services.

With these sources to contend with, the indie club bookers have found the going tough this season. What makes the competition particularly hot for them is the buyers' fancy for being able to print on the program NBC or the Columbia Broadcasting System presents.

## Feen-a-Mint Amateur Show First on Web

Feen-a-Mint sponsors the first nationwide broadcast of amateur entertainers as its new series starting Dec. 30 over CBS. Outside of the amateur roster of professional talent to draw up the program, all of the others will be air novices. To come over WABC from 5 to 6:30 in the spot vacated by Gershwin and his music.

Ray Perkins will m.c. Arnold Johnson's orchestra to play, with Harry Von Zell in for the announcing duties. A jury of five persons will separate the best ones each week. Station coming wide territory for these debates. A professional trio will also probably fill in.

Health Products' search for something novel about this amateur stunt, due to its widespread craze over the entire country at the moment.

## N. Y. Frames Musicians' Relief Series; Stars in Clusters, \$10,000 an Hour

Though there's nothing in it for them but prestige and the chance to build up the value of late Sunday night time, the NBC and Columbia sales departments are acutely aware of a commercial or group of commercials to underwrite a series of four charity broadcasts. Websters are adding to the program: Entire amount will go to the Unemployed Musicians' Relief Fund. Time proposed is the 10:30 to 11:30 stretch for any consecutive block of four Sunday nights between now and Feb. 1. Broadcast will be strictly metropolitan, with WEPF, WJZ, WOR, WMCA, WINS and WHN contributing their facilities. Websters are making no guarantee as to what talent will be on the programs, but they do make the assurance the cream of air names will be induced to participate, providing that the products of the underwriters and those of regular sponsors do not conflict. A commercial may buy any one or number of the four broadcasts.

### Two Lists

Networks have made up two sample talent lists for submission to prospective bankrollers of the idea. One list contains the names of Paul Whiteman, George Gershwin, James

Melton, Phil Baker, Joe Penner, Jessica Dragonette, the Revelers, Guy Lombardo, Gladys Swarthout, Burns and Allen, Amos 'n' Andy, while the other list proposes Fred Waring, the Mills Bros, Jack Benny, Morton Downey, Boswell Sisters, Fred Allen, Virginia Rae, Eddie Cantor, off-his-in-the-country (at the time), Casa Loma band, Edwin C. Hill, Nino Martini, Stoppnagle and Budd, Frank Munn and Frank Black.

## Death Chair Sentence

Zanesville, O., Dec. 24.

Russell Swiger, 21, convicted slayer of Harold Fleming, 19, gas station attendant during a holdup on September 24, was sentenced to be electrocuted in the Ohio penitentiary on April 5, by Judge P. H. Tenehill in common pleas court here this week. Motions for a new trial were overruled.

Swiger was a radio entertainer and orchestra leader, Miss Grace Mitchell, radio singer of Pittsburgh, whom Swiger said he wished to wed, appeared at both trials as a defense witness.

## Inside Stuff—Radio

Broadcasting, with Grade A artists on a chain hookup and with disked programs spotted over stations in sections where local dealers face certain types of "competition," has been suggested as steps which the Memorial Extension Commission, the trade's promotional body, should use in publicizing the "Memorial Idea".

Roswell M. Austin, secretary of the MEC, told members of the New York State Memorial Craftsmen, at the recent annual convention, that two kinds of radio programs had been suggested. On the national hookup, the message delivered would be more general than on the waxed programs. Latter would be spotted to combat what leaders of the monument and industry term "the menace of speculative no-monument cemeteries" and of promotional public mausoleums. Presumably, local dealers would have at least the moral support of "old line" cemetery associations in their radio and newspaper fight on these types of burial places, for the regular cemeteries are strongly opposed to them and the state and national associations work with the MEC.

Only outdoor gals, such as Joan Lowell, Ruth Elder, Alice LaVarre, Helen Ritchie, Gertrude Ederle, Babe Dierickson, Georgia Coleman, Helen Hicks, Helen Meaney and Louise Thayer, will be used as subjects of a series of dramatized episodes which Crystal Corporation will air over CBS starting on Jan. 5. New program which will plug cosmetics, will be heard on Saturday evenings from 7:30 to 8 o'clock.

Testing equipment in the west is to be installed at Los Angeles, Seattle and Denver.

Program label will be The Outdoor Girl Beauty Parade. Miss Lowell may head initial half hour.

KNX, KFI, KPWB and KHJ are splitting costs on a Coast technical survey of the receptive powers of their stations in western territory. Test is in connection with the country-wide canvass being made by cleared channel stations in order to have ammunition to present to the Federal Communications Commission and halt the dividing up of the frequencies.

Testing equipment in the west is to be installed at Los Angeles, Seattle and Denver.

U. S. Supreme Court's decision which upheld David Graves' George's claim to the authorship of "The Week of the Old 97" came as a stiff surprise to both the phonograph and music publishing industries. George's royalties from RCA Victor, it is estimated, amount to around \$300,000. George got the verdict in the lower court. The circuit court of appeals reversed this verdict. Isaac D. Levy, CBS v. p. of WCAU, Philadelphia, was among the counsel engaged by RCA Victor for the litigation.

Broadcast of Christmas charity fight sponsored by "Cleveland News" nearly hit backstage rocks when Barney Ross' manager objected to airing of fight without getting extra compensation for it.

Battle raged between him and officials almost up to opening of show. Reported that Ed Bang, sporting editor of sheet, threatened to pull Ross off the bill if the scheduled wedding account of fight didn't go through WZTM. John Royal, NBC exec in town on business, interceded and finally ironed out the ruckus.

Winners of the top prizes in Cammy's "Dreams Come True" contest, sponsored by Procter & Gamble and plugged on its choice weekly afternoon shot, with Barry McKelney, baritone, over the NBC red loop, were bunched. None were eastern winners. Winner of the first award, \$1,000 a year for life, or \$10,000 in a lump sum—is a Chicago girl; of the third prize, a Springfield, Ill., woman. Winners of the second and fourth prizes live in Sand Point, Idaho, and Cleveland, O., respectively.

Jack Benny, wanting to make his remaining pickups from the "Biltmore" different, decided to insert four minutes of chatter about NBC artists. Network liked the idea when the bandman picked on Wilson Brown, managing editor of Radio Stars Magazine, to do the patter.

Grounds given by the web for its attitude was that the inclusion of Brown would show favoritism toward a fan mag and might lead to an embarrassing situation.

New 435-foot vertical radiator at WBTV, Charlotte, N.C., is now in use replacing the old two-tower antenna. Because of revolutionary ideas embodied in the construction for the first time, including a new radial ground system, A. B. Chamberlain, chief engineer, and W. B. Lodge, assistant general engineer for Columbia, have spent some time in Charlotte preparing a series of articles for engineering journals and papers for delivery before scientific societies on the new tower.

What its inventor describes as the first radical improvement in the condenser since its invention more than 100 years ago was patented Wednesday (22) by Anthony Moner, the artist-staff of Station WGAL, Lancaster, Pa.

His invention is a new type reed with a single steel tongue, making it possible to cut the weight of the instrument nearly in half.

Folies Bergeres' revue which opens Christmas night at the Lyons Casino, N. Y., complained against the B. L. Co. (Dr. Lyons toothpowder) for using the "F. B." billing in the Sunday night Manhattan Merry-Go-Round programs on the air.

The Watkins company has desisted and instead mentions that one or two of its artists are from the original "Folies Bergeres" in Paris.

KNX has formally requested KHJ and KMTR, of Los Angeles, to make air retractions of the Los Angeles Times' editorial blast on KNX and its independent stand on news which was broadcast from those stations. Demand for retraction is a sequel to recent filing of a suit by KNX against the Times in connection with the editorial.

Studio Piax in Paris, France, invited 100 guests to hear Lucienne Boyer sing "Hands Across the Table" by radio from New York.

Something happened to the reception, and all the auditors got was a lot of screeches they didn't think were emitted by Miss Boyer. So the studio put on a couple of Boyer disks made a year or so ago.

With the lyrics changed to suit the requirements of the network's censor, "Laud, I Give You My Children" has been okayed for release over CBS. The spiritual, published by Miller Music, Inc., is also back to its original title. Columbia has objected not only to some of the verses but the second choice of title, "Satan, I Give You My Children."

In rehearsing for her commercial broadcasts, Mary Pickford combines radio and picture technique. Reading her lines before the mike, Miss Pickford gets a sound track playback to personally criticize herself.

Hotel St. Francis in San Francisco (6) upset a few radio people Ed Fitzpatrick who lived there was aroused at around 4:30 in the morning and just did get his fiddle before he was forced to leave his room. KTA's remote to the hotel was completely destroyed.

## ROXY SETS UP PHILLY GANG

Philadelphia, Dec. 24.

Plans for Roxy's Philly gang were completed this week, with the shows to air locally via WCAU Sunday afternoons. Programs will follow along the same informal lines used by Roxy until last year from New York on NBC.

Ork will be recruited from the Roxy Manhattan Theatre, titled the Cosmopolitan Orchestra, a 55-piece unit, batonned by the house's conductor, Adolph Kornspan. Among the talent to be used will be Yascha Bunchuk, former soloist at the Capitol (N. Y.); Lillian Morton, a glee club handled by Leon Leonard, and several other warblers and instrumentalists who were formerly associated with Rothafel. Roxy will also use many of his singers now performing on the Saturday evening commercial for Castoria via CBS. Plans include a comprehensive search in the local area for talent to augment the present set-up.

## HUBER TO TOUR RUSSIA WITH PIANO PRODIGY

Baltimore, Dec. 24.

Freddie Huber, director of WEAL, will accept Shura Cherkassky, concert pianist, on latter's tour of Russia next spring. Huber discovered Cherkassky 11 years ago and was his first manager at a time he had been hailed as a boy prodigy.

Pair sail March 2 for England, thence direct to the Soviet.



# CANAL PROTESTS

## American Chain Now Linked 100% by A.T.&T.; Drop Western Union

A. T. & T. facilities are now used throughout the entire ABS network. Went into effect last week. Heretofore a Western Union line, with repeater points along the way, was run through each of the seaboard stations. Gradually these were replaced one by one by A. T. & T. equipment, and since October the only outlets operating thus were in Washington, Baltimore, Wilmington and Trenton. These last four were changed over this month.

Station WCFL, Columbus, is the latest to join the chain. Edgar Wolf is president of the Columbus Broadcasting Corp., which owns and operates this new link. Transmitting on a cleared local channel of 1210 kilocycles, with full time, station was recently assigned its present call letters. Formerly was as WSEN. New shift in effect on Christmas Day.

Complete roster of network stations follows: WMCA, New York; key spot: WJW, Akron; WMEC, Boston; WABY, Albany; WCBM, Baltimore; WHDH, Boston; WBBB, Buffalo; WJJD, Chicago; WBE, Cincinnati; WBBB, Detroit; WIND, Gary; WIP, Philadelphia; KGV, Pittsburgh; WPRO, Providence; WBBB, Rock Island; WIL, St. Louis; WTN, Trenton; WOL, Washington; WBBB, Waterbury; WHNS, Davenport; and WDEL, Wilmington.

## WIP DENIED ASCAP DATA

In a decision handed down by Judge Mack in the New York Federal Court last week the Pennsylvania Broadcasting Co., operators of WIP, Philadelphia, was denied the right to invade information about the American Society of Composers, Authors and Publishers. "A.P. is suing for a permanent injunction restraining ASCAP from trying to collect a license fee, on the ground that the performing rights outfit is a monopoly. Judge Mack's ruling denies WIP's request for an accounting showing the salaries paid the president, secretary and general manager of ASCAP from 1927 to 1933, the operating expenses of the Society for the same period, and the fees that it has paid during this stretch to attorneys. This info was sought by the Philly outfit in a set of questions submitted preliminary to trial of the action."

The court ordered held in abeyance other points of information demanded by WIP. These included material about ASCAP's income from picture houses, hotels, restaurants, cabarets and broadcasting stations for a number of years down to 1933, a list of all station licensees, an accounting of the gross payments made by the Society to its writers and publishers, and for each of the years between 1917 and 1933, and a catalog of U. S. and foreign copyrights controlled by ASCAP with titles and authors.

ASCAP counsel objected to revealing the public info on the ground that it might tend to incriminate the defendants named in the action, Gene Buck, Louis Bernstein, Jerome Kern and E. C. Mills. Contentions advanced by the Society's lawyers were that the Philly station's charges could be made the basis of a criminal proceedings, or a penal action for triple damages, and that since an interrogated defendant could not be called in a criminal case as a witness, the prosecution he could not for the same reason be called to answer questions in this civil suit. In reply to this argument Judge Mack said that Mills, as ASCAP manager, could file objections to any of the interrogatories which his lawyer deemed liable to incriminate him.

## CBS RETAINS REAM AS RESIDENT-ATTY.

CBS headquarters now has its own general office lawyer. He is Joseph R. Ream.

All questions pertaining to time and talent contracts or routine office matters with a legal twist are to be taken up direct instead of referring them to the web's outside firm of lawyers.

## UNION OWNED WCFL BELOW SCALE!

Chicago, Dec. 24.

Station WCFL, owned by the Chicago Federation of Labor got into jam with the Chicago Federation of Musicians last week with Jimmy Petrillo, head of the union, pulling out the band of nine men when he discovered a kick-back system on salaries. Station originally carried an orchestra of six men, but new chiefs of the proposed network set up a band of nine members with the musicians handing back portions of their wages. Petrillo removed the nine men from the station when he learned of it and sent the station six new men.

Union Jam-Up

Affiliated Radio Network, which was to have comprised WCFL, the Chicago Labor station, and some 22 indie outlets in Illinois, Indiana and Wisconsin, has postponed its inauguration indefinitely. Announced starting dates at intervals during the past few months but never got started at all. WCFL, chiefs state they want to hold off the start of the new regional web until at least March 1, when it is expected that the new 5,000-watt transmitter of WCFL will be ready.

## RUTHRAUFF & RYAN 'STATE FAIR' OKAYED

Goodrich Tire has okayed the 'State Fair' idea submitted by Ruthrauff & Ryan, agency on the account, and the program will make its debut on NBC's red (WEAF) link either Feb. 8 or 15. All contracts are for 39 weeks, with the running time 45 minutes and the hook-up coast to coast.

Cases include Ted Lewis, Doc Rockwell, the Silvertones Singers (10 voices), Phil Dwyer, Lucie Manners, Peg LaCentra and Tim and Irene.

## Ford, Chevrolet Stick On EA7, Madrid, Spain

Both Ford and Chevrolet have renewed for their shows on EA7, Madrid, and its allied stations. In either case it's a musical show running an hour. Contracts are for 32 weeks.

Makes the third year for each of these auto makes on the Spanish key station.

## Long's 50,000-Watter

New Orleans, Dec. 24.

Huey Long sent through his legislature a jump in corporation tax to take care of a 50,000-watt water to be built on the Louisiana State University campus at Baton Rouge.

Huey has not figured as yet where he will get programs.

## SLASHING SUPER-POWER FEB. 3?

Action by Radio Commission Based on Canadian Squawk—CFRB, Toronto, Claims Interference—Industry to Back Crosey in Fight for Stay on Cancellation of Experimental 500,000 Watter

## LAW SUIT PROBABLE

Cincinnati, Dec. 24.

Joseph Chambers, technical supervisor of WLW, returned Saturday (22) from Washington and denied Associated Press dispatch from that city reporting that the Federal Communications Commission had notified the State Department that it had ordered WLW to reduce its power at night from 500,000 watts to 50,000 watts as result of protests from the Canadian government that the station is blanketing Dominion sound towers.

Chambers was in Washington to discuss method of overcoming protests of WLW interference to Canadian stations. He says job will be done without reducing WLW power, which is strongest commercial transmitter in world.

Chief trouble in Canada concerns Station CFRB, Toronto, which is at 690 on dial. WLW is 700 and WOL, Newark, another powerful station, is 700 on dial. Chambers stated that solution to CFRB trouble can be worked out by changing its frequency, for one thing.

Present WLW broadcasting permit is for six months and expires in February, after which measures will be put into effect to relieve Canadian interference, according to Chambers.

Washington, Dec. 24.

American broadcasting industry's first major experiment in super-power operation into international complications last week and appeared bound for Federal courts in significant legal test of basic principles of communications regulation.

Although formal announcement has not been made, Federal Communications Commission last week voted to cancel the special experimental authority of Crosey's 500,000-watt WLW at expiration of present license period, Feb. 8, 1935, in response to Canadian protests. Crosey, supported by virtually the entire American industry, is expected to carry the matter to court in an attempt to obtain stay of commission order.

Bound up in complicated international and political circumstances, basic issue on which fight will be based involves the question of whether the United States or Canada shall write regulations under which American broadcasters will operate.

Federal statements were withheld today at both the Communications Commission and State Department, but from other quarters it was learned that United States authorities have decided to knuckle down to the Dominion instead of fighting the question to a showdown.

Because Crosey's special grant has six weeks more to run, Communications board is not expected to announce its action until the license period is over. Crosey likewise is expected to sit back and wait for definite order before instituting legal proceedings.

To Reduce Night Strength

Unless political pressure forces the issue, however, the question of whether the plan Crosey will be authorized upon expiration of present license to continue operating with 500,000 watts only (Continued on page 33)

## Fed. Commish Grants 9 More License Renewals, but with Reservations

## CHISELING CHARGE

Big L. A. Stations Aver Smaller Underclass Card Rates

Los Angeles, Dec. 24.

Major radio stations here have requested the Radio Code Authority to make an investigation of the Southern California territory claiming a mass of code violations by smaller stations.

Principal complaints against the one lingers is the alleged failure of these stations to live up to their rate cards. General cutting and contingent deal chiseling said to be common practice.

## FILE PROTESTS ON AIR CODE CHANGES

Washington, Dec. 24.

Strenuous protests against code authority proposal to tighten broadcasting code prohibitions on rate-cutting were filed with the National Recovery Administration last week by nine industry members in all sections. Action on suggested amendments held-up until only two objections were directed against proposed amendments banning discounts on contracts providing for combination sales of radio and other advertising media, but six kicks came in against the move to outlaw discounts on run-of-schedule business.

Leading squawker was WDAF, Kansas City Star, which demanded and was granted permission to submit brief outlining reasons for opposition to the combination-sale proposition. Counsel for publisher was told to come in and talk matter over Jan. 11. No hearing for other protestants is contemplated, however, as none of the other kickers asked for opportunity to file added data.

Joining WDAF in move to block the code authority's attempt to curb rate-cutting through granting of discounts on combination contracts was Dallas Times-Herald, which opposes WFAA.

Heats against prohibition of discounting for run-of-schedule included admission by one broadcaster that virtually all of his business was done on that basis. Gent gave himself away, however, by revealing that he operated on the basis of his time-sharing agreement with other transmitters on his frequency and practically destroyed his own argument that he cannot contract for time on any other terms because of uncertainty about when he will be on the air.

Other kickers, all complaining about run-of-schedule move, were KOMO-KR, Seattle; WJJD, Chicago; WFAA, White Plains, N. Y.; WJAG, Norfolk, Neb.; KGIR, Butte, Mont., and KROW, Oakland, Calif.

## Stewart-Warner Ripe

Chicago, Dec. 24.

Stewart-Warner practically set with a new program to ride on a Columbia coast-to-coaster to start early in February.

Placed through the Blackett-Sample-Hummert agency it will ride three times weekly, if and when, at 10:30 p. m. EST, on a 15-minute shot. Reported that the new program will originate on the coast. Board of directors will hear an audition of the show this week to pass final judgment.

Washington, Dec. 24.

Nine more broadcasters were placed on the spot last week, as the Federal Communications Commission granted license renewals with strings attached. Commish oked five power increases and one new station, and ordered hearings on nine power-boost requests and pleas for six new transmitters.

Qualified for one reason or another, the following stations received license extensions for limited periods only: WRDO, Augusta, Me.; WJBY, Gadsden, Ala.; WCAP, Asbury Park, N. J.; WDEL, Wilmington, Del.; WNEW, Newark, N. J.; KGCC, San Francisco; WREN, Philadelphia; WDAS, Philadelphia; and WHFC, Clero, Ill.

Power increases were granted the following: WRGA, Rome, Ga., from 100 to 250 watts daytime; WTCN, Minneapolis, Minn., from 1 kw to 5 kw daytime; WNAH, Yankton, S. D., from 2 1/2 kw to 5 kw daytime; KHJ, Los Angeles, and KFRC, San Francisco, from 2 1/2 kw to 5 kw daytime.

Similar requests by other stations, including some regional transmitters, were slated for further investigation. Broadcasting division decided to hear WJBY, Detroit, plea for increase from 100 to 500 watts, and for change in frequency from 1500 to 680 kc on Jan. 23; KDYL, Salt Lake City, and WEEI, Boston, applications for boosts from 1 to 5 kw daytime on Jan. 30; WHK, Severn, Md., from 1 kw to 5 kw, 2 1/2 kw day, to 5 kw, on Feb. 6, and WTCN, Minneapolis, Minn., for change from 1200 kc to 680 kc and power change from 1 kw day and night to 500 watts night, 1 kw day, on Jan. 25. Division also will hear request of David H. Cannon, Pasadena, for new station on 1480 kc with 100 watts on Feb. 6.

## Five New Station Hearings

Cases slated for examiners' hearings included WOPI, Bristol, Tenn., change frequency from 1500 to 620 kc and power from 100 to 250; WKBF, Indianapolis, from 500 night to 1 kw; KJW, Idaho Falls, Idaho, from 250 night and 500 day, to 100 night and 1 kw day, and the following applications for new stations: Southern Minnesota Broadcasting Co., Rochester, Minn., 1310 kc, 100 watts; WHLI, Broadcasting Co., Elizabeth, N. J., 100 watts; Alexandria Broadcasting Co., Alexandria, La., 1370 kc, 100 watts; Hauser Radio Co., Ventura, Calif., 1210 kc, 100 watts; Bellingham Publishing Co., Bellingham, Wash., 1420 kc, 100 watts.

One application for authority to establish new station was granted when commish sustained Examiner George H. Hill and issued construction permit to H. E. Studebaker, Lewiston, Ida., for 1420 kc, 100 watts.

Several requests for new stations were catalogued during the week along with pleas for higher power for existing transmitters. New applications included:

Phil Sullivan Andrews, Lewiston, Me., new station, 660 kc, 250 watts daytime; WDRB, Hartford, Conn., new station 1200 kc, 100 watts; Jesse H. Jay, Miami, new station, 1200 kc, 100 watts; WLB, Muncie, Ind., increase from 50 night, 100 day, to 10 night, 250 day; WREN, increase from 1 kw to 5 kw day; The Journal Co., Milwaukee, Wis., new station, 1010 kc, 1 kw; KJLS, Oakland, Calif., increase from 500 to 500 day; James R. Doss, Jr., Decatur, Ala., new station, 1370 kc, 610 watts; and KRKD, Los Angeles, increase from 500 to 1 kw daytime.

## Sponsor Local Shows

General Mills starting a spot campaign in four east and midwest cities, using special locally produced show to test new sales copy.

Cities are Indianapolis, Columbus, Richmond and Norfolk.

# Improbable Broadcasts

No. 2—The Annual Gridiron Mystery

Prolog: A vice-president's office. 'Ah, Biff. Come in, boy. About that game tomorrow. Want this to be a good one, Biff. Strictly business. Try not to talk so much, it's okay if the mike is dead for a few seconds once in a while. Give the audience a break. Make it a good yarn but don't overdo it. You've been a little, ah—too enthusiastic last week. Not quite so much striving for color, Biff. You know your stuff. Stout fellow. Now push off.'

1:45 P. M. Saturday afternoon: Good afternoon, ladies and gentlemen, time marches on... Oh, geez. Good afternoon, ladies and gentlemen, you're in Palmer Stadium at Princeton, N. J., for the Yale-Princeton game. It's a gorgeous day with a bright sun and probably a trifle too warm for the players. Well, both bands are in and maybe we'll give you a load of words for far too long. You know you have about gone through the whole Remick catalog, but the Princeton tooters are sticking to tradition. Where's their commercial instinct? I hate to tell you, but we're going to make this broadcast a little different.

'First, I'm not going to tell you who I am. Just on the theory that you'll care. I'm not going to skip giving you the season's record of both teams. That's on the supposition that you know as much as we do about the squads or who will be in line for the game. You, the lineup presiding, Stretch, that's my assistant, is checking with the bench now. The lowly press is over to my right, but we haven't spoken since '24.'

'And now that that's over, listen youngins. I want you all squared up on this broadcast as possible. Never mind cluttering up the studio with your penmanship. If there's no mail we'll know it has all right, so just sit. But in any case you want to holler we'll give you a running start by telling the world this is the National Broadcasting Company, and have no for station identification. (30 sec.)

'The ball is on Princeton's one-yard line in Princeton's possession. What a break, what a break. What's the difference how it got there? The Tiger got it from the doc... and it's Yale's ball in the hands of the Orange and the Black. Yale shifts to the right and—ladies and gentlemen, we're just intercepted on this play by a fellow named Whitman. He's in distress. He's in the middle of 'Rhapsody in Blue' and has forgotten how it goes. They've sent for Deems Taylor and... Roscoe is fading... pass, it's... The alley... he's running... he's running... he's still running... and that makes it six to nothing in favor of Yale in the middle of the first quarter of the Princeton-Tale game at Princeton, N. J. This is the National Broadcasting Company. (30 sec.)

'We're well into the second quarter and it's Princeton's ball on its own 25. There he goes... there he goes... Nagurski is running... he's running... they've got him and he's down. Oh, Stretch says that was Levan. Well, he looks something like Nagurski at that. What a gallop. If Princeton's going to score this looks like the spot. There's a pass... and it's good... good to Yale. That's the end of the first down. And that's the end of the half. Nope, nope, just time out. Say, Stretch, did you get me these last night? It says I've got that Benny worrier... any scores? I picked Dartmouth, Fordham and Penn Thursday night. Hope they come in—Gee, they're playing. Why they're been playing. Yale has kicked to both sides of the ball... and there's the half. No foolin' this time.

'Ladies and gentlemen, my assistant here, Stretch, will now analyze the game up to this point for you. Stretch holds inaudible that losing streak at Knox, and I wasn't so bad at mufing an inside straight myself. Come in, Stretch.

'Stretch (in a voice he overhears above the Uklulele and Edwards): I agree with Biff here in everything he's said. Both teams are playing hard and I've got a big surprise for you at the end of the game, so be sure and wait for it. All right, Biff: That's right, folks. I forgot to tell you about Stretch's big surprise. He hasn't even told me, but he's cooking up something, and you can bet it'll be the bombshell of

this here football season. So stick around after the game. And now we got another treat for you. Plenty of famous people around today and we're going to ask them to tell you how—ah, Grant—they see the game. Some radio announcer's got to treat you, too. We'll take them first. Ted, will you say something about the game? Oh, swell, I had no doubt.

'Ladies and gentlemen, this is a man who, of course, needs no introduction. That paragon of sports announcers that authority of authorities, the (hey, Stretch, phone down and tell the Yale band I want a chord in G—yes, when I raise my hand), and who, on all sports broadcasts, when better sports are played he'll be there or the game'll be off. Folks, Ted Husing. (Up goes the hand, and no chord—the band is busy trying to see if Frank can't be heard to listen to the game.)

'Ted: "Thank you, Biff. Thank you, very much. Ladies and gentlemen, it's time of Biff to ask me to speak to you. That was a sweet chore you did on the Glenville-West Liberty game. I'm the one, the Biff. Really a fine boy that. He doesn't want you to know his last name, a matter of policy, I'm told, and I'm glad I'm not with that network. It's been a pleasure, ladies and gentlemen, so until we meet again at the Yankee Stadium next Saturday for Army-Notre Dame—oh, Biff, do you mind? Here's Graham. Say something, Graham. For Biff. Ladies and gentlemen, Graham McNamee."

Graham: "Thank you, Ted. Oh, I say—really—I didn't expect to be here. I mean, I'm very grateful to Ted, and Biff, for this opportunity. Lovely boys. I thought Ted's description of the Navy-Notre Dame game last week was marvelous. I was broadcasting another game (remember?), but I had a receiver to my ear. Not easy to do, broadcast and listen at the same time. But I do it on occasion and I hope you'll excuse me. So here you are, Biff. Thank you, and thank you, Ted."

Biff: "Thank you, Ted. Thank you, Graham. Don't get us wrong, folks. The boys' nothing between us guys. We may sound like some acrobats look bowing to each other, but that's ethics.

'And we're in the last quarter. Stop treating folks. Nothing happened in the third except that Princeton almost scored, but I still think it's six to nothing. Huh? Stretch says the Tates converted. Well, that's all right—nothing. Say, Stretch, Time out again. Say, Stretch, two blondes down there. Hea, them. That kid they're with. He's not stewed, he's stiff. Slip down there, a prince tonight. For God, for country and for Yale. Hope that left front holds till we get back. Wow! Out on the three-point. It's the kick on the three-point. In the coffin corner, and that about bottles up the Tiger for the afternoon. Pardon, please, a couple of telegrams. I'll read 'em. First one's from Chicago where the alumni must be enjoying my broadcast. I quote: "Of all the lous—It's Princeton's ball on its own 20 and they're about to kick. Don't they ever run with the ball? Where do the other wire... It's from Joe Gus, folks who owns Indigestion Inn, just off the turnpike as you pass New Brunswick. Thanks, Joe. Glad you and the boys are enjoying the broadcast. And, Joe, you'll find me in the back of the stands on the way back. Hold a table for two (how'd ya do, Stretch, quick)... make it four, Joe, and don't forget to forget the check. Am I right? Swell guy, Joe. This is the Radio National Broadcasting Company." (30 sec.)

'They're tearing down the goal posts, folks. Yale, Yale. Score, seven to nothing. A big upset, and now it's back to both sides of the stretch has his surprise for you. He's down in the stands somewhere with a microphone. All ready, Stretch? Take it away."

Stretch: "Folks, I want you to

## Likeable Villains

(Continued from page 23)

policy from now on never to buy goods plugged by these high-pressure methods, and if the sponsors want figures (referring to those \$500,000 a year) to be paid, let us say it with figures—by refraining from purchasing these products in such numbers as to cause their sales graphs to drop to the bottom.

Rabbi David Aronson voiced his opinion that outright boycott of goods made by sponsors of objectionable radio programs is the only solution. While anti-union suits may advocate 'requesting' the sponsors to modify their programs, only vigorous methods will stir them to action, the rabbi opined.

Answering Judge Mendow's argument that radio is still new and should be coddled and experimented with, Rabbi Aronson declared that just as radio has not reached perfection, neither has humanity, and that just because we are not perfect is no reason why we should remain top turvy on the radio or any other vital question of the day. He was for the people, the people thing, we wait forever, challenged the rabbi. Neither could he see any reason why small children should be used as guinea pigs for the sponsor's experiments; when radio childhood should be experimented with.

### Villains Likeable

Important, too, averred the rabbi, is the fact that children thrill at the crime technique as dispensed via radio and consequently acquire false ideas of the things in life. While in dime-novel fiction the villain was always unmistakably mean, radio's villains are likeable chaps who caress and cajole and win your sympathy. They are the ones who have your name on the dotted line, they get in their dirty work he stated.

Professor John E. Anderson, director of the Center of Child Welfare at the University of Minnesota, suggested that NBC be asked to appropriate \$500,000 for a nationwide survey of children's radio programs. The prof declared it would cost at least half a million to do the job right, if the investigation were to be significant and really mean anything.

John Donahue, assistant probation officer of Cook county (St. Paul), cited cases of law-breaking tendencies in delinquents traced directly to certain radio programs. Three youngsters brought before him last week, he declared, were carrying guns, and pointed to the Jack Armstrong program as the influence which decided them that crime might be made to pay if carried out properly.

Besides Jack Armstrong, other programs which took plenty of heat at the meeting were Orphan Annie, Shipwreck, Jimmie Allen and Buck Rogers.

Since the meeting was called merely as a rally for an exchange of ideas among various groups interested in children's welfare, no resolutions were passed, but those present promised that the suggested remedies for improving kids' radio fare would be brought forward and thrust out at the very next business meeting of their various organizations.

### Divorce Suit Filed

Syracuse, Dec. 24.

Naming a Cape May, N. J. woman as correspondent, Mrs. Marjorie Jacobs Love of this city is suing Luther H. Love, Jr., of Cape May, radio station manager, for divorce.

Love was married in Dryden, N. Y., in 1926. Love broadcasts from WFFN.

meat a college boy who is seeing his first college game. He's played three years at Hobart and this is the first autumn Saturday afternoon he's been anywhere but on his back since '31. I'd like to introduce Slops to you. He's a college boy, folks, what did you think of the game? Slops: "I thought it was a fine game, Stretch. The boys certainly played hard. Hello, Ma—"

Biff cutting in: "Ma—well, Stretch, that'll make me remember this broadcast, of boy, of boy, of boy. And now for a resume of the game. Ted, will you go over it once again? Please, Ted, you've got it. Thank you, Graham. Sign off for me, Graham, I'm in a hurry. Come in, Ted, come in, Graham. Come on, Stretch. Grab those gals. I'll meet you at Gate 1."

# New York Radio Parade

By Nellie Revell

Broadcasting companies are co-operating to put on a big show at the Center theatre on Jan. 6 for the benefit of the unemployed musicians. Radio industry has a quota of \$100,000 to raise for the destitute.

### Bill Bacher Flying High

Bill Bacher left Saturday morning for Hollywood by 17-hour plane to put on the Walt Disney show at Sunnyside Hall of Fame. Bacher remained on Coast for Christmas holiday to put on Bing Crosby's Christmas show Tuesday night for Woodbury shops. Returns to NY by plane tomorrow (Wednesday) in time to rehearse and stage Esso 'The O'Flynn' show on Friday night. Bacher is free-lancing and is at Lennon & Mitchels as a consultant only.

### ABS Gets Itself a Plug

ABS has swell stunt under way with new Shubert opus 'Living Dangerously' opening in Phila. In third act of show radio is switched on for dialogue. At end of sequence announcer puts in plug for ABS. Then another voice announces next program and plugs WMCA at top of dial. Then introduces Crazy Water Crystal show and into commercial appeal on that product. Costs ABS the making of a few recordings.

### Paid to Stay Off Air

Rod Arkell contract with Carlsbad Salts calls for his exclusive services and so Rod is being paid each week to stay off air since the new Morton-Downey program went on. Head of Kiewitwater agency handling account is also boss man of Carlsbad and stockholder of CBS. Arkell reports daily at advertising agency.

### Short Shots

Decca Records contemplate a radio program with their name platter talent slated as show. Unless trick pay-off is arranged the talent may be on cuff or else recorded... Kate Smith and Hudson Motors want Connie Gates to sing on their show Jan. 31. But Connie set with National Blue called 'On the N. Y.' which will keep her from Smith broadcast. However, a schedule is being laid out and Connie expects to take both shows... Colgate added additional talent for six hours Friday. Listened to Otto Harbach musical show with Harbach playing himself, Al Goodman and Ted Webb... Paul Meyer, former publisher of Theatre Magazine and for last three years v.p. of World Broadcasting, has new corporation called 'On the N. Y.' which will make a record of the show... The Pickens Sisters will resume their NBC schedule on Sat when 'Thumbs Up' returns from Phila... Frank Novak starts new show first of year. Show is morning show five times weekly for Metropolitan Life... Mary Boland and Charles Ruggles will 'Hail of Fame' at Sunday... Freddie Berners or returns to air over CBS with a 25-piece orchestra on a weekly basis at NBC on Jan. 14... Al Kavelin handed in his two-week notice the night he opened at Tavern-on-Green. Alan Laster or replaces... Eustace Wyatt, radio actor, clashed with a cab last week and is hobbling around with a cane... Crumit and Sanderson are renewed for another 62 weeks by Bond Bread effective Jan. 6. Makes fifth year for 'The Radio Show'... The 'Honey' show... James Crowell is new addition to J. M. Mathes Agency.

### Stand By

Skeets Miller of NBC special events is to be new night program manager. Bill Lundell of special interviews replaces Miller as head of special events... Boake Carter signed for third year by Philco and network will be enlarged by six outlets making total of 21 stations... Frances Lee Barton in new Friday afternoon General Foods show at NBC... Enric Madriguera ork renewed by Hotel Weylin to March 1... Shirley Howard to Bermuda for one week of vacation... Bob Larri ork renewed by NBC on Jan. 14... Al Kavelin handed in his two-week notice the night he opened at Tavern-on-Green. Alan Laster or replaces... Eustace Wyatt, radio actor, clashed with a cab last week and is hobbling around with a cane... Crumit and Sanderson are renewed for another 62 weeks by Bond Bread effective Jan. 6. Makes fifth year for 'The Radio Show'... The 'Honey' show... James Crowell is new addition to J. M. Mathes Agency.

### Scrambled Notes

Jack and Loretta Clemens take air for Venida Hatmet on Jan. 11 at NBC in 15-minute show. Johnny Hottel of Radio Productions wrote script... Thompson Guernsey, owner and manager of WLIZ, Bangor, Me., and Charles H. Gurney of WNAJ to CBS NY offices last week... Porter Houston, chief engineer of WCBN in Baltimore, and Ollie King program manager of WOL in Washington, D. C., visiting ABS in NY... Fred Allen, signed for 13 weeks on House Party for Colgate... Dec 27 will make it 15 years as chief engineer for W. Coleman... Started 19 years back at old Bustanboy's with Sigmund Romberg... Hollywood Hotel show will drop guest stars on Dec. 37... Amos and Andy show will have a cash prize contest next month... Donald Novis and Vera Van will be steady talent on New Vickr set-up... Warren Hull as m.c. and Freddie Martin ork.

### Post Script

'The Gumps' adding 11 stations to CBS network which will feed show to the Coast... Carolyn Gray, staff pianist at WCAB in Pittsburgh, resigns last week and is back in town looking for a connection... New WOR show titled 'Human Side of Glow' with Sam T. Grannell, m.c. and first d.a. of NY County as interviewer. Postmaster Jim Farley is the first speaker... Saul Flaum, advertising manager of Radio Guide has resigned... Lux after Katherine Cornell and Maude Adams. Both deals still in bag stage... H. Brown taking plenty of ribbing about the dramatic talent of his new show... Brown claims has youngster trained to cry in all dialects... Rusty-Lay new with Redfield-Cone Agency... Marlene Cosmotic Co. is contemplating use of radio... Kate Smith married name is Maria Skroh, pronounced Scrub... Jessica Dragonette renewed for 52 weeks by Service... Marguerite Harrison takes mike twice weekly at ABS... Ex-newsman woman and titled Mrs. Arthur Blake Gray from studio... Glen Gray ork to Asheville, North Carolina, to play for one of Camel exes... William Side of Glow with Sam T. Grannell, m.c. for NBC Staff Review is name of new sheet by and for best of NBC staff... Frank La Pore is editor-in-chief... Bill and Glinger of CBS will double in vaude next year... Various departments at NBC giving lectures for benefit of underfed staffs with idea that boys can learn to advance with definite ideas as to what they want to do... CBS booked Ferde Grofe ork at Drake Hotel in Chi to open Dec. 29.

### Additional

Australian Syndicate in town looking to buy scripts to be used for recordings on Australian stations... Palmolive may buy another one-half hour of time from the Columbia Radio Club... of Palmolive program, may call for switch to another area to obtain time... Jean McDonald sent to George B. Storer, presy of ABS, hurt ankle in rainy day fall... The Musical Postman featuring Arthur Dickson will replace Dick Newton on CBS 8 a. m. show... Ruth Ertling new show at NBC is for Pep and will be opposition to Vallee.



# REAL SHOW BOAT FLOPS

## Anne Ashenburt, Radio Showwoman, Explains Her Program Theories

By Cecelia Ager

Anne S. Ashenburt, Goucher college, '28, production manager for Blackett-Sample-Hammatt, Inc., is the only woman she knows of holding down this sort of a job. Mrs. Ashenburt used to be a newspaper woman herself. Baltimore Sun, 'Ad-vice to the Lovelorn,' and Paris edition of the Herald-Interview. She years ago she stormed the advertising agency field, which had just begun to experiment with radio, and her newspaper. Woman's intuition suggested to her that editorial features which interested women in the dailies might prove very bit as interesting to women on the air, whereupon she induced her agency to let her conduct an Advice to the Lovelorn program for Neet.

Mrs. Ashenburt's intuition was good. Today she is in charge of 30 radio programs a week and is installed in an impressive office at 230 Park, discreet with the feminine touch. Chintz hangings. Chippendale ladder back chairs, a charming little English knee hole desk. Napoleonic prints, a prim English sofa, a graceful low table with the Goucher Alumnae Quarterly on it, and a French pottery ash tray for those that smoke. Mrs. Ashenburt doesn't smoke herself, because it makes her sick.

Mrs. Ashenburt is very earnest and sincere about her programs, and (Continued on page 38)

### L. A.'S 3 NATIONALS

Trio of Country Wide Programs a Record for Coast

Los Angeles, Dec. 24. Starting Jan. 7, and on each successive Tuesday night for 13 weeks, three national programs will be emanating from Los Angeles simultaneously, a record for coast network broadcasting.

Trio going out at the same time will be Grace Moore on NBC's blue net for Vicks, Ben Bernie on NBC's red for Pabst, and Bing Crosby on CBS for Woodbury.

## University Irate at Co-Ed's Campus Quips On Air in Lincoln

Lincoln, Dec. 24. A campus gossip column over the KFOR waves almost brought the expulsion of the girl who gave it. The girl, a student in a business college with the University of Nebraska, Beth Langford, junior in college, was hired by the station to deliver a few quips about the social doings at school and the program had hardly started when she was summoned before the Dean of Women and told to drop the job or be expelled.

Kesson given was that the dope put the University in a bad-light, especially from the social angle, and was a detriment. KFOR and the girl could do nothing but accede; despite free speech angle, although the program is still on the air with a sub doing the miking under the monicker of Jane Doe.

## RADIO OKES SCHEDULING OF EXTRA-TIME RATES

Washington, Dec. 24. Broadcasting industry has supported by a three-to-one majority the Code Authority proposal to require rate schedules covering sales of time over one hour. Codists will decide early next month whether to propose for amendment and write-rules into the code.

Under the plan, stations would be compelled to file multiplication table showing price a quoted for time in standard units up to total of three hours. Would have to fix yardstick for quarter-hour periods, and would not be permitted to grant rebates or discounts except as stipulated in published schedule.

## Kolynos Drops Coast

Chicago, Dec. 24. Kolynos has dropped its west and coast radio campaign through Columbia and is concentrating its entire plugging on the Columbia eastern leg from New York to Chicago. Will use newspaper spreads in the golden gate territory.

Western leg of Columbia carried a show originating in the WGN, Chicago Tribune studios. But with dropping of the west network Kolynos is replacing WGN with WBBM, the regular CBS station here, tacking that outlet on the regular eastern Columbia hook-up. Didn't want to produce a separate show here just for WGN.

## 'Jimmy Allen' a Firm

Chicago, Dec. 24. Radio script show of Jimmy Allen is going comic strip, according to the ambitions of Capt. Wilfred Moore and Robert Burt, who are out the radio aviation program. Have formed a company, tagged 'Jimmy Allen Enterprises.' 'Allen' is being spotted through the country by several sponsors. Dean Marrs here is in charge of the 'Pepisodes.'

## AUDITION ENDS THOMPSON IDEA

Capt. Billy Bryant Brought Into New York from Sticks, but Didn't Recognize Himself or His Show Boat Company

### TOO MUCH CLASS

J. Walter Thompson agency is looking around for another program to submit to American Tobacco for its Half-and-Half brand, because the agency's audition of a showboat idea didn't turn out so well. Tangled up with the audition that flazied is the saga of Capt. Billy Bryant's introduction to big-time radio and what happened when the Thompson agency's mike impresarios tried to polish up and place in an effete setting one of the rougher diamonds of show business.

Capt. Bryant, who rates as one of the few remaining active showboat operators, came out of his experience a sorely puzzled fellow. It was the first time in his variegated show career that he allowed anybody to steer him out of his particular field, as an entertainer, with the result that Capt. Billy did a bigger Brodie than attended his attempt on Broadway, three years ago.

The Thompson agency sent a man down south to round up Capt. Billy and his troupe and bring them into New York. It had been the agency's intention to have him put on the same type of entertainment with which he used to ply the natives along the Mississippi and its tributaries after the captain's bigwheeler had been moored at a dock. To avoid poaching on the preserves of Maxwell House Coffee's Show Boat the Thompson agency decided to bill the Bryant affair as "The Barnstorming of Capt. Billy and His Troupe." The tag, because he couldn't see how a bunch of showboaters could be referred to as 'barnstormers,' but he withdrew his objection when the Maxwell angle was explained to him.

The Touch With this issue out of the way those concerned with the audition then proceeded to make Capt. Billy all over again, as well as his act. In place of the fellow with the hand-drawn musical score, a whiskey 'tenor,' would go into 'sassy' lament over 'She Was Somebody's Mother' they inserted a youth of the modern crooning school to air the latest smash of the day, 'The Whiff of an Alley.' Blimblimed also was the Swiss bellringer and the lass who filled the entre-acts with ditties of 'A Bird in a Gilded Cage' genre. Williams A. Bacher, who for being re-elected the Maxine and Show Boat, was brought in to whip this melange into audition form.

But the real rub didn't come until they told Capt. Billy, whose flair for directing the Maxine and Show Boat, was brought in to whip this melange into audition form. But the real rub didn't come until they told Capt. Billy, whose flair for directing the Maxine and Show Boat, was brought in to whip this melange into audition form.

Capt. Billy, just before his unenvelling on Broadway, three years ago, gave himself and his troupe an appreciable run at the Cort, Chicago. At \$1 top the novelty from the mudflats built to business for a few weeks.

Graves Taylor, p.m. for WGAR, Cleveland, to be married to Gertrude Schneider, former Playhouse actress, on Dec. 27, and leaving for honeymoon in south during holidays. Gene Carr, program director, pinch-hitter during absence.

## Conflicting Judicial Opinions On Property Rights in News

### WDAS Strengthens Signal To Meet Philly Competish

Philadelphia, Dec. 24. First step to increase the efficiency of WDAS, Philly independent studio, will be the construction of a new vertical type transmitter. According to owner Maurice Stapledon, new signal will cover the local area thoroughly, and place WDAS in a position to meet the competition which has turned up suddenly in the Philly ether district.

This is only one example of the rehabilitation here to meet the combined KYW-WCAU studios under the Levys brothers' management.

## Newspapers Interrogate Public on Radio Likes; WHIO Gets Set to Pop

Springfield, O., Dec. 24. Management of radio station WHIO, Miami Valley Broadcasting Corp. of Dayton, Ohio, and The Springfield News and Sun, which starts operation about Jan. 15, is giving prospective listeners a fair break in regard to program preferences. This station is the former WLBW of Erie, Pa. Gov. James M. Cox's new boss.

Station owners are printing blanks daily in affiliated newspapers, which readers are asked to fill out and return to newspaper offices. They are to indicate what types of programs, from among music, comedy, drama, sports, news, markets, children, religious, educational and women's features, they enjoy most; what kind of music they enjoy most, classified in group one as to popular, semi-classical, classical, old time and sacred, and in group two as to concert orchestra, dance orchestra, string trio, piano, organ, other instrumental solos, Hawaiian, male voices and women's voices; what sports events they would like to hear; what time in the morning they would like for broadcasts to start; how late they would like programs to continue at night; and any other program suggestions.

Answers on blanks are being checked at newspaper offices and will be considered when arranging programs. Station will be hooked up with NBC red web, officials have announced.

Opposition station in Miami Valley, WSMK, Dayton, station of The Journal-Herald, is to move to enlarged studios within several weeks. New headquarters are now being remodeled on the second and third floors of Loew's Dayton Theatre building, under the direction of Stanley M. Krohn, studio manager. Now receiving Columbia broadcasts, station is to use practically all air-casts of this chain after Jan. 1.

## Fiddler's Lipstick Aired Swings Over NBC Jan. 16

Hollywood, Dec. 24. Jimmy Fidler's Hollywood chatter swing for Tangee lip stick starts Jan. 16 over NBC. Fan mag editor will be on weekly for a 15-min. chat on the doings of film names and may double for 'Don't Sit on Same Program.'

## Pepsodent Adds WSYR

For the first time in two years Pepsodent has started to expand its 'Amos n' Andy' hookup. Account on two hours' notice added WSYR, Syracuse, last Friday (Dec. 21).

Seattle, Dec. 24. Reversing himself on a previous decision, Federal Judge Bowen last week refused to grant a permanent injunction restraining KVO5, Bellingham, from broadcasting spot items culled from newspapers. In his latest ruling, which establishes a precedent from this district, Judge Bowen held that news is public property immediately after regular publication and may be broadcast.

Same judge two months previous issued a temporary injunction against KVO5 on the news pirating issue. With this victory in hand the complainants, the Associated Press, the Bellingham Herald and the Seattle Post-Intelligencer, then pressed for a permanent order. Judge Bowen's new decision does not involve the pirating of news by one news-gathering agency from another for publication. By virtue of Judge Bowen's ruling broadcast-stations are now free to relay over the air any news items carried in the local or nearby city dailies.

In a similar case at Sioux Falls, S. D., involving KSOO, the local Federal judge granted the AP an injunction against the station on the ground that news items of property value for 24 hours after publication.

## AMATEURS ON UPBEAT ALL OVER

Amateur show trend continues on upbeat. Fred Allen will have his own comedy version of amateur night on the Ipana-Sal Hepatica program. WISN, Milwaukee, has established a kind of amateur 'Airs Breaks' programs for newcomers.

Amateur programs are called various names with only about 50% frankly labelled as such. 'Stars of Tomorrow,' appeals to radio as classier than the word amateur. But meanwhile there's no question that this is the dominant regional and general program cycle in broadcasting today.

Kate Smith's New Star revue getting under way on Christmas Eve as the Hudson Terraplane splash is making an extensive cross-country coverage in its campaign to pick out new air talent. There are 80 stations in the hook-up and songstress to make a personal visit to as many of these spots as possible.

Details concerning the transcontinental hop include a contest to be staged each week in a different city. Preliminary announcements are to be made locally four weeks in advance with the stations to continue this build-up program steadily. Any person is eligible who has not appeared on a network, and may locate four weeks in advance with the stations to continue this build-up program steadily. Any person is eligible who has not appeared on a network, and may locate four weeks in advance with the stations to continue this build-up program steadily.

Auditions over the local CBS stations to run a week with ten winners to be picked. On Fridays Kate Smith will arrive and head-a-jury of seven judges to sort out the two finalists. This night a quarter hour program will be broadcast featuring the singer and the local Hudson distributor putting up the coin. This will also move as the occasion to announce the two final winners.

Then, two weeks later, the lucky ones trek eastward to New York and appear on Kate Smith's major program. At least four weeks and winners to get additional money for their air chores. First place to get this stunt is Washington, D. C., on Dec. 23. H. Elliott Stuckel directing campaign. An advance CBS

## CBS GETS % ON NBC PROGRAM

Columbia Artists Bureau will collect a commission from the Red Nichols unit which makes its debut on NBC-Jan. 24 as part of the Kellogg's (Pop) cast. Contract all around is for 26 weeks. NBC takes the attitude that interchange of talent between networks now has no significance.

N. W. Ayers did the dramatic talent booking direct, while Ruth Etting was engaged through the Rockwell-O'Keefe office.

## London Celeb-Chaser Program Substituted

London, Dec. 11. 'In Town To-Night,' a British Broadcasting Corporation show which was introduced by Eric Maschwitz, the head of the vaudeville department, some two years ago will be discontinued as soon as he returns from his vacation.

This is one of the most popular of the B.B.C. programs and has served as a medium of introducing several prominent personalities, including most of the American stars over here. Maschwitz, instead, will introduce an idea, which is likely to be dubbed 'With The Mike Around London,' which will pick up important people on a portable mike and will then be relayed from the B.B.C.

## Trooper's Tra-La-La Hobby Rochester, Dec. 24.

Major John A. Warner, head of the New York State Troopers, made his radio debut as a pianist over WHAM and NBC network Saturday night, at 7 p.m. He played Schumann's Concerto 'Concerto in A Minor,' accompanied by the Stromberg-Carlson orchestra.

Major Warner, who was born in Rochester, is the son-in-law of former Governor Al Smith. Much of his time when not engaged in police work is spent in musical activities.



# Here and There

## COMMERCIALS

WEEK OF DEC. 25-31

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).

**CLARKSON GUY**  
Nora, Columbia  
"Waco"  
10:15-W-WE  
Madame Sylvia  
"Gardner"

**MOORE**  
10:15-W-WE  
"Gardner"

**BENJ. MOORE**  
(Paints)  
11:30-W-WE  
"Gardner"

**JOHN C. MORRELL**  
11:30-W-WE  
"Gardner"

**MEYER**  
11:30-W-WE  
"Gardner"

**NATIONAL BROADCASTING CO.**  
11:30-W-WE  
"Gardner"

**ROBERTSON**  
11:30-W-WE  
"Gardner"

**STANLEY**  
11:30-W-WE  
"Gardner"

**W. T. MILK**  
11:30-W-WE  
"Gardner"

**Y. T. MILK**  
11:30-W-WE  
"Gardner"

**LENN & FINK**  
(Loyals)  
11:30-W-WE  
"Gardner"

**LIBERTY & BELL**  
11:30-W-WE  
"Gardner"

**NORSE**  
(Footbath)  
11:30-W-WE  
"Gardner"

**W. T. MILK**  
11:30-W-WE  
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11:30-W-WE  
"Gardner"

**Station WBNS, Huntsville, Ala.**  
operated by Virgil Evans, has asked  
for permission to move to Chatta-  
nooga as well as change call letters  
to WTVA.

**WCAH, Burlington, Vt.** has ap-  
plied to the local authorities for  
permission to install a mike in the  
courtroom chamber and the  
mayor's office at the City Hall. May  
also try to get wires into municipal  
courtroom.

**WCAU, Philadelphia, engineers**  
will start their own publication next  
week as a means of gently ribbing  
studio announcers.

**Frank Lamb, WIP, Philadelphia,**  
vice-presy, back from Florida full  
of stubborn and stories about  
baudica.

**Paul Alger, WPM, Philly,** prom-  
ex, has turned into an amate-  
ur poet with professional ideas.

**Orin B. Gaston, staff orchestra**  
leader at WSM, Nashville, died sud-  
denly on Dec. 14, following a heart  
attack. With WSM since 1928.

**Gertrude Berg** is adding  
through NBC a new serial entitled  
"The House of Glass." Latter re-  
verses the characters of the elder  
Goldbergs, with the woman a shrew  
and the husband the kindly per-  
sonality.

**Nate Tufte, now with Ruthrauff**  
& Ryan, Christmas-carded his  
audience at NBC in January. Ac-  
cording to Thompson in the round-rin-  
fashion. One envelope listed all the  
names and enclosed was one card.

**Otto Harbach** auditioned an origi-  
nal musical comedy for Colgate  
theatricals at NBC in January. Ac-  
count was to replace the house  
party idea.

**Kleenex show starts on NBC** next  
week. Name will be changed from  
"Story of Mary Martin" to "Mary  
Martin."

**SUN GIL**  
6:45-11:45  
"Sun Gil"  
"Sun Gil"  
"Sun Gil"

**WACB, Waco, Tex.**  
6:45-11:45  
"Waco"  
"Waco"  
"Waco"

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6:45-11:45  
"Waco"  
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**Martin's** Name of Martin has been  
used on another product's show  
some time ago and Lord & Thomas  
agency wants no chance of con-  
fusion.

**Dave Russell joins WSFA** as an-  
nouncer, and will also serve as solo-  
ist on several special programs.

**Montgomery, Ala., reports** circu-  
lated recently say another radio sta-  
tion may be erected there, but so far  
financial backing has failed to step  
forward.

**Gus Arnheim** band heard over  
SBC from San Jacinto's Sut Gen, in  
Galveston, through KTRH, Hous-  
ton.

**KWKH, Shreveport, and KGRS,**  
Amarillo, added to list of SBC sta-  
tions.

**Mike Gallagher** transferred from  
KNOW, Austin, to KTAT, Fort  
Worth, while Lee Kirby transfers  
from Fort Worth to Austin.

**Bella Lind** surprised at a party  
by Xanthe Web ladies, in Boston,  
because she's giving up turning  
records for flipping napkins in a  
couple weeks.

**WNAC-WAAB** gang, Boston  
Xmas-paraded on December 24, with  
Gard Mowbray, 34th Interchange  
of two-bit presents, without name  
of donor, gave change for many a  
dirty dig.

**Frank Gronin, Xinksee Network**  
organist, still on the sick list with  
protracted arthritis, system  
by the Canadian foot-twister are  
proving effective, and may have him  
back at the console soon.

**WLAC, Nashville, recently pegged**  
its seven-year high when sold com-  
mercially from 5:40 to 10:30 p. m.  
one evening.

**Lebeck's Theatre of the Air** av-  
eraging 4,000 attendants at Ryman  
Auditorium, Nashville. Broadcasts  
over WLAC.

**Henry Klein, CBS** continuity chief  
in Chicago and frau have adopted  
a six-week old boy.

**Mary Colverden** has left the  
city of Chicago office here to join  
her husband, Amado Cole, in New  
York.

**Jane Froman** considering a Eu-  
ropean date.

**Rosalind Green** of Peggy's Doctor  
auditioning for a French charac-  
terization at NBC.

**Agnes DeWitt** of WOWO-WGL  
Sales Service leaves Ft. Wayne on  
Jan. 2 to accept a new position in  
the Treasury Department at Wash-  
ington.

**Tom Breneman** is slated to re-  
place Ed Fitzpatrick as m.c. at  
KPRC, San Francisco, when Fitz-  
patrick leaves for the east. Bren-  
man was formerly head of the E.  
L. Cord stations in Los Angeles.

**Volande de Lyse, former New**  
York NBC reporter, is now at KTAB,  
San Francisco.

**Ralph Brunton, owner of KJBS,**  
San Francisco, has owned radio  
station ten years, but recently an-  
nounced for the first time in his  
life at last broadcast from his  
newly acquired station, KQW, San  
Jose.

**Marshall Milmore, chief an-  
nouncer** of WCAH, Burlington, Vt.,  
is seriously ill at the Rhode  
Island Hospital. Place is  
being filled by Don Daley.

**Reggie Fields** brought to WCAH,  
Burlington, Vt., to do commercial  
for the Girard Baking Co. during  
the holiday period.

**Station WMAU, Annapolis, Md.,**  
is scheduled to open New Year's Eve  
with Jack Doss as commercial man-  
ager.

**ACME PAINT**  
6:30-9:30-W-WE  
Smiling McConnell  
"Hearst, H. & M."

**9-N-W-WE**  
Harry Horlick  
"Paris & Pearl"

**AMERICAN**  
6:30-9:30-W-WE  
Bennett Chaplin  
"B. B. D. & O."

**ARMOUR**  
6:30-9:30-W-WE  
Paul Baker  
"Merry Mears"

**ARMOUR**  
6:30-9:30-W-WE  
Paul Baker  
"Merry Mears"

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6:30-9:30-W-WE  
Paul Baker  
"Merry Mears"

**ARMOUR**  
6:30-9:30-W-WE  
Paul Baker  
"Merry Mears"

**9-N-W-WE**  
6:30-9:30-W-WE  
Lanny Ross  
"Merry Mears"

**9-N-W-WE**  
6:30-9:30-W-WE  
Lanny Ross  
"Merry Mears"

**9-N-W-WE**  
6:30-9:30-W-WE  
Lanny Ross  
"Merry Mears"

**9-N-W-WE**  
6:30-9:30-W-WE  
Lanny Ross  
"Merry Mears"

**9-N-W-WE**  
6:30-9:30-W-WE  
Lanny Ross  
"Merry Mears"

**9-N-W-WE**  
6:30-9:30-W-WE  
Lanny Ross  
"Merry Mears"

**9-N-W-WE**  
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**9-N-W-WE**  
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# RADIO SHOWMANSHIP

(Merchandizing and Program Trends)

## Outstanding Stunts

**CHRISTMAS AUCTION**  
KFEL, DENVER

**ADVERTISERS' PARTY**  
KFAB-KFOR, LINCOLN

### O'Fallon's Annual Stunt

Every Christmas KFEL puts over a Golly Fellows Christmas Auction that not only puts the station across with everyone in and around Denver, but gets the station plenty of page one publicity.

Station donates the time, auctioneers give the services, and the only ones who collect a cent are the telephone company and the messenger boys. Messenger boys offered to donate their time, but Gene O'Fallon, owner of the station, would not listen to it.

Station installs 15 phones two weeks before Christmas and begins work on prospects for donations of merchandise. One week before Christmas the auction is held. For three hours, on as many nights, the auctioneers put the articles up for the phone girls receive the bids, and the messenger boys retrieve the money and deliver orders for the merchandise. Last year 700 baskets at 45¢ a piece were distributed at Christmas to the poor and needy.

Phone is also held for four and a half hours on Sunday afternoon.

### Advertisers Xmas Party

Promoting the Lincoln Theatre to house the kids in, KFAB and KFOR were hosts to every kid able to jam their pants in there in the advertiser's Christmas party.

Companies using other advertising were solicited by the stations to contribute to the party, and the theatre was glad to get in as a big public gesture and the station helped out on the program which was an immense success.

One of the cheapest stunts for the station and one of its biggest puffs for the year.

Lots of puffs for everybody.

### John Harris' Milk Fund

Milk fund tie-up among KOKA, Variety Club and Pittsburgh putting the station on the air every Saturday night from 12:30 a.m. until next daylight. It's an annual stunt and going over bigger this year than before. Idea started first month and will continue each Saturday until Xmas.

All air and stage talent in town contributing—helping services with broadcast strictly an impromptu affair. Listeners merely call or wire station, pledge as much dough for a song or a musical selection, and a minute or two later it's on the air. First Saturday night's program, with Peter Higgins, drew more than \$1,100 and sum is expected to swell to around \$5,000 before Christmas.

Pappy of the idea is John H. Harris, president of National Variety Clubs. Johnny Perkins has been making the programs.

### Des Moines Goes Sophisticated

KSO's latest showmanship stunt is the new 'Esquire' program, sponsored by the Utica, a large ready-to-wear shop for the big boys and children. Station secured the permission of the magazine Esquire to use the name and the program has been a natural from the start—so much so the magazine has sent to the station for full particulars of the program.

Geo. S. Stroud, general manager of the store, takes the burden of the entire program on his own shoulders as Esquire himself. Continuity is handled by 'Dutch' Schmidt, who has put out some nights in a high class cocktail manner.

Stroud, who has always been in the clothing business, is a swell radio voice and personality. He knows how to describe a tie or muffler so it would make a grandpappy cut his whiskers.

The idea of the program is chatter on what the well-dressed man is wearing—also gives the heartiest and most direct view of the latest in smart dance records, books, etc. One of the highlights of the program (twice a week at 9:30 p.m.) is the stretch local names to anecdotes, which are branded as white, pink and red—with only the white and pink going over the air but enough reference made to the red ones, with names attached, that the program brings plenty of phone calls to those in the know.

### Imaginary Sleigh Ride

Now that the river and lake season is at an end from an excursion boat boating angle, WKBR has started imaginary skating and bobblehead parties to the principal points hereabouts. It is a melody series idea,

sleighbell trappings, clink of ice shoes and a melody of sleigh bells, palaver localized to fit in with the community, most requests emanating from the towns visited segregated as the coast in for various other programs and then sprung on the cruise half hour, at present sustaining, as a surprise.

For local talent and outside artists are used where it is possible to sandwich them in. Claire Weidenauer is skipping the Innovation with Ed Fallon and John Price doing jobs as mates.

### Small Town Radio Show

A radio show lasting three days was sponsored by CHS, St. John, the scene being a ballroom of the hotel in which the station's quarters are located. Nightly programs were broadcast from the show, in which there were a number of exhibits by local radio set and accessory dealers and distributors. Show may be made a yearly affair.

Tied up with the station on the sled cups on the sled to the local, which are owned by the same financial group which operate the station. Visitors to the station, which comprises the top floor of the hotel, were welcome during the show days. The special sled cups on the sled to the local, which are owned by the same financial group which operate the station, were welcome during the show days.

### Tes Cup Gospel Program

San Antonio, Tex. Extending usual salute to country rural burge, KTSB is airing a program of this type, which includes a news gathering service, with the character limited to town station will single out.

Unnamed as yet, period will on sled cups on the sled to the local, which are owned by the same financial group which operate the station, were welcome during the show days.

Programs air six afternoons weekly to catch the fumes around the sled cups on the sled to the local, which are owned by the same financial group which operate the station, were welcome during the show days.

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### Round-the-Empire

Toronto. Round-the-Empire broadcast, with a message from the King, is scheduled tomorrow (25) by Canadian Radio Commission as a Xmas program in conjunction with BBC. All the music pickings are contributing, each picking up the others' offerings for the complete 70-min. broadcast.

Program will open with the ringing of bells around the world—Bethlehem, India, Australia, Canada, Ireland and England. Canada will contribute the songs of Quebec lumberjacks, a broadcast from British Columbia contrasting the snow-clad mountains with the warmth of the Pacific Coast, a brief pick-up of a hockey game, and a scene from a fisherman's cottage on the Atlantic Coast.

### Imaginary Pedestrianism

New York City. Descriptive air paints of walking sprees which are popular in Europe, is the idea of a new WBXX, Bronx program. Once Brunner, who has climbed most of the highest peaks in the Alps is doing the spelling.

A mandolin orchestra breaks in frequently during the program, and make the atmosphere complete. Right now the marathon is taking in the sights of the West Mountain district in Germany. Station has a wide foreign audience which goes in for this type of continental travelogue.

### WOC's Aeroplane Tie-Up

Davenport, Ia. When the Davenport Junior Chamber of Commerce staged an air observance of the 31st anniversary of the first airplane flight by the Wright brothers, WOC got in on the event with both feet, picking up from hotel banquet noted speakers who were on the program.

Station was given much publicity by Richard Vinall in charge of the event and had a place of honor in a parade of airplanes that was arranged in conjunction with the party.

## Agencies-Sponsors

Hi Test Products Co., San Francisco, has begun a spot campaign to introduce its pet food. Advertising will be released over the names of local brokers in 30 key cities. Whitley Advertising Agency, San Francisco, is in charge.

Pacific Coast Coal Co. of Oregon and Washington will start an advertising campaign soon. Western Agency of Seattle will handle the account, which will use radio as well as newspapers.

Frederick Ziv agency, Cincinnati, handling radio for Fashion Frocks, Inc.

Blackett-Sample-Hummert retains radio advertising of R. L. Watkins. Rest of account goes to Thompson-Cook, Cincinnati.

American Tobacco's Herbert Tareyton account is with L. H. Hartman agency, New York, separate agency of Seattle will handle the account, which will use radio as well as newspapers.

Duane Jones is account exec for Mohawk Carpet Mills, which shifts to Blackett-Sample-Hummert, New York.

Montgomery Ward, mail order house, goes on a red NBC-hook-up shortly after the first of the year. Negotiations through the Chicago Lord & Thomas agency. Will have a Sunday show based on Biblical characters. Tagged 'Son of Jesse', the program will run for 30 minutes in the afternoon. NBC now clearing time.

Chatterfield's new series, which starts Jan. 7, will be confined to an ABC-Moskolanets unit and a mixed chorus.

Thomas Cook & Son starts its travel series on an NBC blue link Jan. 6. It will make the seventh season for the account.

Household Finances has renewed with NBC for the Tuesday night hour for another year, effective Jan. 1. Cast—Jesse Koestner, Charles Sears, Tom, Dick and Harry, and Edgar Guest, stays as it.

RCA Victor will use a studio combo and guest warblers on its Wednesday half hour, starting Jan. 9, over an NBC blue loop.

Abbott's Bitters, a nationally distributed product, is taking to radio advertising for the first time with a musical show over WFBR. The bitters are made in Balto, with home office situated there. Show is once-weekly affair, embracing Harry Dobe's org, Henriette Kern, soprano, and Philip Crist, tenor.

WINS, New York, nabs World Clothing for a year's running of concert music under Joseph Rumshinsky's baton. Following two special holiday airings, the series will be regular half-hour session.

## Wax Works

Bond Bread is placing through B. B. D. & O. 26 one-minute announcements. Recordings each contain a duet by Julia Sanderson and Frank Crumit and copy calling attention to the team's Sunday matinee show on CBS. Series' list calls for 20 stations.

Blackett-Sample-Hummert agency is advertising the 'Orphan Annie' coverage through the radio disc medium. Are at present on the entire Coast through discs following the cancellation of 'Annie' on the sunbelt. Joe Koestner, of NBC pressure. Also spotted in Buffalo, Columbus, Tulsa, Des Moines and Kansas City. These spots were chosen to support the NBC blue loop districts where sales haven't been what it was believed they should be.

Spotting in Kansas City is on KMBC, the Columbia station, the records running the NBC spot through WREN.

Detroit White Lead Company is putting Singin' Sam on wax. Plated by the Chicago Columbia phonograph studios and placed by Erwin Wassey agency.

Princess Pat Company is adding spot coverage to their campaign. Are recording the best of the regular Princess Pat dramas. Expect to disc between 75 and 100 of the 80-minute shows for spotting through the McJunkin agency.

## New Business

ST. PAUL-MINNEAPOLIS  
MJB Coffee, San Francisco, 15-minute transcriptions, twice weekly for 52 weeks, beginning Dec. 15. Lord & Thomas agency, KSTP.  
Great Lakes Coal & Coke Co., St. Paul, 15-minute transcriptions, once weekly for four weeks, starting Dec. 16. Harold S. Chamberlain agency, KSTP.

Golden Rule, St. Paul, and Boutwell, Minneapolis, Philco radio, 15-minute transcriptions, once weekly for 13 weeks, beginning Dec. 9. Hutchinson Advertising Company, agent, KSTP.

Gluek Brewing Co., Minneapolis, 15 minutes of songs, three times weekly for 12 weeks. Hutchinson, agent, KSTP.

### CEDAR RAPIDS

Community Druglist, six announcements per week for 12 weeks. KWCR.

Haddad Master Service, nine 30-word spots for six weeks. KWCR.

Handler Motor Co., 13 30-word spots per week for nine weeks. KWCR.

High Shoe Co., 12 60-word announcements for two weeks. KWCR.

Wisconsin Lumber Co., seven announcements per week for 13 weeks. KWCR.

Sears Roebuck, 27 60-word announcements for two weeks. KWCR.

Unsettling Motor Co., spot announcements on Bohemian hour, once a week for 13 weeks. KWCR.

Pluto Water program, 15-minute transcription, 13 programs. KWCR.

Studebaker Co., one minute transcriptions, 13 programs. KWCR.

Siebek and Taylor Co., 13 announcements for one week. KWCR.

Barnett Appliance Co., one announcement per week for 13 weeks. KWCR.

Kresge Co., spot announcements, Bohemian hour, 13 weeks. KWCR.

Neumode History, eight announcements daily for 13 weeks. Placed direct, WDAS.

General Electric Products (Gudeon Bros.), daily spot announcements, Placed direct, WDAS.

Harry B. Rheinhart (electrical de-

vice), spot announcements daily, for 13 weeks. Placed direct, WDAS.

Auto Owners Finance Corp., two five-minute periods daily for indefinite period. Placed direct, WDAS.

Henry Lantens Company (furniture), daily spot announcement, indefinite contract. Direct, WDAS.

B. Miller (furniture), five spot announcements daily for 13 weeks. Contract placed direct, WDAS.

Hollywood Dress Shoppe, three spot announcements daily for 13 weeks. Placed direct, WDAS.

### NASHVILLE

Olson Rag Company, \$45 to 9:00 a.m., beginning Jan. 7, Monday, Tuesday, Wednesday, Thursday and Friday for 62 times. Philip O. Palmer & Co., Chicago, WSM.

Bernard Perfume Company, two announcements on 'Rise and Shine' program, Monday, Dec. 17 and Tuesday, Dec. 18. Hilmer V. Swenson Company, St. Louis, WSM.

Ferris Nursery Company, half hour on 'Grand Old Opry', beginning Jan. 12, 9:30 to 10:00 p.m., Lessing Advertising Company, Des Moines, WSM.

Carry Salt Company, one-minute transcriptions, beginning Jan. 2, through Jan. 22. Ruthrauff & Ryan, Chicago, WSM.

Wholesale-Corrigating Company, 15 minutes, 10:30 to 10:45 p.m., beginning Jan. 6 for 13 times. Critchfield & Co., WSM.

### NEW YORK CITY

Edwin Cigar Co., 13 weeks, spot announcements, WFAB.

Zinn Fur Shop, 25 weeks, music and spot announcements, WFAB.

Morris Plan, 13 weeks, series of spot announcements, WFAB.

Schalmucks Clothiers, six weeks, presenting Beas and Schilling team, WFAB.

World Clothing Company, one hour musical program, one year. WINS.

Jack and Ed's store, 28 weeks, Bavarian music, WFD.

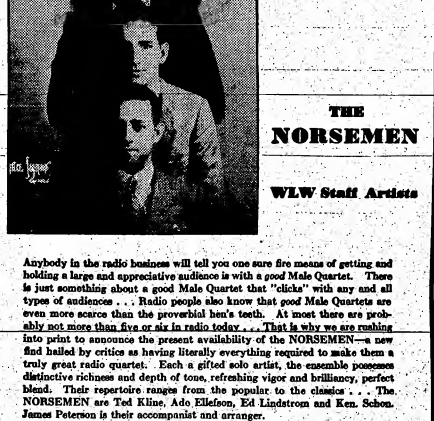
Restland Sales & Managing, Inc., 13 weeks, church music, WOR.

Atlantic Macaroni Company, indefinite period, presenting Jennie Moskowitz in sketches. WEVD.

Planter's Edible Oil, half-hour variety, for 13 weeks. WEVD.

Boach Radio, sketches, 13 weeks. WEVD.

Leisure-Time Sponsorship Committee of Middlesex County, N. J., New Brunswick, N. J., half-hour program, indefinite period. WNEW.



## THE NORSEMEN

WLW Staff Artists

From the sound of footsteps to a symphony orchestra...

500,000 Watts CINCINNATI

talent and production facilities cover the gamut of radio entertainment...



## Radio Chatter

### New York

Ted Webb new WMCA announcer.  
Leo Kahn's music on WNEW's  
announcers program.  
Dorothy Atkins, Whitman's niece,  
of WMCA to Florida for the holi-  
days.  
Margaret Harrison giving new  
feminine programs over WMCA.  
Arthur Brisbane responsible for  
Nick Kenny changing his WMCA  
program label from Scandals to  
Varieties.  
Amelia Vergel, John Chickering,  
Rostia Forderi and Carlos Formes  
sing over WBBC, Brooklyn.  
Nicholas Karlas singing over  
WBXN, Bronx.  
ABS only network carrying inaugu-  
ral program for Gov. Lehman on  
Jan. 1.  
Dorothy Sherman and Monica  
Leonard, who long have been "talk-  
ing" to WGZ auditors via the key-  
board as the "Piano Pals" and "Lad-  
y Fingers", spoke their vocal pieces  
as guests on household program of  
"Betty Lenox" (Patricia Sheldon).  
Dorothy telling feminine listeners how  
to bake her favorite date cake and  
Monica ditting on peanut bread.  
No mike fright.  
Jordan Clothing firm has Uncle

Pete and Louise, western singers  
for 13 weeks over WNEW, New  
York. It is a daily spot including  
Sundays.

On Wednesdays from 11:15 to 11:30  
a.m. and daily, from 1 to 1:15 a.m.  
Jordan firm is located in Newark.  
Alarm clocks will work overtime  
for the Cheero company on Christ-  
mas, a special broadcast, being  
scheduled from NBC's New York  
studios at 6:30 a.m. The busses will  
be a duty for listeners, too, not  
only in the Eastern Standard Time  
zone but in the C.T.Z., where the  
hands will be at the numerals 'five'  
and 'six' respectively.

Elena Jimenez at WHN's info  
desk a dead-dealer for Kay Francis.  
Anna Gold new in WHN's copy-  
right department.

Maryline formerly with Chi-  
cago Opera, now on WFAB.

WNEW airline the dedicatory  
program for opening of new Adam  
H. Hat store in Elizabeth, N. J.,  
Restland Sales & Managing Inc.,  
who scour the country for choice  
cemetery locations, takes to the  
air, a special broadcast, being  
first dubious of such an account be-  
cause of the rather mournful angle,  
but after a lengthy discussion ex-  
ecutive okayed.

Olga Albani in N. Y. for Christ-  
mas.  
Vincent Lopes at Deauville  
Casino, Miami, starting Jan. 1, for  
ten weeks.

Larry Taylor commuting between  
Plattsburgh and New York for radio ap-  
pearances.

Sid Gary again on the sick list  
which calls off another vaude ap-  
pearance.

Three X Sisters resuming their  
air and stage dates.  
Emil Coleman remaining at the  
Piasa for three more months.

Joe Reichmann's father died in  
St. Louis last Friday (14).

Madley Rice signs with NBC  
starting around Jan. 15.

ABS to carry the Charlie Davis  
music from new Congress.

Johnny Slaughter's band at the  
Hotel Willard in Washington will  
begin broadcasting for ABS next  
week through WOL.

Nick, the bootblack, who has  
been polishing the shoes of NBC  
execs for 6 years, wants them to  
know he is grateful and extends his  
holiday greetings.

Minerva Plouffe, of Fred Allen's  
program, offered a one-woman show  
last week.

### New England

Waterbury's WLXS back on full  
time, scheduled daily from 9 a. m.  
to midnight and opening Sunday's  
half-hour earlier.

Santa Claus party nightly pre-  
ceding offering at WLXS, Water-  
bury, ran fan mail up to 1,000 let-  
ters a week.

CBS' jokebook and game give-  
away test at WICC, Bridgeport,  
brought in more than 5,000 letters  
in a week.

Happy-Go-Lucky hour, Sunday  
night show at WLXS, Waterbury,  
drawing six times as many requests  
for duets as there are seats.

WICC, Bridgeport-New Haven,  
led to Yankee web twice last week  
for Radio Rose's original music comedy,  
and Phi Beta Kappa carol concert  
at Yale.

Stanford Advocate adds radio  
column, with Ted Yudin as crick.  
Karl Krueger, K.C. symph con-  
ductor, brother of Theodore Krue-  
ger, Stratford, Conn., town planning  
board chairman.

Jimmy Cavallaro's band and An-  
nouncer George Wade on WJIC top-  
ping New Year's eve bill at Hotel  
Barnum, Bridgeport.

Allen Hall, Stratford, formerly  
of 'Yankee Yarns', WNAC, on 'Even-  
ing Teller' (WEEI) Thursday  
night (20) interviewing Adele  
McGahan. Mrs. McGahan, visiting  
Hub, is only newspaper woman to  
interview the Panchon Llana of  
Tibet. When foreign correspondent  
for San Francisco Chronicle she  
chatted with potentate just after he  
concluded 40 days' prayer.

Frank Jenkins, Traveler radioed  
ed, mothering three Irish settlers at  
home.

Eddie McHugh, WEEI gospel  
singer, readying for appearance in  
film short in N. Y. soon.

Robert G. Duffield, chief engineer  
of WVEZ, Boston, visiting parents  
in Chicago over holiday. Duffield  
formerly with KWF when it was a  
Chi station.

Polly Willis, former Chi singer,  
now doing N. Y. net shows, may  
soon be heard over Hub's WEEI.  
Joseph E. Baudino, plant man-  
ager for WEEI, returned from super-  
vising installation of new Philby

KYW studios; also WKMA layout  
in Pittsburgh.

Grace Edmonds, WEZ hostess, re-  
sponsible for seasonal decorations  
in the studio's reception lobby.

'Buddy and Blaise' complete 12th  
week for 'Varieties' over WEEI,  
Dec. 17. Bob Burien, who writes  
script for the detective series, is  
also back on the air.

J. V. MacDonald, p.a. for WEEI,  
appointed chairman of Power and  
Light Group in Boston's Emer-  
gency Campaign of 1935.

Russell Dorr, New England radio  
stations, opened Dec. 18 at WIZ on ses-  
sion of sustainers, working with  
band.

### Pennsylvania

Fred Coll of ABS visiting the old  
home town.

WIZ is resuming the Front Page,  
nightly dramatic news series.  
Penn Atlantic club, feeling KYW  
staff as a welcome at luncheon.

Sandy Guyer has snared a daily  
spot for his morning review via  
WIB.

Daily News other scribbler, Dot  
Love, really writes the heart-throb  
column in the WOA studio. Red  
Riddell of the night announcing  
staff presents them to his friends.

Gay Nineties, San Antonio's CBS  
series, airs from KTSB, CBS  
and SBC outlet.

Chuck Woods former band leader  
who used to air locally is a fre-  
quent WOA! visitor.

Mary Adele Carson's warbling for  
WOA! attracting attention.

Jules Verne Allen and his musi-  
cal cowhands busy last week trans-  
ferring from theatre to radio station  
as the rodding band from both  
mediums.

Christmas Eve mass at St.  
Mary's Catholic church in down-  
town San Antonio, will air via  
WOA! It's station is first such  
venture.

Bob Skiles Haywire Band back  
from the north and NBC airings to  
resume San Antonio etherizations.  
KTSB now using the combo.

Bert Fonard, Atlanta organist, in  
San Antonio and gets spot on KTSB.

San Antonio dailies took to radio,  
but when the advertising club has  
a program with a radio angle the  
papers splurge on it.

### Iowa

Gordon Hittman, announcer,  
KSO, is having divorce difficulties.  
Forty-nine stolen cars were re-  
covered after members of the state  
radio station KGOH during the  
6-month period ending Dec. 1.

Station also found nine missing  
persons and located seven false  
check artists.

WFO will give a Xmas-New  
Year's party for the 85 members of  
the Bardsboro Frolic on the 23th.

Through Ernie Sanders' 'Question  
and Answer' program, which  
is dedicated to the Veterans of  
Foreign Wars, a grand collection of  
Xmas gifts for the members of the  
local veterans' hospital was made  
by WFO.

WFO's Standard Live Power  
Parade, with Al Moray, Betty  
Chaplin, Norcross Sisters, Tune  
Tossers and Marlee Sisters to share  
honors with Kuriel Page's flamed  
dance co. at the New Year's eve-day  
celebration at Pla-Mor—the state's  
biggest ballroom, Cedar Rapids,  
Iowa.

WOC, Davenport, Ia., has resumed  
its long-running report that with  
Morgan Sexton program director,  
handling the mike during the noon-  
hour rush at a downtown spot.

WOC Davenport has new family  
program called 'Family Fourome',  
for Tuesday and Friday nights at  
7-9. Mildred Allen, Norma Bell,  
Richard Evans and Gerald Hallauer  
cast.

Dr. Spencer, vocalist of WVAZ,  
Hammond, Ind., a Dubuque, WIA,  
visitor over the holidays, with Claire  
Weidenman, now program director  
of WBBB, McComb, Ind., two-  
cast.

University of Iowa, recently al-  
lowed a startup to 1,000 watts, will  
soon start a college of the air pro-  
gram in the afternoon and pat-  
terned after those now being fea-  
tured by Ohio State and the Uni-  
versity of Wisconsin.

### Minnesota

Al Sheehan, WCCO artist's bu-  
reau chief, back on his game again  
after a week's illness.

Penny Parr formerly warbling  
for Pure Oil over WCCO, back at  
the U. majoring in voice.

Last night (24) WCCO put on its  
eightieth annual Xmas party, with  
the staff as guests of the manage-  
ment.

Dr. Tinkle now spinning his Toy-  
land tales for WTGN.

Wanda Maddy's the only WDGY  
ette who left town for the holidays.  
Lore McLaughlin, formerly with  
Larry Funk's ork, now tickling the  
ivories for WCCO's Triple Threat  
group.

Juan King, who batoned the first  
Castle Royal ork, now is half of the  
two K's on WEEB.  
Hugh Aspinwall on WCCO, re-

placing Tena and Tim on a com-  
mer for the Mantle Lamp Co.

Jay Odell, KSTP sports reviewer,  
skipped to take the long march on  
New Year's Eve. The gal's Ad-  
dams La Vole, secretary to Kenneth  
M. Hance, KSTP asst. mgr. Very  
next day after the wedding Jay  
leaves KSTP and starts the Flo-  
rence Press-Dispatch sports staff.

U. S. Dept. of Justice agents  
asked KSTP for co-operation last  
week when Thomas H. Robinson,  
Jr., La Vole, secretary of Mrs. Alice  
Speed Stoltz, was reported seen at  
Davenport, Iowa, headed for the  
town of Clides. KSTP aired the  
license number and description of  
the car, but the prey slipped away.

WVXAT chief engineer, Glen  
Montgomery, tickled over his new  
invention, a television scanner  
which produces a 45-line, 15-frame  
picture.

Northwest Television Institute  
graduated its first class of five  
radio and television technicians  
from its new lab last week.

### Texas

If absent minded artists leave  
the heat in WOA! studio, Red  
Riddell of the night announcing  
staff presents them to his friends.

Gay Nineties, San Antonio's CBS  
series, airs from KTSB, CBS  
and SBC outlet.

Chuck Woods former band leader  
who used to air locally is a fre-  
quent WOA! visitor.

Mary Adele Carson's warbling for  
WOA! attracting attention.

Jules Verne Allen and his musi-  
cal cowhands busy last week trans-  
ferring from theatre to radio station  
as the rodding band from both  
mediums.

Christmas Eve mass at St.  
Mary's Catholic church in down-  
town San Antonio, will air via  
WOA! It's station is first such  
venture.

Bob Skiles Haywire Band back  
from the north and NBC airings to  
resume San Antonio etherizations.  
KTSB now using the combo.

Bert Fonard, Atlanta organist, in  
San Antonio and gets spot on KTSB.

San Antonio dailies took to radio,  
but when the advertising club has  
a program with a radio angle the  
papers splurge on it.

### Utah

Philip G. Lasky, director of  
KDTL, and Earl Glade, KSL, are  
on the list of guest lecturers for the  
University of Utah extension course  
in advertising.

S. S. Fox, KDYL proxy on the  
coast, stirring up business in Los  
Angeles.

Earl J. Glade and Sylvester G.  
Cannon, KSL's head in Washington  
on FCC business.

Gene Halliday, moves from KLO,  
Ogden, to KSL as staff announcer.

Utah Post and Ensign, the  
local account, signed for 25 weeks,  
half-hour weekly musical show on  
KDYL.

### Midwest

Frank Scott, Nashville distributor  
of Friendly Five shows, signed for  
another 52 weeks, using a nightly  
spot, immediately proceeding the  
WLAC Sports Review.

Parker Smith, WLAC, cracked 20  
new accounts during the past 60  
days.

Ken Carlson and Dick Richard  
of the WISN, Milwaukee, control  
room, are newlyweds.

Winchester Roof Ballroom has  
switched remote control  
from WPMJ to WISN.

Seymour Simons band due for  
return to Hotel Schroeder late this  
month, will broadcast over WPMJ,  
Milwaukee.

Entire KYW music library has  
been transferred to WISN, Hearst  
station in Milwaukee.

Helene and his Grenadiers,  
WTMJ favorites, played to sellout  
in 10,000-seat Auditorium as part  
of Christmas benefit show.

Les Willard and Ted Lewis re-  
cent guest speakers over WOWO,  
Fort Wayne.

Phil Randall, former m.c. at  
Chatterbox in Hotel Anthony now  
doing same duties at Old Tavern  
spot.

Medford Maxwell, WOWO pro-  
gram director back from Chicago.  
Phil Porterfield, NBC vocalist in  
Chicago, in town for a time visiting  
relatives.

Ambrose Haley joins Hoosier Hot  
Shots over WLS, Chicago.

## BOTH SKINNERS ON AIR VARIETY SHOW

Otis Skinner and daughter,  
Cornelia Otis Skinner, have been  
set for the next Fleischmann Yeast  
program Thursday night (27). It  
marks their first time together on  
the air and at the next highest  
salary paid an outside act on the  
Fleischmann hour.

They'll get \$2,000 for the one  
dramatic broadcast. Record high  
salary for talent on this ether.  
Curtis & Allen agented the Skin-  
ners for the Vallee broadcast.

### Gabrielle De Lys East

San Francisco, Dec. 24.  
Gabrielle De Lys, KFO, San  
Francisco, songbird, goes to New  
York to sing on Phil Baker's  
Armour hour.

Transfer of Miss De Lys to New  
York forces several program  
changes, notable among which is  
Carefree Carnival, which will short-  
ly go Coast-to-Coast.

**GEORGE  
BEULER**  
BARITONE  
Featured Soloist with Tastytrot  
Every Sunday, 11-12:30 P.M., WZZ  
Representative  
**ROCKE PRODUCTIONS**

**GEORGE  
GIVOT**  
THE GREEK AMBASSADOR  
OF GOOD WILL  
TOURING  
DELUXE THEATRES

**fred allen's**  
"TOWN HALL...TONIGHT!"  
an  
HOUR OF SMILES  
PORTLAND HOFFA  
JACK SMART  
LORIEL STANDER  
JOHN BROWN  
WILSON  
KILLEN DOUGLAS  
Material by Fred Allen and  
Management, Walter Batchelor  
9-10 P.M., E.S.T.—WEAF  
1610 Broadway, New York

**LEON  
BELASCIO**  
ARMOUR HOUR  
FRIDAY-WED-8-10-10 P.M.  
NIGHTLY, CASINO DE PARES  
Broadcasting—Coast-to-Coast—CBS  
Direction, HERMAN BERNIS  
1610 Broadway, New York

**EMERSON GILL**  
AND ORCHESTRA  
HOTEL WEBSTER HALL  
DETROIT  
MCA DIRECTION

**JOSEF  
CHERNIAVSKY**  
Re-engaged as Tenor  
Conductor  
**Chicago Theatre**  
Also Appearing at  
**CONGRESS HOTEL**  
With His Sympho-Syncopators  
Daily, WMAQ, 11 P.M.  
Sunday, WMAQ, 10:30 P.M.  
Tuesday, WMAQ, 11 P.M., Chalm  
Program, NBC.

**LEITH  
STEVENS**  
CONDUCTOR  
**PINAUD PROGRAM**  
Every Saturday Evening at 8 P.M.  
WABC  
SPECIAL BROADCAST  
of Leith Stevens Harmonies  
Thursday, Dec. 27th, 8-9:30, WABC  
Exclusive Management Columbia  
Broadcasting System.

**TASTYEST STARRING**  
**SAM  
HEARN**  
Every Sunday at Noon for 30  
Minutes WJZZ  
Management ROCKE PRODUCTIONS

**Jack and Loretta  
Clemens**  
WEAF  
9:30-10:30 P.M.  
Saturdays  
**IVORY SOAP**  
Direction  
NBO Artist Bureau  
and Ben Rocke Productions

**JAY  
MILLS and TOLLE**  
MILBRED  
"ALL WORK AND NO PLAY"  
Exclusive Management  
NEVER B. NORTH  
JOE FLAUM

**DOUGLAS  
STANBURY**  
Featured Soloist  
**CHASE & SANBORN HOUR**  
BARITONE OF CHICAGO OPERA CO.  
WEAF—Coast-to-Coast Network  
SUNDAYS—8 to 9 P.M. EST  
Exclusive Management  
GEORGE E. F. WORTH  
Hotel Park Plaza  
90 West 77th Street  
Kendall 3-2700



# Law to Force Football Broadcasts

## Politician Would Compel University of Nebraska to Accept Bids

Lincoln, Dec. 24. Senator Bullard, of McCook, Neb., will introduce a bill in the State legislature to make it compulsory for the University of Nebraska athletic department to allow open bidding for the right of radio stations to broadcast the football games. Nebraska has been off the broadcast list for three years and in that time the attendance to games participated in by Nebraska has run from less than 100,000 first year of attendance to 158,000 in 1933 and more than 210,000 in 1934, according to athletic department estimates. Nebraska and Iowa State were the only two Big Six schools to ban cheering during 1934. Bullard's argument is that the University is a tax-supported institution and thence the public has a right to hear the athletic contests. However, the U. of N. athletic department functions on its own hook with no help from the tax pot.

**COLUMBIA RECORDING SYSTEM**  
Presents  
**MARK WARNOCK**  
MUSICAL DIRECTOR  
**BORDEN'S 45 MINUTES HOLLYWOOD**  
Thursday Nights at Ten, EST  
CBS-NETWORK  
COLUMBIA ARTIST RECORDS

**HOTEL BILTMORE NIGHTLY**  
**JACK DENNY**  
AND HIS ORCHESTRA  
WJZ 11:30 P.M. WJZ 12:30 P.M.  
WJZ 1:30 P.M. WJZ 2:30 P.M.  
CONOCO OIL  
Wednesday, 10:30 P.M., WJZ

**EDDIE PEABODY**  
The Instrumental Stylus  
NOW-PLAYING  
SHOREHAM HOTEL  
WASHINGTON, D. C.  
A New Musical Thrill  
**EDDIE PEABODY**  
And His ORCHESTRA  
Personal Direction  
Orchestra, Corp. of America  
1810 Broadway  
NEW YORK CITY

**ROY FOX**  
AND HIS  
**BAND**  
**ON TOUR**  
B.B.C. NETWORK

**ADIA KUZNETZOFF**  
WMA-10 P. M. EVERY TUES.  
"DOLLY RUSSIAN"  
Russian Rhythms Nightly  
Solo Direction  
Herman Berte, 1610 E. 17th, N. Y. C.

## A Dilemma

St. Paul, Dec. 24. WTCN, owned by St. Paul Dispatch and Minneapolis Tribune, has so little station news happening that paper-owners decided to yank the radio chatter department from their amusement pages, since rival radio stations were getting a big edge. Since their own baby hasn't much to rally, rags deemed it best to give no break to WCCO and KSTP, Columbia and NBC at 11:15 a. m., respectively, but rather just kill the whole department.

## AQUITANIA IN WOR HOLIDAY HOOK-UP

WOR artists' bureau is arranging a special high seas' broadcast coming from the Aquitania on New Year's Eve. Two programs, lined up for the airing on the night of nights. The first is to be presented from 8:30 to 9 with a complete variety show, bringing together all three bands from the various decks on the ship. Later at 1:30 a. m. the boat's orchestra joins in WOR's dance parade for another half-hour session of music.

Harry Hershfield, making this holiday excursion to the West Indies along with a company of 40. Included in the array which the artists' bureau arranged are: Art Frank, Vivien Peterson, Bill Telack, Vaughn DeLeath, Jules and Josie Walton, Zanou and Kaz, Lillian Wagner, Wesley Boynton, Muriel Harrison, J. Fred Cooke, Eddy Brown, Pauline Alpert and Nordstrum sisters. Station also has its own engineers along on the trip to get the hook-up through safely. George departed on Dec. 19 for a 12-day cruise carrying an orchestra and additional talent for the passenger list. Carlos Colletta, Joe Herbert, Carol Gale, Melva Sisters, Williams and Kay, Pat Hayes and Doug Hunter, Duke, Dunworth and Roberts, and Sylvia Lowe here. Twenty-three all take in this troupe. All on payroll for both holiday fests.

Henry Saevke, production man at WTMJ, Milwaukee, has been named assistant to Russ Winnie, assistant manager of the station, and takes charge of program production.

## MONCTON'S NEW STATION

Squawked at Loss of Old One—CKCW Starts

St. John, N. B., Dec. 24. New broadcasting station has been opened at Moncton, N. B. The call letters are CKCW. Power is 100 watts and the frequency is 1,370 kilocycles. Northern Electric made installation. Canadian Radio Commission, of which CKCW will be a network unit, okayed after city of Moncton, following dismantling of previous station, squawked so loudly at being taken out of the radio lineup, practically all the stock in CKCW is held at Moncton. Frank Hayter is technician in charge.

## ARMLESS MUSICIAN DRAWS STUDIO MOBS

Lancaster, Pa., Dec. 24. None of the programs on WGAL here has quite the studio drawing power of Ray Myers, armless musician who plays a guitar and harmonica at the same time. Musician walks into studio, kicks off shoes, removes instrument from case and sits down, then takes his harmonica out of his inside coat pocket with one foot and a small steel cylinder out of his vest pocket with the other. He works entirely unassisted, even to attaching the harmonica harness about his neck and then proceeds with his program with the unconcern of the average radio entertainer. He sings also.

## No Horse Racing

Los Angeles, Dec. 24. There will be no broadcasting of races at the Santa Anita track, which unveils Christmas day, it was announced by Dr. Charles Strub, general manager of the plant. Exception may be made in airing the \$100,000 handicap, to be run Feb. 23. Telephone and telegraph wires to the oval will be under strict censorship, to prevent the dissemination of news and tips to bookies. In defense of ruling, it is pointed out that only one track in Chicago last Summer showed a profit. There will also be a zealous guarding of the state's 4% cut of the pari-mutuel take.

## Mutual Net Stalls Permanent Lines Angling for WCAE, WGAR with WNAC

### RADIO STUDES STRUT HANDEL'S 'MESSIAH'

Des Moines, Ia., Dec. 24. Drake university school of radio made its first public appearance, nearly en masse, when 100 students and members of the faculty took part in the presentation of the 'Messiah', Handel's oratorio.

### Gaylord on Maybelline

Chicago, Dec. 24. Maybelline will use a band program when they shift their show in Chicago from the coast. Leading the program will be Chas. Gaylord and orchestra.

Jennie K. Zwiok, first feminine advisor on love problems on Cleveland air, starts series sponsored Jan. 1 by Burtis over WJAX under title of 'Guide to Happiness'. Twelve half-hours at 9:15 a. m. and 3 p. m. planned per week, with music by Piazza ensemble.

## Surveying a Survey

## Columbia Makes Analysis of Eye vs. Ear Findings for Press Rebuttal

CBS has just issued a report aimed to answer any misinterpretation of facts as brought out in the Harvard Findings regarding eye vs. ear. Sales promotion department has mailed the pamphlet to all of its clients, advertisers and agencies. Three proofs at the university recently completed some detailed work on auditory and visual impressions which bore considerable weight around the country due to the prestige of the department and the institution behind it.

However, certain portions of an incomplete comment on this work, concocted by a graduate student, were snatched up by the press and pushed into prominent, front-page position under such captions as 'Printed Word Held Better than Radio'. That was the gist of the campaign which the press pushed in its drive to stem the air tide.

CBS delved deeper into the treatise and discovered that the actual findings of the Harvard studies, in so far as applied to practical advertising problems, told a very different story.

CBS report scores the 13 points that: Facts, narrative and abstract material are better understood and more interesting when heard over the radio than when read on a printed page; that after 24 hours advertising trade names are recalled better when heard than read; that in eight groups of tests there is no significant difference between printed and radio advertising in the matter of interest; that numbers were remembered better when heard but that nonsense syllables were remembered when given out visually.

## 6-HOUR DANCE PARADE MAY BE EXTENDED

Dance parade on WNEW, New York which begins at 10 in the evening and runs straight through to 4 a. m. may be extended for another half-hour. Night spots are covered in the big outlay of dance music. Latest additions are Eddie Worth's band from Will Oakland's Round Table nightclub in Greenwich Village, and Teddy Hill's orchestra from the Ubangi club in Harlem.

## WOAI, 50,000-Watts, May Shift to Transradio News

San Antonio, Dec. 24. Town's 50,000-watter, WOAI, is going Transradio service which it probably will put 'in' as against Press-Radio service. Station is getting Transradio stuff daily and comparing it with Publishers' Committee radio releases. Will make up its mind on basis of comparisons.

## KTSA's or Else Show

San Antonio, Dec. 24. With the southwest saturated with late music KTSA is going into reverse beginning this week to air a 'Road to Dreamland' half-hour of soothing, uninterrupted organology. Nightly from 10:30 to 11 P. M. station will etherealize Bert Tondor, organist who landed here from Atlanta, via the Texas theatre management organ. Music is continuous with announcements only at start and finish of period. Station figures there's ample listeners who tire of the hayseed stuff and would rather hear some dreamy strains before hitting the hay. After the organology it's back to the hotcha stuff for the stay-ups.

## Cardinet Candy Spreads

San Francisco, Dec. 24. Arrangements have been completed between NBC and the Cardinet Candy Co. to pipe their Hal Burdick 'Night Editor' program, which has been aired locally, to seven stations including Denver and Salt Lake City. Program deals with story behind news. Night editor whistles away lonely hours of nocturnal vigil by spinning yarns of pseudom to gobs.

simple words register better on the air; that sentences short or long, specific or general are recalled better when heard; that short prose passages were preferred orally instead of visually; that fairly complex types of sentences were remembered best in recognition tests when heard over the air; that humorous material was preferred through the ear than through the eye; directions are best remembered when spoken and that the human voice tends to make auditory presentations more personal and the caution was more exercised toward printed than spoken material. Which all stresses CBS' point that copy presented over the radio has greater power of suggestion than when read in print.

## GRACIE BARRIE

HELD OVER  
CASINO DE PAREE  
LOEW'S STATE  
NEW YORK  
(Week Dec. 14)  
Solo Direction  
HERMAN BERNIE  
1619 Broadway, New-York

## ABE LYMAN

AND HIS  
CALIFORNIA ORCHESTRA  
COAST-TO-COAST  
WABC—Tuesday, 9:30 to 9 P.M., DST  
(Phillips Deland)  
WJAZ—Friday, 9 to 9:30 P.M., DST  
(Phillips Milk)

## MOLLY PICON

"Variety"  
"This program is now one of the best of its kind."  
W M C A  
Wed. 7:30 P. M.  
JELLO  
GEN. FOODS

## HERB KINGSLEY and VICKI CHASE

WABC  
Saturday Nites at Eight  
**ROXY REVUE**  
Held Over Roxy Mauburn, Phila., Dec. 21—Doubling  
Arcadia, Phila., Week Dec. 31  
Special Arrangements and Material  
Exclusively by  
JEAN PAUL  
Director, WM. MORRIS

## KEN AND HIS BANJO HARVEY

Dorchester House, London  
Also—Doubling London Palladium  
Four weeks, beginning December 24.  
Also—Back at the Mayfair Hotel for two weeks on December 24.  
Direction  
Radio Cafe  
Paul Fonce Henry Herman

## GIERSDORF SISTERS

"CHESTERFIELD"  
Monday, Wednesday, Saturday,  
WABC—9:30 P.M.  
Columbia Broadcasting System





# Pittsburgh Just Wampum, Pa., as Nite Life Goes; Hippers Big Worry

(Fifth of a series on nite life in the principal cities of the U.S.)

By Neil Cohen

Pittsburgh, Dec. 24. Back in this reporter's dimly remembered childhood village of Wampum, Pa., the farmers for miles around used to call it Wampum once a week, no more, no less. It was Saturday night, when the town's "villages" in and around would round out a hot time in the old town that night. The population of Wampum was and still is 100; metropolitan Pittsburgh contributes 1,000,000 souls to the 120 million of these United States, but Pittsburgh is essentially an over-sized Wampum.

For Pittsburgh, through prohibition and now repeal, remains strictly a Saturday night town. It's the night the boys and girls go out to spend what they've managed to accumulate through a six-night period of radio listening. The end of prohibition has naturally brought about an increase in business, but it's a Saturday night increase and, with few exceptions, the town's night life through the week is practically nil and void.

This situation hasn't been helped any by the stringent liquor laws which have kept the town's night life from being a hot bed, but the cessation of alcoholic hostilities on the dot at 3 a.m. and at midnight on Saturday night, 5 a.m. Monday morning. The penalty is loss of a \$2,000 bond and the revocation of license. Later would be fatal for any tavern and the boys are taking as few chances as possible.

## Totals

There's another trade factor that goes for the safe operators who have been unable to eliminate and thus the practice of totting one's own. It's estimated that at least half of the customers do it. Just last week salaried and hotel owners met to fix a certain corkage charge per person for those who go in for just salaried, but no action has been taken. It's expected to come before New Year's Eve anyway, the night of the year when everybody mops up.

What night crowd there is left here has been constantly passed up by the salaried operators, just as they have done in the past. Only the William Penn gets a nightly dance play at its Casino, but it remains one of the few sites there to still inflict a cover charge, \$2.20 per couple. With no other place to dance out big shows and minimum check tariffs, this hotel catering strictly to the class and money crowd, has not one on its list, but a band, at the moment Paul Pendervis, with and drinks the stiffest punch in town.

Of the established niteries, the Plaza still seems to be getting more than its share of the loose coin, owned by Joseph and his wife, Walter water; Elzi Covato, who leads the band there, and an unnamed partner, it was the first spot to come out with big shows and a couple of seasons ago and with the advent of repeal the habit remained. The Plaza, which has a spot, goes on and on, with no fireworks but turning a steady profit.

In the last couple of months the scene has been considerably changed by the return of two well-known night club operators here in the past. One is Eddie Klein, who 10 years ago had a old mine, the old Garden Inn in East Liberty. Recently he took over the Tent Club, above Duquesne Garden, changed the name to the 400 Club, installed a big show, and has thus far made something of an impression. The other is Joe Miller, who manages the Show Boat in its hazy days. He's back at a new spot, the Music Box, a new niterie and has a revamp, one and, has a clientele of his own.

Restaurants have all made a dent in the legitimate night club channels. Every eatery with a liquor license has installed a small band, a couple of pick-me-up acts, and a dance band. The result is a show, naturally diverting business from other channels. Another thing the artists' arisen to plague the cafe business is the musician's union, which called private clubs, where John Public is a member and can get a drink any hour of the day or night. Liquor commission has lately clamped down on such clubs, however, and cafes are hopeful.

One other outgrowth of repeal is the exclusive gambling club, usually located on the outskirts of the city, where they get drunk and gamble, if they stay, downstairs to dance and watch the show, but if they're on the house if willing to chance the wheel and the dice, these establishments are getting chiefly a late crowd, since they're protected and can run continuously. State.

If it has done nothing else, the return of booze has stabilized the

local night club industry, reducing the field to a few places, where everything will be hunky-dory once trade does pick up. In the past new night clubs used to appear at the rate of two a week and fold a fortnight later. Now, with a \$2,000 bond to put up and \$600 additional for the liquor license, the boys aren't so ready to take a chance. That'll help the legitimate spots this New Year's Eve, and they're counting on that, since every year the greatest upswing in the city holds here taken place around this time of the season.

While volume of trade hasn't picked up materially, the takings have, with checks way above their ordinary average. This has permitted spots to splurge on talent, bringing in name acts occasionally and surrounding them with presentations that often eclipse those in the deluxe movie houses. Five years ago a name act in a niterie here was unheard of; today it's quite common.

Until a couple of weeks ago town has escaped the massive dance gardens so popular elsewhere. But now Sportmen's Enterprises have taken over the old Motor Square, sports arena, redecorated it to the tune of \$20,000, and can accommodate around 3,000 dancers. Spot serves only beer. There's a bar charge of 50¢ per person, and it's getting a play from the middle class, bringing in name bands, but it's open only on week-ends.

Because, after all is said and done, Pittsburgh remains first and foremost always a Saturday night town—a big, overgrown Wampum.

## Yank Writers Stick In England for G-B

London, Dec. 24.

At Goodheart, Maurice Sigler and Al Hoffman whom Campbell-Condon imported from America for a "limousine" service, have had their contracts extended until next May.

Gaumont-British has payrolled the three American tunesmiths and given them further assignments.

## Whidden Band Opens In Honolulu Dec. 31

Holl, wood, Dec. 24.

Jay Whidden and band sailed Saturday (22) aboard the President Hoover for Honolulu. Combo opens New Year's Eve in the new ballroom at Young's hotel, inaugurating the winter season on the islands.

Advent of the Whidden band to Honolulu is expected to bring a rush of other name bands and talent to Hawaiian nite spots.

## Pendleton Re-elected L. A. Musicians Prez

Los Angeles, Dec. 24.

Frank D. Pendleton has been re-elected president of musicians' local 47, A. F. of M., during his third year of office. George D. McKelvey, by a vote of 723 to 187, Max Sturgis has no opposition to succeed himself as vice-president. Neither did Fred W. Forbes, recording secretary, and Cliff Wagner, treasurer, representative. Ward Harrington was re-elected financial secretary over John J. Sewell.

Board of trustees comprises Clarence Shaw, George W. Teasdale and Harry H. Silverman. Delegates to Federation convention are J. W. Gillette and Harry Baldwin.

## San Antonio—Shows

San Antonio, Dec. 24.

Jimmie Arnold has stepped out of Blue Steele's band to organize an 11-piece combo for the Club Royale, one of town's numerous niteries. Doris Zema, of Delmar and Delores and Gene Rowden compose the floor show.

Shadowland holiday floor entertainment features Hank the Mule, Rose and Ray Lyle, Jordan trio, Doris Zema and Vernon, Helen Collins and Happy Felton band. Daro and Costa, adagio team, were added to Olmos Dinner club floor show.

## Most Played on Air

To familiarize the trade with the tunes most on the air around New York, the following is the listing of the songs most played on the cross-country networks, last week, in rollover standing, according to the number of combined plugs on WEA, WJZ, WABO and WMOA.

**Object of My Affection** It's June in January  
**Winter Wonderland**  
**Dancing with My Shadow Hands**  
**Stay Sweet as You Are**  
**Sally's Coming to Town** Continental  
**An Invitation to Dance**  
**Follow My Secret Heart**  
**Pop Goes Your Heart**  
**Am I to Blame?**  
**Where Smoke, There's Fire**  
**Be Still My Heart**  
**What Difference Day Made**  
**You're the Top**  
**All Through the Night**  
**Because Once Upon Time**  
**Mr. and Mrs. A. Is the Name**  
**Out in Gold Again**  
**Believe It, Beloved**  
**Flirtation**  
**I Woke Up Too Soon**  
**Alabama**  
**Take Number from 1 to 10**  
**A Number in Haystack**  
**Give Him the Finger of You**  
**P. S.—I Love You**  
**You and Night and Music**  
**Love Is Just Around Corner**  
**With Every Breath I Take**

## TUNERS SCORE DOUBLE

Gilbert and Bernal Lead Numbers in Separate Pits

Hollywood, Dec. 24.

L. Wolfe Gilbert and Felix Bernal have clicked for a second sale to pictures in a week. Pair have closed with RKO Radio for their number, "You Opened My Eyes," which will be featured in the Wheeler and Woolsey pic, "Murder in Tin Pan Alley."

For days previously they scribbled "Becky Sharp," which Pioneer grabbed for its pic of that name.

## 5 NAME BANDS WILL PLAY BALTO AUTO SHOW

Baltimore, Dec. 24.

This year's Auto Show, sponsored by the Maryland Automobile Trade Association, slated for Jan. 21-28 at the Fifth Regiment Armory here, is being primed to be most lavish motor-merchandising effort ever tried in Balto.

Five name bands have been inked in the Baltimore Club Music Bureau. Each crew will play single nite and will come in the original name: Paul Whiteman, Isham Jones, Joe Haymes, Ted Black and Freddie Rick. Bands were bought from CBS at \$10,000 for all. No other entertainment being arranged and there will be no dancing. Door admittance will be exacted.

The first event held in reconstructed Armory, which was destroyed by flames two years ago and rebuilt at a cost of \$1,500,000.

## Black Cat, N.Y., Reopening With Beck's Orchestra

Harry and Jack Finkelstein reopened the Black Cat in Greenwich Village Dec. 27.

Marty Beck's orchestra will head a show produced by Jack Pomeroy.

## Yachters Set in Miami

Yacht Club Boys open at Barney Galliano's, Miami, Jan. 18. Veloz and Toland and Shae Fielder's orchestra are also featured in the show. Quartet, recently back from London, made a short for Warner's last week in Brooklyn and are being offered a term contract for a series of shorts. Ake Leafsgor (William Morris agency) is handling them.

## ENDOR, FARRELL TO MIAMI

Hollywood, Dec. 24. Clite Endor and Charles Farrell, who closed at the Clover Club, left here Friday for Detroit where they go into the Detroit A. C. for two weeks opening Dec. 38. Then go to the Beach and Tennis Club, Miami, for the remainder of the Winter's season.

# Publishers Ask Delay on Counter Shutdowns to Clear Legal Rights

## FLOOR SHOWS OUT

Cartar, Clive, Going in for Name Bands Only

Cleveland, Dec. 24.

Anson Weeks' work was brought in by Carter hotel to reopen its Rainbow room, one of town's class spots, and is set for two weeks. Vincent Lombardi tentatively slated to follow. Hotel is reverting its last year's policy, which included a chorus line and expensive revue. No floor show this season, and only other entertainment outside of Week's band is Al Sannan's Continental Four, which is going to Miami after the new year.

## All New 'Blue' Slate Wins in 802 Election

The "Blue ticket," which represents the more radical element in the organization, won a sweeping victory last week in the first annual election held by the New York musicians' union, 802, whose being granted local autonomy. Ballot count-up found every one of the current officers out, with the same applying to the executive and trial boards. Practically all the latter sought election on the "yellow ticket." New elections take office Jan. 8.

Voted into office last week were William Fineberg, vice-president; Jacob Rosenberg, secretary; Harry Suber, treasurer; Richard McCann, Samuel Suber, William Alex Conaway, Jr., Anthony Muller, David Freed, William Laendner, Robert Sterne, Louis Sperandel and George Koski, members of the executive board; and Emil G. Balzer, Max Arons, George Schector, Edward Horn, C. G. McGibney, Sidney Feldman, Frank (Jazz) Garisto, Albert Hoffman, Pete L. Petruzzello, members of the trial board.

McCann and Rosenberg received the appointments as delegates to the American Federation of Musicians' convention. Edward Canavan remains president for another year and a half. When the A. F. of M. convention last summer voted 802 local autonomy it stipulated that Canavan, an official of the International President Joseph N. Weber, retain his office for two years.

## New Coast Wax Plant to Speed Up Pop Releases

Hollywood, Dec. 24.

A record pressing plant for American Record company and Brunswick Phonograph is being constructed at the rear of the Seward street plant of Consolidated Film Laboratories.

New building will house coast quarters of both American Record and Brunswick, which are subsidiaries of Consolidated Film Industries. Execs figure to have all coast recordings made for the Brunswick label pressed at the new plant and shipped to all states west of the Mississippi. This method, it is expected, will give quicker release on pop numbers in the west.

## Cut Down on Strauss Band in Chi Casino

Chicago, Dec. 24.

After a week of operation under the new "Hello Paris, Vienna Hello" show at the Casino the niterie has decided to cut down on the Johann Strauss orchestra.

Cutting the roster from 85 men to 20.

## Ramon and Rosita Busy

Hollywood, Dec. 24.

Ramon and Rosita, ballroom dancers, are opening in the new Florentine room at the Beverly Wilshire hotel on New Year's Eve. Pair also go into Warner's "Gold-diggers of 1938."

Publishing trade as represented in the Music Publishers' Protective Association has decided to ask the chain stores to defer shutting down any more sheet music counters until a study has been made of the legal questions involving the creation of a central shipping service for the syndicates. At a meeting of leading publishers last week John G. Paine, MPA chairman, was delegated to make the inquiry and relay the request to the chain men.

Paine's assignment entails finding out which publishers have set- tlement agreements with Max Mayer's jobber, which bar them from central distributing alliances and whether they could participate in a warehousing service for chain stores. Mayer's agreements with nine leading publishers, obtained during the trial of his conspiracy suit last spring, have until April to go.

In the event the Mayer situation can't be locally untangled, Paine has been authorized to urge the syndicates to bear along with the industry and keep their counters going until April.

Though some publishers strongly favor a central shipping service, as demanded by the chains, others take the view that the loss of syndicate business would be made up by an increase of sales among independent publishers, obtained through shipping service or no special shipping service; the chains will maintain, as always, a sheet music counter as long as it shows a profit.

## DISMISSAL ASKED IN COHAN COPYRIGHT SUIT

Counsel for the Richmond-Mayer Music Co. and Robbins Music Corp. last week sought to obtain from Justice Walsh in the New York Supreme Court a dismissal of the suit that George M. Cohan had brought in connection with his claim to the Fred A. Mills catalog. Defendants' lawyers argued that the state court had no jurisdiction over copyright matters, and that if the action was predicated on a violation of contract Cohan had no case because he couldn't show an agreement involving Richmond-Mayer or Robbins. The court reserved decision on the motion for dismissal.

In his complaint Cohan contended the late Fred A. Mills, publisher, had no authority to assign to Richmond-Mayer a group of Cohan tunes which included "My Regards to Broadway," "Little Johnny Jones" and "Yankee Doodle Dandy." Richmond-Mayer later disposed of this catalog to Robbins.

Cohan originally brought suit against the two firms in New York Federal Court. His counsel moved the issue to the state court after the former tribunal granted the Richmond-Mayer and Robbins lawyers' motion for a dismissal, with a proviso that Cohan be allowed 30 days in which to file an amended complaint.

## Relief Work Staggered For 576 L. A. Musicians

Los Angeles, Dec. 24.

Upwards of 576 of its unemployed members have been placed in local relief project work recently by musicians' local 47. Unmarried members, with no dependents, work 10 hours weekly on these assignments.

Married members and those with dependents work from eight to 24 hours weekly. Pay is at rate of 75¢ per hour.

## Midwest Bands Switch

Chicago, Dec. 24.

Several switches in bands through the midwest, with the various nite spots getting set for the new year. Seymour Simon orchestra goes into the Hotel Schroeder, in Milwaukee; Jimmy Joy band into St. Paul hotel, St. Paul.

Bobby Meeker shifts into the Chase hotel, Louisville; Johnny Johnstone orchestra takes over the rostrum at the Ambassador, Kansas City.



## Disk Reviews

By Abel Green

### Jan Garber

Garber's another marking a distinguished comeback on the air, disks and otherwise. Victor 24810 is good example of the Garber style. "It's Home" from "Marie Galante" (Yellen-Gorney) is backed with a "Vibration Walk" excerpt by Duke Ellington. "Mr. and Mrs. in the Name" Frits Hellborn and Lew Palmer vocally.

"Stains It On My Youth" by Edward Heyman-Oscar Levant is a potential song hit, Garber getting a lot out of this and "The Object of My Affection." Levant doesn't write 'em often, but when he does—Lew Bennett's vocals. All brisk fox-trotology.

### Eddy Duchin

The C. P. Casino (N.Y.), maestro has yet to make an undistinguished recording for Victor or anybody. That rhythmic piano style and the sweet arpeggiated accompaniment are indelible Duchin trademarks. From "Merrily We Roll Along" Duchin has taken the title "Begin With Love," backed on Victor 24805 with "Hands Across the Table." Jean Delettre's nifty tune for the auto and the bell and the Boyer when he accomps in "Continental Varieties" and in the Rain-Dee Room, New York.

From the new Lew Brown musical, "Calling All Stars," Duchin has a couple of nifty ditties by Brown-Harry Akst which ring the bell and augur much promise for the general worthiness of the score. "I'd Like to Be a Dancer" (this is another "Cream in My Coffee," one of the old DeSylvia, Brown & Henderson combinations) is a hit, it's what they were still pals and pards). "If it's Love" is another sturdy fox-trot ballad. Duchin gets a lot out of these. For usual Lew Sherwood on all the vocal interludes.

### Frank Crumit

Gus Edwards will probably get a kick out of this G. E. Medley which Decors 13 releases by Frank Crumit who has made a pot-pourri of "Jimmy Valentine," "Sunbonnet Sue," "School Days" and "By the Light of the Silvery Moon." On the latter is Crumit's version of that American folk song, "Frankie and Johnny," expurgated of course for parlor consumption.

### Fray and Braggiotti

If you like "Yankee Doodle" served in an assortment of dishes—here's your meat. On a 12-inch disk, no less, the Fray and Braggiotti give us these show how "Yankee Doodle" sounds in the Bach, Beethoven, Chopin and Liszt styles. It's Braggiotti's arrangement and while expertly enough done by this distinguished duo, it's not the team, one wonders whether the fans' love for "Yankee Doodle" in more ways than even George M. Cohan could handle it. Decors 1506.

### Claude Hopkins

New vogue of finding old tunes to play around with finds Hopkins' dusky jazzcutting up with Jerome Kern's "Who?" hit from "Sunny" although it's not as cracky as "Dirty" as with "Just You, Just Me," Klages-Green's tune from "Ma and Pa Kettle." Hopkins really goes to town. Orlando Robertson vocalizes. Decors 155.

### Hal Kemp

From the Princeton U-Triangle Club, "Stags at Bay" show, Hal Kemp has culled a few tunes which will do much to further that undergraduate production's prestige. A lot of them are likewise at Princeton K. B. Alexander and Brook Bowman to realize a few extra bucks for campus coin, from their royalties. On Brunswick No. 7334 Kemp's versions of "Love and a Dime"—"East of the Sun" (medleyed on one side), with "Will Love Find Me" on the other, are plenty okay for: hootology. Deane Janis and Skinny Ennis officiate vocally.

### Appropriately Named, That's

### HENRY KING

His orchestra, who give us "Danceation" in the legal manner, the Current title "Waldorf-Astoria Hotel" and broadcasting via WJZ and WABC. This great crew features: From "The 'Kid Million' Productions" "WHEN MY HEART SINGS IN AN EARFUL OF MUSIC" "POW" "YOUR HEAD ON MY SHOULDER" "BLUE MELODY" "LET'S BE MANFUL!"

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## ROSE WINS POINT

Counter Claims of Stern Group Disallowed in Court

In the sundry suits by Billy Rose, N. Y. Supreme Court Justice Walsh has dismissed the counterclaims of \$7,000 by Billy Rose Music Hall, Inc., the \$50,000 counterclaim by the same outfit, and the \$7,000 counterclaim by Casino de Fares, Inc.

Rose has three separate suits pending against these entities for which he staged the revue until ousted. He asks for salary arrears, damages for alleged breach of contract, etc. Each counterclaim for these amounts but Justice Walsh disallowed these claims and a motion to examine Yermie Stern, president of the corporations, before trial will be made, returnable next Thursday.

## McClure Walks

San Antonio, Dec. 24.

Ken McClure is out as manager of Gay Nineties, niter, featuring a "Drunkard" company. He withdrew when "drunkard" had been drafted and he featured. McClure wanted the place plugged as a niter with the drama slowed up to give customers ample-time-at-the-bar.

Paul McGee, Guntor hotel manager, is looking after the place now. McClure is devoting his time to radio. He scripts a WOL major show. Understood "Mac Rogers" had to be replaced at "Nineties" by a six-piece combo.

## Miami Shows

Lillian Roth heads the floor show at Deauville Casino, Miami, starting Jan. 1. Vincent Lopez' band and the Stanley Twins in the same show.

Other Florida bookings include Ritz Brothers and Pearl Twins, Fleetwood hotel, Jan. 1 for this. Renowned Ambassador Club opening Dec. 27, Jack Waldron, m. c., and Frances Faye, Brian McDonald, and Maritz and Diaz. All placed through Jack Bertell.

## NIGHT CLUB REVIEWS

### TERRACE GARDEN

(MORRISON, CHICAGO)

Chicago, Dec. 24. Renovated and brightened, Terrace Garden is still the same niter, as always, catering to the great bulk of the midwest middle-class element. The Garden has a reputation extending back many years as one of the outstanding ones in the territory.

Popular in price, style and clientele, it was the one nite spot called by all Chicago visitors. For years every second sign-post along the highways blazoned the name of the Terrace and its palm-tree garden. The trade slipped off a couple of years ago, but it's riding back to the crest of popularity under the guidance of Leonard Hicks, former showman now at the helm of this large hostelry. And besides getting the tourist play the spot is developing a wide local patronage.

Niter in town has successfully imitated its terraced effect from which the spot gets its name. The make-up of the floor show visible to everybody with no craning of necks and is a nifty architectural style. Many new additions, technically, have been made, including new stage lighting and a clear p.a. system. Hicks has done away with the palm-tree atmosphere of long standing which is a step for the better.

Stan Myers orchestra is going places in the local show business firmament. Myers himself is stepping out. Formerly restricted to baton-waving, Myers is now doing m.c. and well. Delivery lines in clean-cut fashion and of most

## Rules Is Rules

Syracuse, N. Y., Dec. 24.

Syracuse Musicians' Protective Association prevented attorney William B. Mangin, non-union pianist from appearing with three bartender musicians, members of the union, on a program arranged for a luncheon of the Onondaga Bar Association.

Event was strictly for the legal profession, but the association was adamant that no non-union musician could appear with the three unionists, attorney W. Edward Williamson, Myer Karp and Herbert H. Smith. No way at all. Association insisted the three union musicians be paid for their appearance on the luncheon program.

## CHEZ SCARFACE

New Paris Niter Named That way—Other Joint Called Stage B

Paris, Dec. 15.

Chez Scarface is the name of a new niter opened in Montmartre by Marcel Rallay. Will be run (for bally purposes) by Scarface Joe (Jo-le-balafre), although real origin of the title is the Muni film.

Rallay has already paid tribute to film by naming his Montparnasse spot Stage B, and decorating the interior with faces of film stars.

## Bea Lillie Into Jack Rockefeller's Niter

Beatrice Lillie starts at the Rain-bow room, in Radio City, Jan. 2, for four weeks, with options up to ten weeks. Salary understood to be about \$2,500. Signaling via Richard Kraukauer of the Leo-Morrison office.

### Powatan's Show

New show at Powatan club includes the Bertrand Sisters, Harry Stephens, Mona Moore, Jack Brooks, Kate Graham and Max Fidler's orchestra.

## HARRY COOPER'S

(NEW YORK)

Former Empire City Quartet member, and since prominent in the political life of New York City, Harry Cooper's advent into the restaurant field of the Broadway belt will give the other niter and niter entrepreneurs much to worry about, judging by the opening day's turnout.

Besides a galaxy of politico and judicial notables who showed up for Cooper's restaurant premiere, the Broadway bunch went to town in an unusual manner for a favorite son.

Site is under the old Club Lido (now the Tokay restaurant) on 52d and 6th avenue, with a spacious bar, restaurant and basement grillroom (with dance floor) to absorb well over 500 people on occasion. A midtown theatrical haulage man is Cooper's financial backer and between 'em the place looks in Prime appeal is the quality of the menu and the pop scene. Abel.

Francis Philburn, of Ohio Condon's orch at the New Kenmore hotel, Albany, was robbed of a \$50 flute which he had laid on the band platform.

Victor Scherzinger tune, "Love Passes By" will be cantered by Tullio Carminati in "Once a Gentleman," to be directed by the composer.

## Inside Stuff—Music

Rights to "The Drunkard Song," which radio recently brought back to popularity after the tune had been gathering dust on the shelf for over 40 years, have been acquired by Shapiro, Bernstein & Co. Following the signing of contracts covering the sheet music, performance and synchronization rights to the song, Louis Bernstein has called upon the trade to turn over all copies of the ditty that do not carry the imprint of his firm.

"Drunkard Song" presents another one of those cases in which the publishing trade, stirred to action by the revival of an old tune over the air, flocks to run it off the press without first finding out whether the song is protected by a valid copyright. Although some 15 firms have reprinted the tune in recent weeks, the only publisher that did any digging on the copyright was M. M. Cole of Chicago. Cole found that the song's tament had originally been copyrighted in 1883, and that in 1911, the author, William Hills, renewed his copyright. Hills died four years ago.

Cole's inquiries about Hills' widow led to Somerville, Mass. From her he obtained the publishing rights, but neglected to cover himself on all the other rights. Bernstein, taking up where Cole left off, contacted with the widow for the performance and mechanical rights, and then proceeded to work out a deal with Cole that would give Shapiro-Bernstein the publishing rights to the song. This arrangement was closed in Chicago last week.

Bernstein, who himself turned out a version of "The Drunkard Song" while under the impression that it was in the public domain, has recalled the old copy. The new edition will carry the title, "There is a Tavern in the Town," with the tag, "The Drunkard Song," given sub-billing. Rudy Vallee, who has been plugging the song intensively over the air, will be accredited on the title page with editing and revision.

Among the publishing firms upon which Shapiro-Bernstein has served notice in connection with the copyright are Witmark, Robbins, Bibb-Lang and Vills Moret.

Temperamental tiff between two Hotel Ritz-Carlton (N.Y.) maestros almost reached the legal stage until the Studebaker Co. of America told Armand Vecsey, for 18 years the concert orchestra conductor at the Ritz, that it didn't care much about the Ritz-Carlton name when it bought Richard Himber's orchestra for its Studebaker Champions programs on both the NBC and CBS networks.

When Vecsey also wrote the RCA-Victor company that he (Vecsey) allegedly had priority to billing himself and his Hotel Ritz-Carlton orchestra, the Victor record-makers replied in kind, stating that when they bought Himber it was for his dance musical organization rather than for B.C. billing.

While Vecsey has been at the Ritz for so long, Himber only purveyed the dance music at this hostelry for one season in 1933, and just resumed with tea dancers, not being able to again furnish the dancepantry because of the broadcast schedules interfering with any night or dance dates at the hotel.

Vecsey has also complained to Albert Keller, president of the Ritz-Carlton Hotel corp., claiming priority rights, but Keller's attitude is that every time Himber mentions or gives the Ritz any billing on the Studebaker air programs, or on the label of the Victor records, it's a plug for the hotel. Subsequently Vecsey withdrew any proceedings against Himber, allegedly at Manager Keller's behest. Vecsey, who has a WOR wire for his concert program, meantime, continues using and his original Hotel Ritz-Carlton orchestra.

World Broadcasting System has asked the Music Publishers' Protective Association for a reduction in royalty fees on library discs which the former's small station clients sell for commercial purposes. World has based its request on the belief that these outlets, many of whom sell their time for as low as \$10 a quarter hour, can not afford to pay the usual music-of-25c-per-popular-number-and-50c-per-restricted-composition. On a 15-minute dance recording these royalties average \$2.50.

By cutting the fee in half, says World, the copyright owners would have a better chance of collecting what is coming to them from these outlets. As the thing now stands in many cases the small-powered outlets not only pass up making payment but fail to make the required reports when leasing a library disc for sponsor use.

Policy of the MPFA has been to make no exceptions to the regular scale of fees.

The White House's New Year's party, Dec. 29 (always given on the Saturday night preceding), will again be staged by Meyer Davis, making the ninth consecutive such party by Davis' music in the third administration out of four. Only exceptions were the Coolidges, who didn't give New Year's parties.

This year's gala is in honor of Franklin D. Jr., and John Roosevelt. A previous Davis booking at a party by Adlai DuPont at Wilmington was cancelled, but had been booked by the Davis office, retained as the maestro, who personally conducts at the White House.

Harms, which has had the corner on Broadway musical comedy productions the past many years, almost exclusively publishing the scores of these shows, is still battling strong with two exceptions this season. Because of the Warner Bros.' ban on "Calling All Stars," Witmark's push the Lew Brown-Harry Akst songs from that show. Mills Music has the rights to "O'Flynn," new operetta.

Lacking an official okay from Jack Whitney on their exploitation number, "Becky Sharp," for Pioneer's picture of the same name, Wolfe Gilbert and Felix Berner had Jimmy Grier include it in one of his coast-to-coast programs. The Whitney, in New York, could hear the number. His okay came back by wire.

Major Coast studio imported a tunesmith to write several numbers for a forthcoming picture at \$1,200 weekly. After three months, composer leaves the lot having contributed nothing outside of his signature on salary receipts.

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Direction HERMAN BERNIE

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# Soviet Rubberneck Bookings for U.S. Acts; Can't Bring Money Home

For American acts going to Russia on bookings through the Amsov Agency of New York the proposition amounts to a sightseeing trip while working. Acts will receive salaries plus transportation, but can't bring any savings back home, with them because the Soviet law forbids the taking of money out of Russia. Pay-off will be in rubles.

Acts contacted by Alexander Basy of the Amsov outfit have been informed that they may use their Russian salaries for purchase of wearing apparel, and other native products on the spot, or otherwise spend their money as they see fit, but in Russia. But clothing, etc., bought in the Soviet will require payment of duty upon return to the U. S., so the trip is likely to cost the actors money.

Basy claims that far to have sent about a dozen American acts to the scenery-while-working tour, which is scheduled to start in January and involves engagements in Leningrad and Moscow. Among acts mentioned are such standards as Luis Russell's band, Dare and Yates, Cooper and Clifton, White and Manning, Murray Lane, Wilton Crawley and Phil Spitalny's femme orchestra.

Spitalny's orchestra is the biggest turn set to date. Its Soviet salary will be 35,000 rubles a month. The ruble has practically no equivalent to the American dollar. It cannot be exported, consequently there is no rate of exchange.

Basy opened the Amsov office in Radio City about a month ago under reported Soviet direction.

## Publix Pulls Units Out Of St. Paul, Objecting To Musicians' Terms

St. Paul, Dec. 24. After four weeks of units, Paramount, Publix ago St. Paul house, has yanked the stage shows and is back on the straight pig diet.

J. J. Friedl, Publix northwest division manager, said, "We put shows into the Paramount and intended to keep them there, but St. Paul Musicians' Local 30 demanded a contract that we found impossible to meet." According to Edward P. Ringling, secretary of the local, however, the alleged objectionable contract was drawn by Publix.

Bone of contention seems to be the stand-by orchestra men. Claims it can't get outside units with hands unless it hires an orchestra, and Publix feels it can't afford the stand-bys. Ringling, though, says that during the four weeks of units, Local 30 collected money for stand-bys, agreeing to hold the contract in abeyance for one week. Publix, claims Ringling, pulled a stall-and-then-nixed-the-unit-idea altogether.

## Open More Cruises for Acts in South Seas

Raymond-Whitcomb agency is testing out vaude entertainment in its tropical cruises this year for the first time. Begins Feb. 1 on a series of 18-day trips southward.

Companies of 25 entertainers are to be assembled for these sailings. Nat. Abramson is handling the bookings.

## Tucker Undecided

Completing a run of eight weeks Sophie Tucker closes at the Cizez Paree, Chicago, Jan. 2. She has bids to spend the rest of the winter in either Florida or Hollywood.

## LEE KRAMER BREAKS ARM

Pittsburgh, Dec. 21. Lee Kramer, featured in Phil Tyrell's "Schooldays on Parade" unit at Pitt last week, broke his arm in a fall backstage but played the week out just the same, carrying the injured member around in a sling.

## Brendel Off Souper, Goes East for Vaude

Hollywood, Dec. 24. El Brendel and Flo Burt leave here this week for two weeks of personals, opening at Shea's Hipp, Toronto, Jan. 3, with Loew's Montreal to follow. Team then goes into New York.

Brendel and William O'Neil were dropped from the Campbell Soup broadcast, "Hollywood Hotel," when the producers decided that the program did not need comedy and that O'Neil's singing conflicted with the work of Dick Powell and the Flo-Rito band's vocalists. Both players, though off the air, are being salaried until the end of their contracts in two weeks.

## Jessel to Make Solo Tour of Texas 1-Niters

George Jessel is set for three weeks of concertizing-one-niters through Texas, opening in Amarillo the second week in February. He will be sole star of a recital comique, with possibly Art Landry's band as musical backer-upper. Sam Howard laid out the route. A Territory is starting for live entertainment.

Jessel's itinerary will approximate that which Will Rogers escaped recently. Jessel leaves today (Xmas) for a holiday in Palm Beach with his wife.

## 'RIO' UNIT BACK FROM S. A. MINUS SQUAWKS

Hollywood to Rio, unit composed of only six specialties and produced by Hal Sanda, returned to New York last week from South America.

During its tour below the equator the unit played 29 consecutive weeks at the Casino d'Uroa in Rio de Janeiro. It is one of the first American shows to return from South America without a hard luck story.

## B.&K. Sets Acts

Chicago, Dec. 24. Count Berni-Viel unit, "Spices of 1935," comes into the Oriental Jan. 11. Louis Edgerton, B.&K.-booking manager, has also set the Dave Apollon unit for the Chicago Jan. 4, and Jimmy Savo to headline week of Jan. 11.

## Baking Co. Spots Vaude in Picture Houses on Coast as Advertising Test

Hollywood, Dec. 24. Weber Bread Company is organizing a six-act vaude show to play the streets as a plug for the company's product. Bakers figure that the show might be a better plug than radio in a number of communities. It will include six acts and carry an orchestra leader. Cost to the theatre will be nothing outside of a split in the extra advertising. Break-in is Dec. 27 at the Mission, Ventura.

Bread company will take only two minutes of the show to plug its product. Outside of that, only mention of pastry will be in the theme song. Show will play one, two and three-day dates in straight picture houses, and will not attempt to get into regular vaude houses. In Los Angeles and other larger spots, only nabe houses will be played.

Other local companies are watching the experiment, and may go for the stagehouse if it proves successful.

## WARNER BOOK SETS 2 MORE JERSEY SPOTS

Warner booking office has added two houses, one of them, the Earle, Atlantic City, having opened Friday (21) on a three-day stand. It will play five acts or units on an indefinite basis.

Stanley, Jersey City, starts Friday (23) as a spot-booked full-weeker, playing stage shows only when a name act or attraction is available.

Jack Benny will headline the first J. C. bill.

## RKO'S VAUDEFILM FOR NEW YEAR'S

RKO is the only major circuit adding to its vaude shows for New Year's eve, or putting shows into spots for that one night where stagelights haven't been for some time. Also, the circuit will probably set a new high admission scale for vaude films when it charges \$1.65 at theatres playing the special shows next Monday night (31).

With the exception of the Palace, N. Y., which will also have a special show, \$1.65 admission for that night is about 65c higher than any of the RKO houses have ever charged before, even when they played vaude on a two-day basis.

Houses to get the New Year's eve shows, or have their regular bills amplified that night, will be the Rialto, Rialto-Coliseum, Albee, Madison, Franklin and the Palace. Loew's vaudefilms are not amplifying their shows for that night, and upping scales but slightly. This circuit's operators say that the class of people who celebrate New Year's eve in vaudefilms can't afford to pay a stiff admission.

## Gerry Society Again Tags Al Bernie; Kid Mimic Out of 'Stars'

Gerry Society trouble forced Al Bernie, under-age mimic, out of Lew Brown's "Calling All Stars" last week.

It was the kid's second tussle with the Gerry organization. He had previously been forced out of the Casino de Paree.

## Frankwyn, Inc., Settles Claim of Don Zelaya

Contract dispute between Don Zelaya, vaude piano single, and Frankwyn, Inc. (Harold B. Franklyn-Arch Selwyn), was settled out of court last week. Zelaya was cancelled out of "Revenge With Music," musical, in Philadelphia despite a run-of-the-play contract. Show is due to reopen in New York Christmas Day (25).

I. Robert Broder was attorney for Zelaya, with the settlement being approved by Equity.

## Megley-Oz's 2d Unit

Second flash act produced by Macklin Megley and O. L. Oz under agreement with RKO at a cost of \$1,000 each will include 13 Bebe Reeri girls and Amen and Avio. Latter act was formerly standard by itself.

This act, like the first, will open at the Academy, N. Y., dated for Sept. 11.

Under the agreement, Megley and Oz produce the flashes as ordered by the circuit, providing scenery, costumes and paying salaries out of the one grand RKO pays for each act.

## CHARTERS WITH SALKIN

Chicago, Dec. 21. Peggy Charters, formerly with the Schooley office and recently with the Pathé theatrical school, has joined the Leo B. Salkin agency. Will concentrate on club business.

## Question of Responsibility in Salary Violation Chief Topic At Wash. Hearing; Okay Changes

### Althoff Salary Claim Vs. Young, Taylor in Chi

Chicago, Dec. 24. Failure to pay salary was the basis of a claim brought against Earl Taylor and Ernie Young before the Musicians' Union by Charlie Althoff.

Althoff, who was featured in the Ernie Young revue in his Michigan tour, claimed unpaid salary for a week. Union awarded Althoff the decision and told the boys to get together on a when-and-how settlement.

## 5 Balto 'Amateurs' Get Breaks Out of Local Loew Revue

Baltimore, Dec. 24.

Some specialty members of the cast of "Okay, Baltimore," local talent revue sponsored by Loew's at the Century here last week, have been accorded breaks since show closed last Thursday (20).

Local 18-year-old gymnast, James Rae, who made first stage appearance in the "Okay" show, has been taken into the standard tumbling act, Four Trojans. Rae joined it at the Oriental, Chicago, Saturday (22).

Helen Meeks, singer, has been given six weeks' paper at Lou Becker's Penthouse, Balto' nitery. Gal played spot before, but figured the "Okay" performance reinstated her into prominence. Lorraine Williams, acro contortionist, has been given a string of nitery dates by National agency. Ballroom team, Renais and Revel, which played "The Okay" before, joined cast of local talent unit, has been given month's return booking.

Joe Bennett, tenor, who has been working on local stations, is being taken to N. Y. for an audition by CBS. Hearing was arranged by Tom Lyons, boss at WCAO, local Columbia outlet.

NRA's approval of proposed changes in the vaudeville section of the film code is expected from Washington within the next 10 days. Revisions, which were discussed at a hearing in the capital last week, will then become immediately effective.

At the same time the special Vaudeville Committee adjunct of the Code Authority will be appointed and commence to function. This committee will serve as a central clearing bureau for all code complaints dealing with vaudeville and formerly handled by local compliance boards.

All proposed changes appeared satisfactory in form to the NRA and likely to go through for final approval with possibly a few minor alterations to clarify meanings.

Washington, Dec. 24. Differences of opinion over a government proposal to make theatres responsible for maintenance of code requirements by vaudeville managers, featured the Wednesday (19) hearing on eight suggested changes in the vaudeville section of the film code.

Belief that the revised pact will require theatre owners to insist that independent vaude producers observe all code regulations was inspired by the attitude of Deputy Attorney William P. Farnsworth and other government officials in charge of the proceedings.

Little controversy was caused by proposed revision of vaude labor provisions, although Ralph Whitehead, executive secretary of the American Federation of Actors, made repeated pleas for protection against chiseling producers and unscrupulous agents.

Revising Phraseology The government proposal to require exhibitors to make certain that all actors and chorines, "however compensated, or paid," get code wages and work code hours drew bitter objections from Paramount and Loew's, but revision of the phraseology appeared likely to satisfy all parties.

Declaring the government proposal goes "much too far," Sidney S. Bromberg, Loew's counsel, said he had no objection to stringent requirements affecting independent contractors, but protested that exhibitors should not be compelled to act as policemen for the NRA compliance board. Same view was taken by Sidney Justin, Par rep. (Continued on page 42)

## To Be Represented IN 29th Anniversary Number

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## Salary Responsibility

(Continued from page 41)

representative, and Marvin Schenck, of Loew's.

Bromberg suggested that the government proposal be modified so as to stipulate that, no independent contractor, producer, or owner of a vaudeville act shall require any chorus/person or actor in his employ to perform in any theatre upon terms of working conditions less advantageous to such actor or chorus person than those as prescribed in this code for such actors or chorus persons. Suggested alteration would leave exhibitors out entirely. He said there was no objection to provisions requiring exhibitors who directly employ vaude performers to observe the code, but noted that they already are compelled to pay minimum wages and observe hour limitations.

Explaining impossibility for exhibitor to make certain that independent contractors pay code wages, Schenck said exhibitors can control hours actors work in their houses but should not be held liable for producers' failure to live up to wage clauses. Justin pointed out that if exhibitors contract to pay producers a sum sufficient to enable payment of minimum wages to actors and chorines 'we've done our part'.

Searching for a compromise, Farnsworth suggested that exhibitors be required under code to obtain from independent producers a certificate of code compliance and also suggested that steps be taken to boycott contractors who violate code clauses. With certain reservations, both ideas seemed acceptable to exhibitor representatives.

Insisting that Paramount desires to conform to code requirements, Justin expressed fear that the code might enable actors to sue exhibitors for the failure of contractors, but said 'I'd favor that' in reply to Farnsworth's suggestion that contractors state the right of actors to bring suits against chiseling producers. Justin also said exhibs should be protected from any action under anti-trust laws in case contracts of offending producers are cancelled.

Farnsworth's suggestion that all exhibitor-producer contracts contain a cancellation clause failed to meet labor's demands. Dorothy Bryant, Chorus Equity representative, who acted as labor advisor, noted that contracts very often are for only limited periods and that such provisions would be of little value to employees. Farnsworth then proposed that exhibitors agree to refrain from contracting with any code violator until compliance cases had been settled through payment of back salaries.

While sympathetic to fears of exhibitors, Farnsworth displayed determination to write some provision into the code on this point. At one time he stated forcefully that the government is desirous of 'spiking an alibi' used repeatedly by theatre managers suspected of chiseling and said that great difficulty had been experienced in settling complaints because of this sort of run-around.

Demanding stringent requirements for actors' protection, Whitehead said he was 'strongly in favor' of the government's original proposal and said tightening up was required to 'run out the shyster agents who are constantly cheating our people'. He brought a laugh at one point by observing that he does not know any 'reputable' agents, but thinks theatres should be compelled to do business only with 'responsible' bookers.

Amendment proposed to prevent bicycling of acts and employment of amateur performers should be more drastic, Whitehead said. He urged the government to change phraseology of these proposals. Clause permitting two weeks of rehearsal should be modified so that principals owning their own acts get some protection, Whitehead said, noting that there is a serious question of 'who is a principal'. He advocated an addition stipulating that for each two weeks of rehearsal all vaude performers should get two weeks' employment guarantee and one-half salary for extra weeks of rehearsal.

Bicycling  
Move to stamp out bicycling actors should provide protection

against payment in 'ham sandwiches,' the A. F. A. exec said, asking that employers be compelled to pay all performers in cash. Remark: 'It's rather hard to keep track of vaude producers, Whitehead charged that two important circuits, which were not identified, have been booking 'amateurs' at \$150 per day and prizes and keeping professionals out of work. Farnsworth interpolated that the C. A. amendment would insure 'payment of \$750 worth of sandwiches anyway' but Whitehead insisted upon more definite guarantees of compensation.

Following suggestion from John C. Flynn, C. A. executive secretary, Farnsworth rephrased the amendment, eliminating 'other form of compensation' phraseology and inserted a clause requiring payment in 'legal tender of the United States'. When assured the latter verbiage would not permit use of rubber checks, Whitehead appeared satisfied.

While noting the difficulty experienced by actors in getting pay from irresponsible employers, Whitehead slammed the N.R.A. compliance division, which is now under direction of Divisional Administrator Sol A. Rosenblatt. Although Rosy had stopped out of the room, Whitehead reported that compliance boards throughout the country have failed to enforce the code interpretation banning employment of amateurs and said copies of the N.R.A. ruling 'meant nothing at all' to government enforcement agents.

Only one other conflict of sentiment came out during the hearing. Mrs. Bryant, urging more safeguards for labor, requested a change which would require payment of overtime for chorines required to report at 8 o'clock once a week for rehearsal.

Other proposed vaude code changes submitted by codists received no more attention than explanatory statements by Flynn and seemed all set for adoption without delay.

Also in attendance, along with Bromberg, Schenck, Justin Whitehead and Mrs. Bryant, was Gus Eysell of the Radio City Music Hall.

Vaude producers and agents sent no representatives.

## NEW ACTS

**JACKSON, IRVING and REED (1)**  
Comedy, Songs, Dances  
25 Mins.; One  
Loew's Orpheum, N. Y.

After 14 months as an attraction at the Paradise restaurant, on Broadway, with NTG and Nick Blair, these three boys are listed in *Vaudeville* as a new act. Boys are a howl.

If ever hard luck beat down an act, it tried to do that to this trio on the initial showing of the boys. Val Irving who shoulders the big end of the comedy only had the gripes. He collapsed after the first show but customers never could guess that at the supper show. After that, Irving had to go on the rubber table and if the act finishes the half, they're as crazy as their act.

Jackson is from the original Clayton, Jackson and Durante turn. Under his aegis the boys have framed as near a replica of the old act as possible and unashamedly so. But they are unashamedly funny too. They haven't the band but they have Harry Donnelly, at the piano in the pit. They have to have somebody who knows how to duck the telephone instrument heaven which Irving makes along in the act.

Donnelly doesn't have to have the cue, he smells the wind-up and that's that. But what the old act didn't have, this act has in the form of a femme plant in the audience. Irving pulls the old neight stuff by shoving off into the pit to lead the orch and then feigns to spy an unknown dandel and gripes her into a waltz down the aisles. He wears a sawdust Prince Albert and a soft jolly probably loaned from the Mills Hotel.

Boys, work up to solos. Billy Reed is the dancer in the act. There is only one other performer on slant a topper like Jackson. He's Ted Lewis. That Jackson smiles, his southern shouting and practiced experience is to be noticed everywhere aiding the act.

That Personality Joe's tune which starts them off in a strong beginner and the lads keep things moving all the time right through their southern controversy until Jackson finally tumbles to a solo by himself with the audience worked up to reception in showmanlike fashion.

They work in 'one' but would do better if the drapes were back further. The band leading by Irving is still okay and Reed's nimble feet give a fascinating soft shoe performance. Shan.

**JACK LENNY and CO. (4)**  
Folk  
14 Mins.; Full (Special)  
Loew's Orpheum, N. Y.

Nice enough flash but needs perk-up. Moves routinely from dances to songs. A lad on the guitar and a girl on the piano duo, while two blonde kids ensemble with Lenny, who also solos. Nice harmony on the costume end. Lenny privileges himself too much to contract his clothes with those of his assistant performers. Thus he wears resort stuff when the guitarist is in tux throughout. That eton jacket costume and white vest don't jibe so well either. Otherwise lighting okay and Lenny himself a nifty hop-abouter, mostly soft shoe eccentric, finishing behind the travelers on wing exhibition on a small platform.

Next to shut on a five-act layout when caught and fairly well received. For the record the Lenny billing has him as having been in the *Strike Me Pink* musical of a couple seasons back. Shan.

**EDDIE COLLINS (1)**  
Songs, Piano  
8 Mins.; One  
Loew's Orpheum, N. Y.

Tenor possesses nice voice which he overworks. Concludes with a 'whee' with the familiar 'by request and with your permission.' Wears tails and sings right into the face of his assistant front-line characters. Stage presence off and reception weak accordingly in the deuce apot on a five-act layout when caught.

Good looking girl accompanist can play piano and might be given a chance to solo. Shan.

**WILLIAMS and CHARLES**  
Musical Novelty  
8 Mins.; One  
Loew's Orpheum, N. Y.

This male duo works like veterans, though not included in the 'new act' files. They're on in clown getups for the instrumentalizing of forks, knives, bottles and a prop roast chicken. One of them follows with the drawing of tunes from metal disks bouncing on a marble-top table, and they close with the ringing of miniature bells strapped on their legs, arms and head.

This may sound like something out of the dim past, but they constitute a highly playable act. Certainly surefire for children. An adult audience gave them a nice hand here. Scho.

## THIS WEEK, PALACE, NEW YORK

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Productions

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## "SIDEWALK CAFE"

A MUSICAL COMEDY UNIT OF DISTINCTION HEADED BY

**BENNY ROSS**

AND A CONSTELLATION OF NAMES WITH

**MAXINE STONE**

**HAROLD BOYD**

WITH

**GEORGE, LITKA AND ROLAND**

**SHARON DE VRIES**

**WHEELER TWINS**

**16 COCKTAIL SHAKERS**

CLARENCE GASKILL  
Lyrics and Music  
NICHOLAS MARINARO  
Music Director  
HARRY SHIPLEY  
Company Manager  
JACK SHERMAN  
Stage Manager  
MAHIEU  
Costumes  
PREMIER STUDIOS  
Scenery

BARNEY COLE  
JANICE DARRAS  
NELEH SANFORD  
GRETE BUSCH  
JO HENDEY

FRANCES LOPEZ  
VERA GLOY  
MURIEL MARTELL  
GERTRUDE STRUCK  
MIRIAM STARR

BLANCA  
PHYLLIS PERRY  
INGRID STOCKLASSA  
TERRY TODD  
IRENE WILHELM  
ADRIENNE ROSAIRE

DANCES STAGED BY AMATA

LAST WEEK: ALBEE, BROOKLYN

NEXT WEEK: PROCTOR'S, TROY, N. Y.

### What the Critics Say

"One of the nicest units in the way of scenery, costumes and talent glimmed in a long time."—Variety.

"It won't belong when the boys around 47th street will be saying they knew Benny Ross when."—Billboard.

"Maxine-Stone expresses a rare individuality and presents an unusual bright act."—Cleveland News.

"Harold Boyd and the Three Jigsaw offer surprisingly good entertainment."—Montreal Herald.

"Sharon Devries proves outstanding with her operatic burlesque."—Variety.

"The Wheeler Twins are the most graceful dancers to grace the Palace stage this season."—Cleveland News.

"The finest chorus of girls in any man's theatre."—Providence Journal.

"Hickey and Anger have outdone themselves with this one."—Variety.

### And So They Rave

"VARIETY" PICTURE  
GROSSES

Providence, Dec. 18.

Last week "Port of Lost Dreams" (Invincible) and "Sidewalk Cafe" on stage; unit was both brought in the coln; oke at \$8,200.



## Bard-Deucern and Strouse Go To Mat on L.A. Weekend Vaude

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# NEW DEAL FOR ACTORS

## Weiser and Robbins Take Little Theatre as Frankwyn Washes Up

Frankwyn company is washing up and quitting its Fifth avenue offices. Arch Selwyn-H. B. Franklin combo let go of the Little theatre, N. Y., its sole remaining interest being "Revenge With Music," which resumed at the New Amsterdam yesterday (24). Arch Selwyn will again produce on his own, after a trip to the coast.

Unusual angle concerning the Little has the house being operated by Allen Robbins, a violinist in the Winter Garden ("Lila Begonia at 2:40") orchestra, and Jacob Weiser, who presented several plays on Broadway some time ago. Latta's brother is the musicians' contractor for the Garden. Robbins is said to have been interested in other theatre deals.

New York Times bought the Little property with the intention of building a 44th street entrance to its publishing plant. Despite postponement of that plan, Little has had attractions under several managements since the Times took it over, but recently an attorney leased the house for two years and he commissioned Robbins to represent him.

Fiddler contacted Frankwyn, latter liking the spot, and the Little being dolled up for "Continental Varieties." Selwyn-Franklin hoped to establish the house for imported specialties and incorporated the Little theatre, with Robbins declared in "Varieties" with Lucienne Boyer was not profitable. Expectation of drawing class customers at five bucks a copy petered out, scale was lowered and Frankwyn lost interest in the venture, which was then taken over by Mills. Boyer, Show was withdrawn but is due to tour. House now has "Dark Victory," which moved there from the Plymouth. Little company has been dropped, Robbins arranging to operate the Little with a new management.

Weiser was a play reader in the Shubert office. He has been conducting a course in playwriting at the College of the City of New York. Last summer he made a survey tour of Europe, reporting on plays to a picture producer.

## Equity Unbends On Air Pay Rule For 'Great Waltz'

First concession made by Equity in its strict rules requiring managers to pay all players if participating in a show, has been applied to a recent airing of "The Great Waltz," Center theatre, N. Y. Finale of the performance went on the air, sans dialogue. Rules are that if any portion of a performance is broadcast, either from the stage or studio, the players must be paid one-eighth of a week's extra salary. "Waltz" score has frequently been used in radio programs by NBC because of the interest in the show by Radio Corporation of America, RKO and the Rockefeller, ether end being part of the unprecedented publicity accorded the legit attraction in making the concession. Equity considered the number of professionals used by "Waltz" and the fact that the opera's draw is heavily from out-of-town. While the move may precede some changes in Equity's radio regulations, the "Waltz" exemption was for one time only.

Musicians' union also made a concession, cutting the extra wage from \$12 to \$4 per man in the orchestra. Latter item was the only expense involved in the broadcast, so far as the show was concerned.

## SUBURB VS. KENT

Actor and Manager Mix Blows with No Real Score

During rehearsal of "Music Hath Charms" (Annie) at the Majestic, N. Y., last Friday (21) there was a bawling-out match between J. J. Shubert and William Kent, with an exchange of punches. Manager socked first and the actor socked right back. Then they clinched and were pried apart. Both men fled with the right, so there was no claret and no damage. Score: no hits, two errors, one out—Kent was aired.

However, efforts are being made to square the scrap and bring Kent back into the cast. "Charms" in due to open Wednesday (26).

## CAST PAID FOR 3 WEEKS OF REHEARSAL

"The O'Flynn" is in its third additional week of rehearsal beyond the five-week maximum for free rehearsal permitted by Equity. Operetta slated to be presented by Russell Janney at the Broadway Thursday (27) has the backing of the Standard Oil Co. of N. Y. in exchange for the exclusive rights to the score, on the air, operetta being presented by the Esso programs on the Columbia network. Postponements of the show did not retard the radio usage.

First week of excess rehearsal time, players were paid full salaries. Janney then huddled with Equity for a concession on last week, because it was the pre-holiday period when shows may pay off without paying salaries.

Council gave the manager the alternative of paying half salaries for the week and guaranteeing at least two playing weeks, or full salaries without. Although "The O'Flynn" will play but three days this week, company must be paid for the full week.

Oil people were reputed putting in \$50,000 to produce "O'Flynn." Decks have probably pushed the nut up considerably over that mark.

## FITZGIBBON, COWAN FOR WEBB IN 'CHEER'

Clifton Webb will leave the cast of "As Thousands Cheer" at the end of the Chicago engagement next week. He has been complaining of illness for some time and doctors diagnose the ailment as ulcers of the stomach.

Dave Fitzgibbon, of the duo of Dave and Dorothy Fitzgibbon, will join the show to handle the Webb dance assignments. Jerry Cowan will rejoin to replace Webb in the sketches.

For the balance of the tour, booked until late April, the featured players will be Helen Broderick, Dorothy Stone and Ethel Waters.

Move will mean the break-up of the dance team of Dave and Jane Fitzgibbon, with Jane probably going to the coast for a picture, probably with Metro-Goldwyn which tested her some weeks ago.

E. E. Clive Gives Up  
Los Angeles, Dec. 24.  
Edward Erskholm Clive has filed petition for bankruptcy in Federal Court.  
Actor-producer assets \$6,212 debts and \$445 assets.

## REHEARSAL PAY SEEN EN ROUTE

Junior Ratings May Be Dropped Also—Younger Group in Equity Leading Reforms—Managers Agree Changes Are Needed

## BILL BRADY'S IDEA

Organized opposition within Equity to its present regime, which started last winter by the so-called younger group, continues and now seems to be bearing fruit. Left-wingers want some of their points and are striving for some other changes regarded as radical by the old guard, but favored even by some of the managers. Which makes it pretty positive that a new deal for actors is on the way.

Two most important and most immediate likelihoods are pay for rehearsal time and dropping the junior and senior actor rankings.

At Equity's last quarterly meeting, last week, both items came up. Several proposals from the floor were ruled out of order, but referred to the Council. One, referred as vital to all actors seeking jobs, would have the code minimum salary of \$25 for junior Equity members lifted to \$40, which is the minimum set for all players except chorus and extras.

It is charged that some managers will engage only junior members for chauffeur and butler parts, or other bits. Players who have been around for some time complain that they cannot get engagements because of that \$15 difference. They admit that only a certain type of manager will resort to such practices, but any sort of stage job is (Continued on page 46)

## WASH. MUM ON BROKER MUTINY

Washington, Dec. 24.  
Federal officials remained mum today on the defiance of 15 Broadway ticket brokers to legit Code Authority on ticket control regulations.

Awaiting a detailed report from codists, Deputy Administrator William F. Farnsworth declined to speculate over the outcome of the controversy. Remarking, "All I know is what I read in the papers," Farnsworth said he could not predict next steps until he has had an opportunity to get the Code Authority's side of the matter, and gets more complete explanation of last week's developments.

## Billie Burke Starts Coast Legit Season; 'Merrily' Due in Jan.

Hollywood, Dec. 24.

After two weeks with the entire Los Angeles area dark, legit activities resumed last night (Sunday) when Henry Duffy opened his production of "Her Master's Voice," featuring Billie Burke, and with Roger Pryor chief in support, at El Capitlan.

Billmore re-opens Jan. 7, with Fritz Leiber and Co. in two weeks of Shakespearean repertoire. DeLoe co will get going shortly after New Year's with Homer Curran's cost production of "Merrily We Roll Along."

## The Saga of Albert Killeen, Who Asked Minneapolis to Help Him Pick Plays—And How They Helped!

### 'GIRLS' AS MUSICAL

Harris May Switch Kaufman-Ryskind Flop Around Next Season

Sam H. Harris intends to make a musical show out of "Bring on the Girls," comedy by George S. Kaufman and Morrie Ryskind which was shelved after twice trying out. Understood the manager, in figuring on having the Marx Brothers in the proposed musical next season.

Product went West last week and will talk it over with the Marxes in addition to looking over his gold mine and resting at Palm Springs, Cal.

## MIDWEST LEGIT BOOMS, EVEN IN STOCK

Chicago, Dec. 24.

More activity in the legit field here every day as stocks and productions go into towns which have been chilled for a long time. Equity office is bubbling faster than it has in several years, with several producers arriving to drop bond for new shows.

W. A. Steffes arrived here last week to post bond for a production of "Salvor Beware" for the Shubert in Minneapolis.

Ray Saxton is going to take a flyer at stock at the Drury Lane in Detroit, opening Jan. 7. Has Ned Burns as director.

After a couple of weeks in picture houses the Globe Theatre Shakespeare players return to legit at the Shubert next week and again come under Equity jurisdiction.

Will mean that there will be six theatres going at one time in Chicago, the highest legit figure in several years. Besides the Shakespeare shows at the Shubert, there are "As Thousands Cheer" at the Grand, "Ah Wilderness" at the Erlanger, "Stevedore" at the Harris, "Peticoat" at the Selwyn, and "Romance" at the Blackstone.

## UTOPIANS BACK NEW L. A. LEGIT VENTURE

Hollywood, Dec. 24.

Supposedly backed by the Utopians, Jack Preston and Sidney Dexter are organizing the Civic Theatre Guild to produce a series of propaganda plays at the Hollywood Playhouse. First will be "The New Pioneers." Affair will be co-operative with everyone sharing in the returns. Practically the same scheme, minus the support, of all legit shows which have been produced here in the past two years, excepting the Henry Duffy and Homer Curran shows.

Admission scale will be 25 and 40c, with all the Utopian and Upton Sinclair followers being circled on the proposition.

Understood that the receivers for the Guaranty Trust Co., owners of the Playhouse, are playing along with the venture on a short percentage.

## Collins to London

Charles Collins is leaving the cast of "Say When" and sailing for London to appear in "Merry Go Round," revue. Dancer is slated for the "As Thousands Cheer" sketches, which were purchased here last week for the new English show. Sailing date is Dec. 29.

### By LESTER REES

Minneapolis, Dec. 24.  
Promoting a "six-week" "Drama Festival" with players recruited mostly from Broadway and with casts altered for 11 of the six plays, Albert E. Killeen, 22-year-old impresario, made a small profit on the venture but took plenty of grief from disgruntled season subscribers and his own advisory committee, selected mostly from local society.

Killeen had subscribers themselves "choose" the plays for the season by voting on a list submitted by him. Apparently without knowing its theme, these subscribers selected "The Green Bay Tree" as one of the plays. When they saw it, a large number apparently were shocked by its subject matter and, despite the fact that a majority of them had voted for it, they jumped all over Killeen.

There also was plenty of fault found with the other plays of their own choosing—"Biography," "Autumn Crocus," "The Shining Hour," "Goodbye Again" and "Criminal at Large"—although most of them rated as more or less New York hits. Killeen was made the goat and subscribers and committee members rained down complaints.

Moreover, subscribers and committee (Continued on page 46)

## Hotel Sues Show For \$250,000 on Gag Line 'Insult'

Alleging that a line used in "Page Miss Glory," Mansfield theatre, N. Y., tended to impair its reputation, the Park Central hotel is suing the producers and authors of the play for \$250,000. Included in the action is the actor who uttered the line to which the hotel objects.

Situation in the farce follows a snatch bid, kidnappers forcing several intruders to remove their trousers to avoid pursuit. One of the lines in shorts is a reporter on a tabloid. Manager of hotel enters and cracks: "Where do you think you are, in the Park Central?"

Immediately upon filing of the suit management of the Edison hotel advised the show management that the mention of that hotel could be made without offense. Line was thus changed.

Park Central drew country-wide mention several years ago, when Arnold Rothstein was fatally shot.

Those whom the Park Central names in the action are Laurence Schwab and Phil Dunning, producers; Joseph Shrank and Dunline, authors; Roy Rock, the guy who pulled the gag line.

## BENEFIT AUTHORITY FUNCTIONING IN N. Y.

Theatre Authority, composed of officers from the various theatre organizations, designed to regulate benefit shows in New York, is now functioning. Benefit shows must receive the T.A.'s okay, otherwise actors are forbidden to participate. Authority stipulates that no benefit may be held unless 15% of the net takings are turned over to the charities. Half of that money is to be given to the Actors' Fund and the balance split between the three theatrical guilds. Percentage from several benefit shows has already been collected.





# Six Shows in Loop and Not a

## Legit Theatre Available; 'Ah' at \$14,000 Oke Despite Pre-Xmas Wk.

Chicago, Dec. 24. What's this? Is this a Christmas present from the Santa Claus of the legitimate stage or just a mirage? Six shows going simultaneously in the Loop. And that's not all. There is an actual scarcity of theatres in the Loop.

At least three shows can't get in. It's the first time there's been a theatre scarcity here in more than five years.

The reason for the shortage is that there aren't as many theatres available today as there used to be. There are really only six houses open for legit in town, Apollo and the Garrick, former home spots for legit on the Rialto, are now picture houses. Cort has been torn up and is being rented as business property. Princess is also pictures. Which leaves the Erlanger, Grand, Selwyn, Harris, Blackstone and Studebaker, all occupied. Charles K. Freeman is around for a house for a new production. Wee & Leventhal are understood to be battling around to find a house to rent the Cort. The latter is the trade production and a couple of other managers are hunting around for theatres.

Business was off for the pre-Xmas session, but coming back currently as six shows live up on the Rialto. Theatre Society has two going at once, 'Wilderness' and 'Petitcoat'.

**Estimates for Last Week**

'As Thousands Cheer', Grand (1,200-\$3.30) (7th week). Reopens tomorrow (25) with good sale.

'Ah Wilderness', Erlanger (1,200-\$2.55) (3rd week). Will make it three weeks without any trouble. Held up despite pre-Xmas to \$14,000 last week. 'Roberta' in on Jan. 6.

'Petitcoat Fever', Harris (1,100-\$2.35) (1st week). Opens tonight (24) with Dennis King-starring. Second play on Theatre Society production.

'Romance', Blackstone (1,100-\$2.20) (6th week). Building to \$4,500, fine, bad show week.

'Shakespeare Rep.', Studebaker (1,000-\$3e) (1st week). Opens Wednesday (26) after whirlwind success in two performances last week at the indie Maryland. Lower floor 10th times was capacity at the \$2.75 but the shelves weren't quite filled.

# BALTO SHOWLESS FOR XMAS WEEK

Baltimore, Dec. 24. Ina Claire, in 'Ode to Liberty', grossed estimated \$41,000, excellent in two performances last week at the indie Maryland. Lower floor 10th times was capacity at the \$2.75 but the shelves weren't quite filled.

In one performance, last Friday (23) night, 'Stages at Bay', Princeton Theatre show, grossed \$17,000 at Maryland with approximately \$1,700 at \$2.50 top. House went clean, as for a Triangle production, as Balto being so Princeton alumni populous.

Currently, Christmas week, town is in a lull. First time in recent history that there hasn't been a show of some sort on tap during Christmas week. Last year there was no touring attraction on tap, but Cook's stock troupe was holding forth at the Auditorium.

# Grace Moore Concert

Fine \$5,800, Seattle  
Seattle, Dec. 24. Grace Moore's concert last night (Sunday) at the Civic Auditorium grossed \$5,800.

Mary Garden's similar recital Friday (23) at the Moore theatre brooded to \$900.

# Hampden Snares

15G in 1 Hub Wk; Cowl Gets \$8,500

Boston, Dec. 24. Walter Hampden, in a repertoire including 'Macbeth', 'Hamlet', 'Richard III' and 'Richelieu', found the pre-holiday week at the Colonial, Boston, very satisfactory. Yet troupe pulled close to \$15,000, leading the town.

Only other Hub legit show, 'Rain From Heaven', starring Jane Cowl and John Halliday, closed its second and final week at Plymouth to favorable time of \$5,600.

January looks like busy month for Boston legit. Leslie Howard, in 'Petitcoat Fever', opened at Shubert 10th week (23) last week; Lunt and Fontanne, with 'Osgood Perkins', in 'Point Valaine', open tonight (25) at Shubert, two weeks; Elaine King, in 'Her Name Was Voice', also opens Christmas night at Hollis; Tompkins Mitchell, in 'Fly Away Home', opens Dec. 27 at the Plymouth.

Eva Le Gallienne brings 'L'Aiglon' to the Shubert Jan. 7 for one week. Cornelia Otis Skinner opens a week's repertoire at the Plymouth Jan. 14. D'Oyly Carte starts four-week engagement at Colonial Jan. 14. 'The First Legate' opens Jan. 21 at the Plymouth.

**Estimates for Last Week**

Walter Hampden repertoire, at Colonial, closed after one week Saturday (22) with an excellent take of \$15,000.

'Rain From Heaven', Plymouth. After much trimming of lengthy speeches, play improved during second week.

# San Carlo Op. Costs

C. of C. \$1,772 in K. C.

Kansas City, Dec. 24. W. M. Symon, executive manager of the Kansas City Chamber of Commerce, which recently sponsored a week's engagement of the San Carlo opera Co., has announced that the sponsors will take a loss of \$1,772. The total receipts were \$13,746, of which the opera company received \$9,250.

Another financial loss was the recent charity benefit sponsored by the Journal-Post, with the Max Baer show as the feature. According to the report of Garrett Smalley, local representative of the state boxing commissioner, the affair drew 4,000 paid admissions for a gross of \$3,551, of which the Baer brothers took 55%, leaving the Journal-Post to take a loss of several hundred dollars.

# PEARSON-BARUCH'S SECOND

Malcolm L. Pearson and Donald Baruch, including team, have acquired the rights to Distinguished Gathering play by James Farrish, British author and director.

Farrish will come to America to assist in the production, scheduled to start after the opening of 'Till the Show', which Pearson and Baruch are now rehearsing.

# Current Road Shows

Week Dec. 24

'Ah, Wilderness', Erlanger, Chicago.

'As Thousands Cheer', Grand, Chicago.

Abbey Players, Majestic, Brooklyn.

Ballet Russe, Auditorium, Chicago, 26-29.

Billy Bryant Show Boat, Walnut, Philadelphia, 28-29.

D'Oyly Carte Repertory, Forrest, Philadelphia, 28-29.

'Fly Away Home', Plymouth, Boston, 27-29.

'Follies', Shubert, Kansas City, 28-29.

Fritz Leiber Repertory, Erlanger-Columbia, San Francisco.

'Green Pastures', Convention Hall, Tulsa, 29.

'Kill That Story', Erlanger, Philadelphia.

'Living Dangerously', Chestnut, Philadelphia.

'One Away Afternoon', Broad, Philadelphia.

'Petitcoat Fever', Harris, Chicago, 27-29.

'Petitcoat Forest', Shubert, Boston.

'Point Valaine', Colonial, Boston.

'Portrait of Gilbert', Playhouse, Wilmington, 28-26.

'Roberts', Hanna, Cleveland, 28-29.

'Romance', Blackstone, Chicago.

'Savoy', Shubert, Chicago.

'Vanities', Auditorium, Memphis, 28-29; Columbia, Paducah, 27; Coliseum, Evansville, 28; Auditorium, Lexington, 29.

Waukegan, Waukegan Repertory, Moline Temple, E. Wayne, 27; Hippodrome, Terre Haute, 28; English, Indianapolis, 28.

# 'Stevodore' 12G's Capacity at \$2 In Philadelphia

Philadelphia, Dec. 24. Legit houses are hopefully looking forward to better times than that the holidays are here, but it's been a long time since the town had any concerted or lasting trade.

The D'Oyly Carte company is expected to lead the way easily. Mail order sale for this English organization was terrific, and the actual box-office sale when it went on last Monday. However, Xmas shopping was blamed. Carte people would like to hit \$100,000 on the week here, which they could just manage to do with the holiday tilting, but if they hit \$24,000, it's a good every-body here will think they've accomplished a miracle.

'Living Dangerously', only show bowing in Xmas Eve is a importation from London and a Shubert try-out. It will get the advantage of a subscription foundation at the Chestnut and may slide by to fairly good weeks.

The Garrick is dark this week; the 40-42% part-tax houses have new shows, 'One Sunday Afternoon' at the Broad and 'Kill That Story' at the Erlanger. The Walnut reopens once again with Billy Bryant's Show Boat Troupe tomorrow (25) at noon.

For the Irish Players for a week's repertoire. On Jan. 7, the Chestnut has 'Point Valaine', with the same cast as the Chestnut and may slide by to fairly good weeks.

'Petitcoat Forest', on subscription, at the Chestnut, is also getting the Forum for two sell-out performances, did a fairly satisfactory \$6,500. The Forrest were dark, but the Garrick was something of a sensation.

Charles Salisbury, yet legit road show manager and agent, has been appointed manager of the Mayan (Cort) by Mortimer Guarantee Co., owners of the building.

Salisbury has been headquartered on the Coast for several years.

# 12 More Shows on Broadway Than Last Year; All Musicals but 'Waltz'

## Boost Top Prices for New Year's Eve

There are 12 more attractions on Broadway this Christmas week than last year. A lot of up shows will be operating by Friday night, when the final premiere of the heaviest holiday card in seasons is dated. Outside of an exception or two, nothing held to form last week and the expected clean-up is just a matter of weather, according to indications.

In ticket agency circles there is some skepticism about New Year's attendance, because of the boosting of prices. Two musicals are priced at \$8.80, which is 100% over the regular top. Another boosters' price of \$10.00 is being asked \$5.50—only one musical not advancing the price. ('Great Waltz', \$3.30). Most top straight shows are also offered at regular rates, but two advanced the rate from \$3.30 to \$5.50.

Last season prices were not comparable because New Year's fell on a Monday, theatres making Saturday night shows as heavily in competition.

Over-touting of plays from out of town was again apparent last week of the New Year's Eve. The Liberty, which was only fairly well regarded at the Lyceum, 'Mother Lode' at \$3.30, and 'The Sky's the Limit' at the Fulton was plenty panned.

However, Katharine Cornell came brilliantly as Juliet at the Martin Beck and the Metropolitan inaugurated its season of grand opera, also, with 'The Fall of Troy' because the old opera house has been all dolled up.

Departures certain after the holiday week, but the expected house shortage on Broadway. There are no openings scheduled for next week, but several of the houses are again, week of Jan. 7 and the month is expected to develop several new dramatic hits.

(Grosses week prior to Christmas not indicative of average takings.)

'Accent on Youth', Plymouth (1st week) (C-1,036-\$3.30). Presented by Crosby Gage, written by Samson Raphaelson, opened at Plymouth.

'Anything Goes', Alvin (6th week) (M-1,355-\$4.40). Ticket demand so strong, pre-show slump did not affect capacity pace; \$3,000 and better.

'Gypsy Pompadour', Vanderbilt (1st week) (C-304-\$2.75). Presented by Dreffuss and Gerhardt; written by Benjamin Graham; opens Thursday (27).

'Birthright', 49th St. (1st week) (C-710-\$3.30). Presented by Harmon and Ullman; written by Albee and Ullman; opens Monday (26) at London with title 'Sixteen'; opens Wednesday (26).

'The Great Waltz', Hollywood (3d week) (R-1,607-\$4.40). After unfavorable press, business better than expected; better line on chances this week.

'Children's Hour', Elton (6th week) (C-922-\$3.30). Drawing much better (D-1,100-\$3.30). Estimated around \$14,000, which is close to capacity.

'Dark Victory', Little (18th week) (D-532-\$3.30). Final week; modest grosses, with business spotty from start; approximating \$5,000 weekly; was dramatic leader in 1934; out with grippe.

'Dodsworth', Shubert (37th week) (C-1,052-\$3.30). Freshness also stant business for comedy; quoted takings around \$12,500, with little variance in pace.

'Rock, Rush, In', Playhouse (1st week) (R-936-\$3.30). Presented by Leonard Silman; intimate revue opens Tuesday (25).

'Gold Eagle Guy', Belasco (1st week) (D-1,000-\$3.30). Moved here from 'Mojave'; off from Friday, resuming tonight; under \$7,000, but should improve.

'Life Begins at 8:40', Winter Garden (18th week) (R-1,408-\$4.40). Average up to Thanksgiving; was around \$40,000 mark; with more musical opposition may not hold pace for New Year's, but is on velvet.

'Merrily We Roll Along', Music Box (13th week) (D-1,133-\$3.85). Was dramatic leader in 1934; out with grippe and should stick through winter; average topped \$18,000 weekly.

'Mother Lode', Cort (1st week) (D-1,052-\$3.30). Freshness also stant business for comedy; quoted takings around \$12,500, with little variance in pace.

(1st week) (O-1,776-\$3.85). Presented by the Shuberts; was on tour last week; 'Ah, Wilderness', with Jeritza; opens Wednesday (26).

'Ode to Liberty', Lyceum (2d week) (CD-1,097-\$3.30). Opened late last week; drew mild notices after being regarded good thing out of town.

'New Year's Eve', Mansfield (5th week) (C-1,097-\$3.30). Laug show was averaging \$11,000 last week, which it should better through winter.

'Personal Appearance', Miller (11th week) (C-994-\$3.30). Comedy over the regular top. If at all, with capacity the rule for takings around \$16,000.

'Portrait of Gilbert', Longacre (1st week) (D-1,133-\$3.30). Presented by Sam Grisman; due Friday (28).

'Post Road', Masque (3d week) (C-730-\$3.30). Well ahead of starting pace; exception to rule last week, over \$9,500 estimated.

'Pier, Pave', Fulton (1st week) (C-918-\$2.75). Presented by David Lederman and Harold Berg; written by David Lederman; due Friday (28).

'Revenge with Music', New Amsterdam (3d week) (M-1,717-\$3.30). Resumed Monday after laying off two weeks; previous week was and half to promise.

'When, Imperial' (8th week) (M-1,468-\$3.30). Dipped last week 10th month then eased off; high around \$26,000, which mark it should again reach.

'The Sky's the Limit', Fulton (2d week) (C-912-\$3.30). Drew panning week, not much business during pre-holiday week; may develop, however.

'Small Miracle', 48th St. (14th week) (D-1,133-\$3.30). Laug show galled meller had been getting over \$7,000, but slipped; continuance must be made; not so definite.

'The Distaff Side', Booth (2d week) (C-918-\$2.75). Among season's better plays, with capacity the rule first week; business came back to better \$10,000 gross.

'The First Legion', Biltmore (18th week) (C-1,133-\$3.30). Engagement extended twice; not big, but climbed to claimed \$8,000 mark; should that this week.

'The Great Waltz', Center (14th week) (C-3,433-\$3.30). Broadway leader was bettering \$42,000 weekly in 1934; Christmas week, stock dropped like others, but sure to clean up this week; may stay through week.

'The O'Flynn', Broadway (1st week) (O-1,918-\$3.85). After several postponements now slated to debut Tuesday (27). 'Thumbs Up' dated for same night.

'Tobacco Road', Forrest (56th week) (C-1,133-\$3.30). Holiday week was grooved at \$7,000 and more through fall; eased off, but date indicated.

'Thumbs Up', St. James (11th week) (R-1,520-\$4.40). Presented by Eddie Dowling; well regarded in Philadelphia try-out; opens Thursday (27).

'Valley Forge', Gaiety (2d week) (D-913-\$3.30). Drew very good notices and should make creditable run.

'Within the Gates', National (10th week) (D-1,164-\$3.30). Was slated to slide this holiday; drew \$14,000 first several weeks then slipped; due for road.

'Katharine Cornell, as Juliet', Martin Beck; opened brilliantly last week.

Walter Hampden, 44th Street; repertory, starting with 'Hamlet', 'Richelieu' and 'Richard III'; opened Wednesday (26).

Ruth Durrant, Barrymore; one-girl show; opens Wednesday; house last week.

'L'Aiglon', Broadhurst; resumed after week's lay-off; house will get 'The Petrified Forest', Jan. 7.

'Saliers', Gaiety; Civic Rep theatre; propaganda play on 14th street.

Many Paths, Ambassador; resumes tonight under cut-rate set-up.

# Scots Invade U.S.

Seattle, Dec. 24. Scottish musical players will tend their American tour this year, after a swing across Canada, into California, for two weeks, opening Jan. 28 in San Francisco.

H. P. Hill, ahead of the show, says his in Canada on the present tour was very good. Company is now in B. C. third time in Victoria later a year, opening Christmas Day; then Vancouver for a week.



52 B'WAY 4220 111 9 A.M. -



# WHITE LIE ROOMS

## Plays Abroad

### Woman With a Past

(A Woman With a Past)  
Budapest, Dec. 6.  
Three-act comedy by Andor Laszlo, at the Budapest Theatre. Cast: Maria Lazar, Anthony Pagar, Annie Solter, Horsti, George Nagy.

Another crook comedy by the author of *Honest Finder*, who was at no great pains to invent new types or new situations but stuck to his successful stunt of having an attractive crook as his central figure with a still more attractive woman who outwits him, to their mutual satisfaction.

The starting point, however, is original, the satire witty and the dialogue pleasing. It's about Myra, a naughty lady retired to a highly respectable country home and living on her earnings. She is a beautiful woman, withdrawing from her lucrative business of letting men make love to her as soon as she has money enough to buy a new estate. However, she can't deny herself the pleasure of writing her memoirs and naming them *The Fallen Lady*, who have once been at her feet, and who in high positions or in family homes are now making her feel alarmed at the news that their early love escapades, with full details, are to be made public.

They assemble at Myra's country home, resolved to bribe her to refrain from publication. Into this party, by a series of coincidences, enters the errand of stealing Myra's jewels. He is mistaken for one of her ex-lovers, finds that he has been remunerated, promises to buy the manuscript from Myra and pockets the huge bribe of the frightened ex-boyfriends. He steals the manuscript but Myra finds him out and, in the course of the mutual blackmailing, they have fallen in love with each other, he stays with her, setting up as an honest farmer, and the couple on the joint earnings.

Miss Lazar and Pagar are an attractive couple on the stage and act with a great deal of spirit and tempo. There is a picture chase in this light-hearted, gay little play.

Jacobi.

### L'AGE DE JULIETTE

(Juliette's Age)  
Paris, Dec. 11.  
Three-act comedy by Andre Deval, by Smile Remy. Directed by Andre Deval. Presented Dec. 6 at the Theatre de la Madeleine. Cast: Albert, Benoit, Leon Dorch and Jacques Albert.

Cast: Paul Bernard, Alferme, Marcel Simon, Olides, Andre Beart, Georges Vial, Jean Bergat, Jean Mercet, Germaine Goussuich, Jean Larnaud, Paradis, Helene Faut, Marcelle, Jeanne Marie, Anita, Helene Faut and Mireille Yvon.

New Deval play is certain to have a good local run, and has Broadway and film possibilities. Maybe better for film than for stage, because, although play is good entertainment and has definite romantic appeal, there are a number of comic difficulties which would bother the American legist but could be fixed up for flickers.

It's a study in young love, handled with humor and all the insight anyone could wish for. That's just the trouble in *Juliette's Age*, which takes him into things that might be a little tough to show on Broadway, especially in view of the current purty campaign. Not that the play is rough; it is not in the slightest. It is handled with a delicate delicacy, and its emphasis is on purity. But the facts of life are there.

Juliet of the title is Shakespeare's Juliet. Deval's young girl is a bit older—17—but she feels the same way. First act is set in a salon at Armentonville, swell Bois de Boulogne restaurant.

Throughout the play, there is the absence of melodramatics in the dialogue between Serge and Muriel. They kid each other, and laugh each other out, like children, and take their suicide as a matter of course, the natural result of their love and their parents' severities.

A couple of subway tickets in Muriel's gloves, left in the cloakroom, reveal the Serge to Muriel and the restaurant people get wise that they have no money. Charles, the head waiter, is first to come down, character part, told to take them to the jug, lets them get away.

The second act they show up at the Claridge through the job. This is the best act, and the toughest to put on. In his third letter, Serge writes to Muriel that he had left Muriel pure. At the Claridge the luxury of the bath-room made Muriel to feel in a bath, and Serge does likewise. In a peculiar touch, Deval has Muriel leave the water for Serge, so that his bath will be a symbol of the physical intimacy they have not had. After the bath, Muriel goes back out no longer, and

after appealing to Serge to guess her thoughts, she kills him outright, she wants to know about everything before she dies. She flees off stage to a bedroom, and Deval introduces a couple of electricians to occupy the stage looking for a short circuit long enough for Serge to join her. This gets a few snickers in the audience.

The youngsters reenter, drink their garden and fall asleep together on the sofa. This scene of suicide is another possible objection. Too bad if such objections hold—it's grand theatre.

Third act is in hospital. Kids are shown waking up and then his uncle and her aunt, shown as comic but repugnant characters, come to announce that they are to be married but are disinherited. Parents get her a job as a bindery girl and him, who wanted to be an architect, as a house painter. Charles, the waiter, arrives and saves them with a loan.

Acting budget goes 90% on the young couple. It's real chance, especially for the girl, and Helene Perdriere, who had an ingenue part last season in Bourdieu's *Tempe Dilectis*, gets away with it heroically.

Stern.

## 2 LONDON TRYOUT PLAYS, BOTH WEAK

The Chartist theatre, a Sunday night performing organization which runs productions at the Westminster, presented *The Fisher of Shadows* by Jean Sarment, with English adaptation by an Stephenson on Dec. 9. He wrote a play in 1921, but this was the first English presentation of the piece, titled in its original language, *Le Pecheur d'Ombres*.

An interesting problem presented more as a treatise than in dramatic form. It's the kind of play Sunday night clubs revel in and which never lend themselves to anglicizing. Even if well played, it is not a financial proposition for a commercial management.

Another Sunday night performance on the same date was *Poison on Earth*, an anti-war propaganda piece done in New York last year. Not likely to mean much here.

## BUDA THEATRE FOLDS; THIRD THIS SEASON

Budapest, Dec. 2.  
For the third time during this theatrical season, only three months old, a producer has walked out of the theatre of which he could no longer meet the expenses, leaving scores of actors, musicians, and hands, etc., engaged for a whole year, in the lurch.

This time it is the Kiraly theatre, once one of Europe's leading musical comedy stages, which has gone dark.

Actors' Association is now trying to find a way to prevent similar abuses. Intends to bring in a rule that no member of the association may act in a theatre unless its producer has deposited one month's salary of all employees with the board of the association, the deposit to be renewed each month.

## MODERN FABLE

French Play About Decadence of Legit-Hood Villains

Paris, Dec. 15.  
Twilight of Theatre? is the title of a play by H. R. Lenormand which opened Thursday (13) at Theatre Des Arts and shows struggle of legit to survive on continent. In the play, the legit is licked.

One of the villains of the piece is an American with a heavy checkbook and a sound camera, symbolizing Hollywood. But real enemy of theatre, in Lenormand's plotting, is internal decadence. Decadent act shows a gallery, consisting of six spectators only, during gala performance of Shakespeare's *Tempest*, who wake up, only when results of a fight are flashed on the screen during intermission and then leave as the curtain rises again.

## CHAMPS-ELYSEES ALL DRESSED UP

New High in De Luxe Floor Shows—Annette Kellerman Starring at Former Lido—New Spot has Orchestra on Elevator and Picture House Organ—Live Animals for Atmosphere

## THEATRES BACK, TOO

Paris, Dec. 15.  
The Champs Elysees is coming back as a cafe and night life center. And with such luxury as has never before been dreamt of for night spots.

Paris' grand avenue, which suffered an eclipse as tourists started leaving, is being boomed again for the benefit of Parisians. *La Rue de l'Opere* (*Westward Rush*) is what local people call the movement, because the Champs Elysees is at the west end of town. That's the same name they give to the Gold Rush in America in 49, and they mean there's gold in that there avenue.

Two sensational openings are scheduled there just before Christmas—the Lido, renamed Paris Plage by Leon Volterra, leading local showman, who is feverishly reorganizing the old swimming pool nitery, and Le Triomphe, monster cafe intended to be the last word in Paris luxury and gaiety, on the site of the old *Berri*, which is being rushed to completion for Dec. 26. Around these is a flock of theatre and dance spots, old, new and projected.

Volterra's idea Volterra is so absorbed in reorganizing the Lido that he is leaving the management of his racetracks and his *Le Tour du Monde*, his *Si-mone Volterra*. He is planning a fancy show, both on the floor and in the swimming pool. Francis A. Mangan was to put it on, but was out of town around Volterra's plans weren't high-class enough for him.

To lead the mermaids in the pool he'll have a line of them that can both dance and swim. Volterra has picked the world's most famous mermaid, Annette Kellerman.

Mies Kellerman and her husband, James Sullivan, have been in Paris for nearly a year, chiefly on vacation. They have also made a film of her number. In Lido she'll do her old wire act over the pool.

Gino Arbia is exclusive booker for the new Lido. Plans to put in a comedy act or so, as well as girls. Le Triomphe expects to get President Lebrun and Minister of Marine Francois Pietri to attend its opening, which will be a charity dinner and dance under the auspices of an outfit called Les Amis des Croisières—Friends of Cruises.

Plans of a western specialty will be sea food, and it will be trotted out in special profusion on this occasion.

Live Animals Charles Simon, who did the Colosse decorations, is fixing up Le Triomphe. In the Colosse he used aviaries and aquariums, filled with live birds and fish, to line the walls. In Le Triomphe he goes one better, and one of his walls is a forest, with live squirrels climbing bushes and chattering at the nuts. General plan of the decoration involves a combination of crystal and red copper.

Musically, spot will have all other Paris cafes stopped. American film theatre organ has been installed, and the Champs Elysees itself, in the National City Bank building, the newspaper *Paris Solr* has opened a new theatre, the first in the new theatre market being built on the Champs Elysees.

## Anderson's 'Queen Elizabeth' New G. B. Shaw Play Skedded in Vienna

FANNER DRESSES  
U. S. Dancer in Paris Keeps Covered When Prez Appears

Paris, Dec. 18.  
Joan Warner, fan dancer of Tabarin troupe, will keep her dress on when she dances before President Albert Lebrun and his Minister of Labor.

Booked for charity gala opening of Le Trolapome cafe on Champs Elysees Thursday (20) she was warned not to strip as usual, because the President and Minister will be there. Nude, she might lose her reputation and permit to work in France, she was warned.

## 2 NEW PARIS VAUDE HOUSES

Paris, Dec. 16.  
Pathe Cinema adopting policy of putting vaudeville into certain of its bigger film houses. In addition to opening the Empire as a vaudeville house, will put acts into the Moulins Rouge, beginning Jan. 11. Jack Payne and his band are the opening headliners.

Incidentally with this opening new fields, booking office layout in Paris is undergoing changes. Rothenberg and Golding are booking exclusively for the Empire and Moulins. Paris Plage (ex-Lido) is being handled by Gino Arbia.

Teddy Ehrenthal is out as exclusive booker for Rex and Gaudmont Palace, which after Dec. 28 will book "in the open market."

## O'Neill in Czech

Prague, Dec. 12.  
Eugene O'Neill's drama, *Mourning Becomes Electra*, is current at the Czech National theatre.

Director Hilar, who staged it, reduced the running time to one regular evening performance. Several of the leading scenes were omitted and the text of the last act simplified.

Chief actors of the Czech National theatre, including Dostalova, Scheinfelova, Vyzarova, Hart, are in the O'Neill play.

gourdin on Place Saint Michel, will run it, and will serve his own type of fancy food and wine.

A little off the avenue, but part of the same westward rush, is the old Empire theatre, which Pathe-Natan reopened yesterday with a combination vaudeville program. Theatre was dark after Slavsky's operetta, *Deux sous de Fleurs*, closed when the "scandal" broke.

New idea for the Empire gives Paris its only real vaudeville house. Advertising has been extensive, both in newspapers and by posters. Folies Wagman, near Empire, has also been reopened under management of Andre Walere. On another of the avenues radiating from the Etoile the Napoleon Cinema has been sharing the western revival, and on the Champs Elysees itself, in the National City Bank building, the newspaper *Paris Solr* has opened a new theatre, the first in the new theatre market being built on the Champs Elysees.

Vienna, Dec. 13.  
Austrian Federal Burg theatre, under management of Hermann Roebbeling, which has just scored a triumph with John Drinkwater's *'Abraham Lincoln'* in a German version, announces the following new plays for 1935:

Mollers' *'Misanthropes'* with Raoul Aslan and Nora Gregor, and *'The Hinderers'*, with Aslan and Thimig; Ferenc Molnar's *'Wedding'* and *'The Lady Confectioner'*, with Alma Sedler, Willy Thaller and Paul Hartmann.

Maxwell Anderson's *'Queen Elizabeth'*, with Maria Elis and Paul Hartmann; Grillparzer's classic, *'A Faithful Servant of his Master'*, with Hartmann and Wagener.

Bernard Shaw's new play, announced as *'The Island of Surprises'*, with Aslan and Wohlgenuth; Ernst Hardt's *'Tartaris the Fool'*, with Hartmann and Wagener.

Ernst Hardt's *'Tartaris the Fool'*, with Hartmann and Wagener. Bernard Shaw's new play, announced as *'The Island of Surprises'*, with Aslan and Wohlgenuth; Stucken's *'Gawan'*, with Ewald Balser, *'Sardonic Dora'*, with Alma Sedler, *'Albion-Betty'* and *'Hans Wengraf'*; Schiller's *'Don Carlos'*, with Balser, Hartmann, Aslan, Gregor and Wagener.

## Magyars Shocked By Hollywood Yarn Of Fedak Trouble

Budapest, Dec. 13.  
Constitution here on receiving news that a warrant has been issued for the great fury of Los Angeles against Star Fedak, Hungary's ace musical comedy star, on the charge of perjury committed as witness in the breach of promise suit of Vilma Kania and Ernest Valda. Par scenarist, Miss Fedak, reports say, disappeared from Hollywood and her whereabouts are not known.

Hungarian Association has taken steps through the diplomatic service to ascertain how far the rumor is true, and if so, to give Miss Fedak all possible assistance. The news was cable to Budapest from Hollywood by Margit Vesz, journalist and ex-wife number one of Ferenc Molnar, of whom Miss Fedak was the second wife, while the title *'Lily of the Desert'* is now triumphing in the author's latest play, *'Unknown Girl'*.

## COMEDIE PICKS S. A. FOR TOUR, NOT U. S.

Paris, Dec. 15.  
Looks now as if the road trip of Comedie Francaise, planned in order to leave theatre unoccupied during renovations, will be made in South America, instead of the United States. This was indicated during meeting of board of directors yesterday.

Board decided that members of troupe will be forbidden in future to accept managements of Paris theatres or to participate in their operation. Reason for this is Marie Bell's job this year as manager of the Ambassadeurs. Ruling, however, is not retroactive and will not affect Miss Bell, but only those who might wish to follow her example. Anyone who violates the rule can be fined \$500 a month and also be sued for damages. If he continues to run his theatre, he can be fired from the Comedie.

by the direc-  
y, covering the  
of 1933. Entire  
\$5.25 per share,  
to stockholders



## Going Places

By Cecelia Ager

### Two Little Girls

One of the sweetest traditions in pictures is that scene wherein the heroine, homeless for the night—it is always raining—takes refuge in the hero's apartment and in a pair of his overalls she looks so sweet. Later the heroine to conform to this gallant custom is Shirley Temple in "Bright Eyes," accoutred in garments reputed to be James Dunn's pajamas, but which resemble more the Macdonalds. Since it is not considered cricket for the heroine of this scene to roll up the legs and sleeves and thus make it easier for herself, and since Miss Temple represents the forthright American girl of five years, she plays it fair and square.

There is another little girl in "Bright Eyes," Jane Withers, a very interesting little girl who likes to play machine gun, burglar, and doll hospital where sick-dolls get worse. Miss Withers is equal to her characterization, dancing about like a bat, looking grimly away at her doll before she tears them limb from limb, practicing the piano with the ferocity of de Pachman, bursting with glee whenever she hits upon material for tattling. Miss Withers in the scold's daughter of Dorothy Christy, who is rich, wears white fox looped around the armholes of a black satin dress; and is haughty to her maid, Miss Temple is the saucy little girl who is the maid, which explains the difference in the two little girls' natures.

### Courage and Derrieres

To bring him closer to the audience and make it real to them, the Paramount pit Fred Waring and his Pennsylvanians in the orchestra pit, and sure enough opening show Friday it was real champagne-like, with the young high school set calling him "Fred" and asking him to play this and that and Fred obliging whenever it came next in the routine and always smiling anyway.

But there are a lot of Pennsylvanians, enough to fill the Paramount orchestra pit without leaving much space for the specialists. To get on and off in, and besides, to Xmas week, which made the management kind of sentimental, and so at one end of the pit it built a little Santa Claus house and had the specialists enter and exit through its quaint little door.

Now the specialists were not only hard pressed for room to work in, but they had to reach their way cautiously across to the center of the platform so as not to bump into the milkies nor the Pennsylvanians nor trip over the mike wires, and they had to make the same precarious route until they reached the little door, at which point a new truck lurked. Now they must first be over the truck to the audience, so as to get through the quaint little door at all, and next they must step down the steps to the floor. On Friday, Babe Ryan and the Lane Sisters were going through this awkward procedure with a fine show of young courage and derring-do.

Babe Ryan is young all over and quite enough to justify the "Babe," and the Lane Sisters are young, too. They all have fetching childlike voices and a beguiling way of using them, and Miss Ryan is sweet in her honey colored heavy silk frock that matches her honey colored hair tilted on top into a mass of curled bangs. Lane Sisters are just as sweet in their red and white dresses buttoning straight up to the starched peter pan lace collars that the starched little wing sleeves. When the Misses Ryan and Lane come to dance together, they wear the same model bias satin frock, sleek and proud of their young flat diaphragms, only one is red and one is white and one is grown-up black.

### Wait-ah!

Yes, little Carlisle's a princess, all right. You can tell, in "Here Is My Heart," by the way she says "waiter." She says "wait-ah." She has to say it dozens of times in the picture, and she never misses once. So when it is her royal duty to give it a little "wait-ah" then that last time, but that's all.

Miss Carlisle's got lots more regal attributes, too. All her clothes are royal in the princess line, for one thing, and she's got a white satin lounging robe banded in white ermine encrusted with ermine tails, which, anybody knows, has been regarded as a symbol of royalty for years and hundreds of years.

Furthermore, Miss Carlisle's clothes are all beautifully fitted—simple, fashioned from rich fabrics and aristocratically arrogant about displaying Miss Carlisle's splendid figure. Miss Carlisle also has a new beanie and a straight at the table; she always holds her chin high, and, when necessary, looks down her nose; and her coiffure, parted in the middle and drawn gracefully over her ears, elongates her head in a most practical way.

'Here Is My Heart' appreciates deeply the honor of presenting such a thorough-going princess, surrounding her with sets of great distinction. All done in white, that reveal what a treasure of ideas for modern decor may be found in classic Greece.

Allison Skipworth, very neatly groomed, serves Miss Carlisle as lady-in-waiting and Cecelia Parker, in a not too musical comical uniform, is Miss Carlisle's pretty blonde maid.

### Yuletide Thoughts

Though on the face of it, it would seem impossible for the Musical Hall Rockettes' "Parade of the Wooden Soldiers" to get any better—it has always been that good, still nothing, well, hardly anything, is impossible for the Rockettes. Especially at Yuletide, when the program says that they are to be the Music Hall's Xmas present to everybody, simply everybody.

So, inspired by the magnitude of such a destiny, the conscientious Rockettes have thought and thought how to be worthy of it, with the lily-painting result that now when they march wooden-like, they don't even bend their knees, they even raise their gifted feet from the floor, they just slide them, which makes them that more wooden; and furthermore, when they fall over for the finish, they do it much more slowly, which makes the finish take longer and that much more fun to watch.

Meanwhile the Music Hall itself has been thinking, thinking away about little children loosed for their Xmas holidays. For them the Music Hall has devised "The Enchanted Forest," an operetta filled with colorful, gaily fancy costumes, with the Ballet Corps as a wonderful woodland caterpillar that takes off its sweet-faced head and then separates itself into individual dancing sections, with the Rockettes as delicious-looking-Gingerbread Men with strawberry frosting; with the Ballet Corps back again as toe dancing good fairies with stars in their hair and white mistletoe skirts, with a grasshopper, a four-piece frog orchestra, a witch who gets hers all right, and a grand old fellow that restores the little lost brother and sister to the arms of their parents, but not until their return is preceded by a parade with jumping-jacks, hobby horses, saucers, and a merry-go-round, and, lastly, and themselves make their entrance riding triumphantly on a beautiful float.

Whenever the Music Hall thinks about little children loosed for the holidays, the Music Hall thinks good, kind, tenderly fantastic thoughts, maybe a little long thoughts, but never, never, scary ones.

## Property Boom

(Continued from page 7)

erators are asking a price equivalent to 10 times the annual profit. That is, a theatre netting \$100,000 a year has an asking price of \$1,000,000. The reason for this is, of course, that a theatre operator is found who will turn over the house for seven times the annual profit; never less.

And most of the theatre-hunters are determined not to pay more than the two-year annual net for any house. They can't see paying 100 grand for a house and waiting 10 years before they're even.

This tug-of-war has resulted in practically no turnover of theatre houses in sitting light. Very few theatres in town are in the red, and the expectations for the neighborhood theatres are getting brighter each day. This is due to the practical elimination of percentage deals on picture product in Chicago. Only Metro continues to insist on percentage and preferred playing time and the exhibs this season got together to lay off Metro unless the exchange sold on a flat rental basis.

## Did You Know That—

Nancy Carroll stopped traffic in Saks Fifth Ave., doing her Xmas shopping... Victor Moore is all dressed up by a new tailor... Ruby de Rorer and Ben Throop will sail around the world with Mary Lewis and Sadie Murray... Major Bowes is giving a New Year's Eve party in his apartment at the Capitol... Joe Rivkin will be eastern representative for Hal Roach... The Helen Menken-Judith Anderson play is rehearsing all night these nights... Phil Harris has gone hunting near Lake Placid... Hilda Glider will do her friends Christmas Day for her friends who live in hotels... Ruth Morris returns to Broadway next week... Pat Casey is having tonsil trouble... Mrs. Charles Koerner, of Boston, will Christmas in town... Mascotte Harris is pulling for that Miami engagement... Mrs. Harry Lehman got a pup as a gift... Sylvia Sullivan celebrated her baby's fourth birthday last week... That was Vivian Duncan walking on 46th at with that enormous dog... The gals were honoring Jimmy Cagney at the opening of "The Sky's the Limit" Monday night... Dorothy Fields wins the prize on the best Xmas card this year... Betty Lawford lunched at 21 on Wednesday... Also Mickey Loew, Madeline Gaxton, Lillian Emerson, Dudley Field Malone, Cobina Wright, Bobbie Perkins, and Gloria Vanderbilt was fitting such lovely dresses last week on 54th at... Bert Lytell's fighting the flu.

## 50 YEARS AGO

(Continued from page 43)

sticking to "Le Voyage en Suisse" in its fourth or fifth season.

A bearded fat woman was one of the profitable museum freaks.

Horsemanship was advertising for jobs to show a six performing bronchos, but added he would prefer to sell them. Confidence.

## 15 YEARS AGO

(From VARIETY and Clipper)

Lewis J. Selznick declared the producer-owned theatre never had been and never would. Very emphatic.

First National was announcing a new franchise scheme under the caption of "Independence at Last!" Paramount was closing in on the organization. Plan was to set on a pro rata scheme, each house being assessed a definite percentage of the cost.

Earl Carroll was suing Selznick Corp. for payment for a film feature he wrote and gave Herbert Brennon. Said he got no payment, though the pic was running at the Capitol.

A. L. Erlanger in the courts to prevent Marc Klaw and associates from disposing of the former firm's N. Y. theatres. A move to retain control of the houses.

Met Op. issued rules for its chippies. No dogs, no card games and no wraps or canes on the stage at rehearsals.

Equity gave a ball with Ethel Barrymore as the star feature. More than 2,000 crowded into the Astor ballroom. Pageant had Miss Barrymore crowned queen.

"Pep o' My Heart" had been made by Famous Players. J. Hartley Manners took them into court. Production permitted to be released but certain excisions had been made.

Friars' Frolic drew \$25,000 at the Lexington theatre.

Vandeville authors talking of forming an association for mutual protection. Chiefly featured the collection angle.

American plays were doing so well in Australia that plenty were eyeing the Antipodes.

In a tabulation VARIETY showed there were 56 legit theatres with a

## Among the Women

Best Dressed Woman of the Week  
CAROLE LOMBARD  
(Gay Bride—Picture)

Glamorous Carole Lombard is at her best in "The Gay Bride" at the Rialto, seen first as a chorus girl in a revue, she is bare of body with but crystal panties and brassiere. In a song number she is in a white dress with huge polka dots and a large top hat. As a stage bride a wedding dress of many layers of net ruffles is worn with a veil with a sort of Normandy headpiece. Several negligees carry fluffy collars of net or feathers. A black dress had organdie collars and cuffs and another black dress was worn with an ermine tibbet held in place with a large diamond brooch. The small hat had a high flare. A beautiful lame gown was criss-crossed at the bodice and ran around the skirt in a graceful band. A crinkly lame had but a pair of clips as ornaments. An odd creation was of dark cloth with buttoned bodice with a tiny hip ruffle. Metallic threads ran through a cloth dress with a metal buckle as its sole trimming. Striped silk tunic was worn with a cloth skirt, and a black velvet traveling suit, white shirt and brown tie, is joined by the girls in white jodhpurs, green vests, black and white scarfs and green caps. Estelle Jayne wears a powder blue suit with black fur trimming. Patricia Bowman does her well known toe work in a white chiffon shading to black, with the girls dressed in satin gowns ranging from black to grey, and to black. The models of these costumes are of straight lines with a row of square buttons down one side. Saucer-like collars surround the neck.

### 'Stars' Finds Its Stride

"Calling All Stars," at the Hollywood theatre, has found its stride and is a grand show. The no encore policy makes for the fastest revue seen these parts in many a day. A row of show girls in rust colored satin skirts, with brown sequin tunics, called the stars to order. Milti Mayfair, in beige jodhpurs, terra-cotta vest, white shirt and brown tie, is joined by the girls in white jodhpurs, green vests, black and white scarfs and green caps. Estelle Jayne wears a powder blue suit with black fur trimming. Patricia Bowman does her well known toe work in a white chiffon shading to black, with the girls dressed in satin gowns ranging from black to grey, and to black. The models of these costumes are of straight lines with a row of square buttons down one side. Saucer-like collars surround the neck.

Lila Logan leads a beautifully dressed number. Costumes are of white with colored ring pattern. A two-layer stage has the girls as red devils with long-tailed costumes combined with purple. Martha Raye heads a jungle number in a costume made mostly of uncurled ostrich feathers. Another chorus item has the girls in black and white. Milti Mayfair wears a green lace dress with violets for trimming. The bodice was of matching metallic material. Another costume worn by this miss consisted of blue sequin pants and bodice made in one piece. Collar and revers were of ermine with cap and gloves matching. A red, white and blue number was delightful. The taller girls were in net with a checked pattern worn with huge hats and bouquets tied with blue meline. The smaller girls were in Kiki costumes of red skirts and blue bodices. Another number had a night club scene way up in the flies with the dancers in white evening gowns and feather capes. On the stage proper the entire chorus were in a rainstorm clad in raincoats.

Another chorus item has the girls in Havana, headed by Gertrude Niesen, in red velvet with train, huge black and white hats and white balls, hat matching. The girls in black taffeta ruffled skirts with carles tops and white hats. Miss Niesen also wore, for a solo, a crystal robe. Miss Bowman appeared for a moment in a white full-skirted dress dotted in black and white. Bill Livingston and Veronica are credited with the costuming and it's a swell job.

### Four Days, and Plenty

The Capitol has a picture in for four days, and four days is quite sufficient. It is a football picture called "The Bare Knuckle Play Off." One incident is taken bodily from the musical, "Good News." Betty Furness, the only girl in the picture, goes through college in the regulation clothes consisting of a camel's hair coat, a sports jacket and a couple of simply made frocks.

Stage show opens with a chorus singing Christmas carols in old-fashioned costumes. A white draped stage is the setting for a white ballet. The layers of net skirts are embroidered sunburst fashion in silver. A woman soloist is in a hooped costume of white with coque feathers half way up the skirt and around the shoulders. A satin cap is decorated with white feathers.

A tiny solo dancer, in short, white ruffled skirt, satin bodice and small cap. The kid number for the finish has the chorus as boys in black velvet pants, white blouses, and as girls in short, pink baby dresses.

### Unit at the Palace

Palace is housing a unit called "Sidewalk Cafe," an entertaining offering. A chorus of 14 girls opens proceedings in white dresses with red trimming inserted in the skirt. One girl is in white lace with chiffon accordion pleating inserted in the skirt. A sash is of blue and red. Two girls wear white frills on green frocks and another miss is in yellow taffeta.

In a garden scene half the girls are in green and orange, and the other eight in yellow. The dresses have ruffles at the knees and armholes. Small hats are green, the same shade as the gloves. Ermine tails sprinkle blue dress worn by two dancers. Silver bands the neck and bodice. Black skirts are worn by the chorus with silver jackets.

A girl doing a comedy piano donna is in green with gold at the hips. Most unusual is a red-haired miss in orange velvet with a silver bib and gold slippers. She does a lazy character and one acrobatic bit brings a demand for more.

### Military Roxy

Roxy theatre goes military this week with the entire company in the dress uniforms of the army. Two girls in pages look well in grey velvet tunics over tight of the same shade. Sam Brown belts and caps are red. Crystal robes with no linings are worn by the Glee Fosters girls who carry fans of pink shading to red. Two girls are in pink satin dresses with a ruffle running around the skirt and half way up the back. Gina DeQuincy and Lewie have the girl of this team in white with a red bow at the back. Lillian Shade has on her familiar lame gown of many colors.

"Anne of Green Gables" is the picture and very nice, too. Ann Shirley as the kid from the orphanage deserves later into a very good looking girl. There are no clothes to speak of. Helen Westley does much towards the success of this picture.

## MARRIAGES

Alta Warsawka to Norman Stepp, in Wauegan, Ill. Dec. 21. Bride is dancer, groom is booking agent with Music Corporation in Chicago.

Hela Lindelof to Richard Gump, Oct. 29, Ventura, Cal. Bride is Hollywood actress. Second try for groom.

Rosalie Castner to Earl Rettig, Dec. 9, Agua Caliente. Groom is business manager of Jesse Lasky unit at Fox.

## BIRTHS

Mr. and Mrs. Harry Langdon, son, Dec. 17, in Los Angeles. Father is the film comedian.

seating capacity of 6,852. Of these, three were Yiddish and three on the subway circuit. The Times Square sector seated 57,069. In addition there were eight picture spots, with the New York and the Roof as two, yielding 17,488 seats.

Music buds flirting with the idea of making their own music rolls.



## East

Right after Mayor LaGuardia cracked down on ship divers to protect hotel men, a Park tinner was arrested at the Central Park tinner as an invasion of their rights. Claim it's unfair opposition.

Christian A. Krieger, former concert violinist, committed suicide at his home in West Hartford, Conn., Dec. 17. Krieger had been director of music for a Hartford radio station, WTIC, but washed up there Dec. 6.

Katherine Stanning pinch hitting for Margalo Gilmore in "Valley Forge" flu attack.

Peter Joseph Engel's "Minnehaha," American opera, to be given for two weeks at the Manhattan, starting Jan. 4. For benefit of sick Indian fund.

American Broadcasting Co. loses its case against title men who allegedly destroyed broadcast equipment at the Army-Navy game at Yankee Stadium. Defendants were dismissed last Tuesday (18) in Bronx court.

Billy Bryant moves his showboat tent to Philly.

City establishes five areas where slot machines may be abandoned. To check the practice of just leaving them in the gutter.

Flooded with an additional 5,000,000 pennies to help make change on the sales tax.

Jack Doyle's bill room raised Thursday (18). Doyle allegedly playing with a gaming house, and Phillip Cardello, an employee, held as a common gambler. Police gathered in 14 patrons who later were discharged in night court. Doyle had to bail in order to keep a broadcast date over WJLZ radio to an anonymous complaint. Hearing Dec. 27.

Plans of musical and other treasures in the penthouse of Jascha Heifetz Tuesday (18) netted \$4,368 for unemployed musicians.

Sam Harris waiting for Tallulah Bankhead to say "Yes. If she does, he'll revive 'Rain'.

Charles Collins to leave "Say When" to go to London for "Merry Go Round."

Claims of George Bancroft, C. Grant, Raymond Gulon and Fred A. Davis against Paramount trustees given an airing before Special Master Joyce Tuesday (18). Adjudged to Jan. 14.

Charles Mulhauser asking \$100,000 from Ben Bernheim for alleged molesting his wife, Ethel. Latter is Bernheim's sister. Asks for examination before Jan. 14.

George Bernard, trustee for the Lucinda show, wins a \$3,000 judgment against Peggy Peters.

Seven of the men arrested for using candid cameras on the streets fined \$5 each for obstructing the camera. On complaint of Commissioner Moss.

"Kykunkor," African opera, in revised form at the Channin theatre for a holiday run.

Prince Randall, armless and legless and long a museum attraction, died in a 14th street theatre on Wednesday (19). Brought over for the Barnum show, he made his American debut at Huber's, only a few doors from the theatre.

Widow of the late Tex Rickard awarded \$2,628 from the estate in full reimbursement of \$2,000,000 she had spent from her own funds for their daughter, Maxine. Also allowed \$700 from the estate for support of the child to the end of 1935, or at the rate of \$50 a month. Child was residing in England, but there was no residue left. Life trust to his mother-in-law was converted to the estate at her death recently.

\*Anagers warned by legit code authority that they must not allow

## 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.

seats to ticket brokers who are not on the licensed list. Some 20 have made applications but about a dozen, including Leo Newman and Acme, are still off the reservation.

Phyllis Emerson, Cherokee chorus girl, lost her breath at a rehearsal. Nathan Stern, Court opined her heart could not have been that badly broken, since she also married another men. Case dismissed.

Walter Damrosch to conduct a Wagner opera at the Met some time in February, in observation of his 50th year as a conductor.

Jerome Mayer plans to do Obey's "Noah" early next year. Has been giving only amateur production in this country. Same writer led Katharine Cornell's "Lucrece."

Equity to ask that the League of New York theatres assign two roles between junior and senior members to be employed in any production. Charges NTA causes the managers to be flooded with an additional 5,000,000 pennies to help make change on the sales tax.

Word from London that Paul Robeson will go to Russia as the general secretary of the American League. Has learned the language.

Stoykowsky in an armistice with the Phyllis symphony. They'll appoint the board of directors to suit his ideas, and he may stick around.

Mrs. Bennett, formerly of musical comedy, fell or leaped to her death from the roof of the "Theatricals" theatre. Had been suffering from a nervous ailment. Believed she fell.

French furrier suing Pola Negri for \$50,000. Negri, who was in Paris, was set up and beaten by the well-known furrier.

"So Many Fathers" to be tried by Albert Banister.

Distillery arranged with Western Union to receive orders for its brand of liquor for transmission to dealers. Consumer merely phones the order, and ground it comes.

Fashion designers in New York sue Mrs. Roosevelt for the best dressed woman in public life and Jay Francis is the most smartly dressed man in the city. District gets the stage title. A bid to share the best dressed woman publicity from Paris.

Philip Faversham, son of William Faversham and Julie Opp, makes his Broadway debut Jan. 8 in "Fly Away Home."

Sidney Franklin's libel suit against Columbia pics for calling him a billy thug in the advertisement. Franklin getting yards of publicity. Friday Judge Carew saw the film in the Columbia projection booth and found it accurate.

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plication for permission to start a divorce suit in New York.

Buster Collier, who previously denied his engagement to Marie Stevens, took out a marriage license in Greenwich, Wed. set for Jan. 1. At the Morton Downeys', Bowen-Billmore hotels in bankruptcy. Operators of the Commodore.

Phyllis Chase, who has been a chorus girl, is to be married to a man in her room at the Chelsea hotel then tipped the police and newspaper. Believe hosp. No danger.

After safely moving a lion from Jersey City to a 6th Ave. show, the actor, who was to show a friend how fearless he is. Stuck an arm through the cage. He'll be all right, but his blood poisoning does not cure.

Moscow Art Players to open for four weeks Feb. 15.

Mae Wallace, who has been a chorus girl, is to be married to a man in her room at the Chelsea hotel then tipped the police and newspaper. Believe hosp. No danger.

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## Week End Vaude

(Continued from page 43)

and displayed a frayed, improved stage personality, but he's still lost when he gets away from the piano.

Milt Douglas closed, using a male and femme stogie. Douglas goes a bit bits on material, a la Phil Baker, particularly the cross fire between him and the stogie in the box. Act, however, pleased and served as a good closer for an otherwise draggy bill. Show carries the title, "Calling All Stars," but Lew Brown hasn't heard of it.

Cal.

Frolics

Sameness of several acts took a lot of kick out of last week's show, but acts were crammed with laughs as most of the patrons overlooked that the grand piano was on five times as an accessory to single singers.

Kitchens, flying act, opened. Boys recently switched a frayed, improved stage personality, but he's still lost when he gets away from the piano.

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Milt Douglas closed, using a male and femme stogie. Douglas goes a bit bits on material, a la Phil Baker, particularly the cross fire between him and the stogie in the box. Act, however, pleased and served as a good closer for an otherwise draggy bill. Show carries the title, "Calling All Stars," but Lew Brown hasn't heard of it.

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## Coast

Man Mountain Dean, wrestler, made defendant in L.A. in suit for \$50,000. Dean, who was in L.A. when he was set up and beaten by the well-known furrier.

Margaret Perry, N.Y. stage actress, revealed on leaving a divorce in Reno from Winsor French, Cleveland newspaperman, that she would marry Bobby Burns, actor.

Verna Hillie, film actress, filed suit in L.A. for divorce from Frank Gill, Jr., radio playwright. Alleges cohabitation with Gill for a year.

Bonnie Bellamy, radio entertainer, divorced in L.A. from Joseph Hickey, actor.

Mary A. Dupes, double for Marlene Dietrich, settled out of court her \$28,000 damage suit for injuries received in an airplane crash.

Ruth Clifford, former screen actress, demands "back payments" of \$300 for support of her son before starting her divorce from James Cornelius, L.A. realtor.

L.A. Police demand return of no longer presented to David L. Lewis, Lewis' associate in the case of the murder of a woman.

Arthur Grler, musician, ordered by L.A. court to pay his divorce wife \$20 a week for three years.

Virginia Cherrill awarded weekly alimony of \$100 by Judge Grand pending trial of her divorce suit.

Judgment of \$1,000 awarded in L.A. to a screen actress, concert pianist, against Lew Brice.

Federal Judge James in Los Angeles warned the Duncan sisters he would order them to pay \$500,000 in their court fight to have \$500,000 in debts outlawed in a bankruptcy.

Second indictment voted by L.A. grand jury against Vilma Almay and Sari Fedak, Hungarian actresses, accusing them of conspiring to "falsely move and maintain" a suit against Ernest Valda, playwright, and to defraud him.

Valda, who recently and successfully defended himself against a \$250,000 breach of promise action filed by Vilma Almay.

David Lamson, recently granted a new trial in the matter of the death of his wife at Palo Alto, may now be able to leave the state.

Eric Von Stroheim, hailed into court by L.A. grand jury, declared that his earnings this year amounted to but \$4,000 and that he was forced to pawn his personal belongings to meet living expenses.

Damage of \$3,000 caused by a fire which broke out in the production booth of National Screen in Hollywood.

Hel Fitzgerald filed suit for \$50,000 against L.A. brewery, charged with displaying her picture in advertising matter without her consent.

Los Angeles county grand jury will investigate charges of Irene Franklin, that her husband, Jerry Jarnagin, was murdered last Aug. 19 and was not a suicide as found by coroner.

Los Angeles Times goes dramatic and will present its own players in "Pop Goes the Weasel," for three nights at the Manhattan theatre. Jack LaRue guest star.

Life insurance policy for \$30,000 on the life of a woman, owned by Michael Romanoff, Russian adviser.

## Midwest

K-9 Club, femme impersonation org., closed by order of Mayor Kelly of Chicago, who stated he will bring up a new ordinance before the council to prohibit impersonation of the opposite sex in any place of entertainment in Chicago.

Government started new investigation of the Motion Picture Operators in Chicago and plans to look into the incomes of the various officers.

James Petrillo, chief of the Chicago Musicians Union, appointed member of the general park board by Mayor Kelly.

## Anzac Quota

(Continued from page 11)

due friction between America, England and Australia.

Australia has not yet turned out one pic that has met with approval in America and England. Local men have a lot to learn in the production of pictures.

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## New York Theatres

Just CRAWFORD Gable  
Robert MONTGOMERY  
BWW  
"TOSKANKY ALL"  
OTW  
On the Stage and the Screen

LOREY'S "TOSKANKY ALL" FROM 12:30 PM - 1:30 PM  
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BWW  
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On the Stage and the Screen

LOREY'S "TOSKANKY ALL" FROM 12:30 PM -





here after New Years.



# GTE Suit Dismissed

(Continued from page 5)

1,600,000 shares of Class 'A' stock, on April 17, 1930.

Judge Rosenman absolved Halsey, Stuart & Co., including Charles B. Stuart, besides Saul E. Rogers, and the Chase Bank, from any possible liability in the matter. He held that Halsey, Stuart was not connected in any way with either the profits made by the syndicate or damages caused by the actions of the directors involved.

He also found that Attorney Saul Rogers, former general counsel for Fox Film, had withdrawn from the situation before the acts complained of were consummated.

Chase Bank was not involved either in the profits or loss of Fox Film. He held that the only claim which was made against the bank in this suit was that Chase Bank loaned the syndicate involved funds with which to carry out the plan. No agency was shown, and the bank, therefore, could not be made liable for making loans in the ordinary course of business.

The plaintiffs figured to show the contrary through attempting to show domination of the bank and the companies by the directors and others sued.

Plaintiffs' basis of complaint was the exchange of certain properties and money among three corporations pursuant to a large reorganization plan in which the three corporations participated and which was designed to clear Fox Film and Fox Theatres from debt. The third company involved is General Theatres Equipment, Inc.

There is a reorganization plan for GTE presently in process of being formed. Whether Judge Rosenman's ruling bears, and how, on this GTE reorganization plan isn't detailed.

On April 17, 1930, Fox Film issued 1,600,000 shares of Class 'A' stock and transferred this amount of shares to Fox Theatres Corp., together with about \$8,000,000 in cash, and a release of claims of approximately \$15,000,000 to Fox Film against Fox Theatres.

In exchange, Fox Film received 660,000 shares of Loew stock held by Fox Theatres and a release of a claim of approximately \$15,000,000 which had arisen on prior purchases by Fox Theatres of Loew stock.

This was part of the maze of financial transaction surrounding the Fox company properties in connection with the sale of William Fox's personal interests to the latter, and others, including Harley L. Clarke and General Theatres Equipment, Inc. Albert H. Wiggin was head of Chase Bank at the time.

Fox Theatres, thereafter, transferred 1,600,000 shares of Class 'A' stock to General Theatres Equipment, Inc., and received \$48,000,000.

The syndicate, which included certain G.T.E. directors, it was alleged by plaintiffs, had an agreement from G.T.E. to let the syndicate have 240,000 of the 1,600,000 shares of Fox Film Class 'A' at \$30 per share.

## \$12 a Share Profit

Knowing that it was to receive this stock at \$20 per share, the syndicate proceeded to sell in the open market 120,000 shares at various prices, approximately averaging \$42 per share.

Therefore, on April 18, 1930, the syndicate had clear profits of \$12 per share on 120,000 shares on April 18, 1930, according to Judge Rosenman's memorandum handed down with his ruling.

After April 18, 1930, the syndicate continued to sell the remainder of its stock at further profit and the total profit on the 240,000 shares is figured, aggregated around \$4,000,000.

On these alleged facts, Judge Rosenman held it is contrary to good conscience and to well-settled principles of equity for a director of a corporation to take such profits at the expense of his corporation.

## LETTERS

When sending the Fox 'A' VARIETY Address Mail Card, POSTCARDS, ADVERTISING or CIRCULAR LETTERS WILL NOT BE ADVERTISED

LETTERS ADVERTISED IN ONE ISSUE ONLY

Blain Dorothy  
DeRose Marjorie  
Dunn Dave  
Fenton Barbara

Halligan Jack & L  
Morganess Hazel  
Seymour Olive

# Red Men Hit War Trail

Detroit, Dec. 24.

Tribe of Indians and local theatre manager met in office of Dante J. Dente, legal counsel, for the local N.R.A. this week, when 40 Indians pressed claims for their salaries due them for participation in outdoor spectacle of 'Hiawatha' at State Fair grounds last September.

It seems Gus Copeland, manager of the outdoor theatre, forgot the little matter of paying the Indians off. Chief Big Bear, acting as spokesman, declared they were putting the matter up to Chief Blue Eagle.

Copeland claims the Indians ran him up a neat bill, getting in the headlines twice as much as this would have to be threshed out.

# N.Y. STATE FAIR FACES LOSS OF GIG RACES

Syracuse, Dec. 24.

Facing loss of all 'big time' racing stables for the Grand Circuit meeting at the 1935 New York State Fair, its officials today are confronted with the alternatives of either shifting the dates of the exposition, fixed for Aug. 31-Sept. 7, or offering a series of half-mile country fair horse races as the main attraction.

It has been discovered that Fred J. Terry, publisher of The Horseman, has sold his five stake races to the Indiana State Fair, held on the same dates.

Suggestion that the New York exposition be held Aug. 25-Sept. 2 has aroused stiff opposition from various organizations, who say the additional week will vitiate the maturing of produce for show purposes.

# Beatty Under Roof

Detroit, Dec. 24.

With the sending out of 100,000 tickets now in the mail, the annual Shrine Circus, makes advance announcement pertaining to its today showing in February at the State Fair Coliseum. Greta and Clyde Beatty to be featured. Beatty will offer new act consisting of 40 mixed animals. Acts will be changed by the Atkins and Terrill International Circus Corp. Eddie Stinson is representing local Shrine.

# Chatter

(Continued from page 63)

sterdam 15% less than last year, the Hague 4% less; main reduction from cinema.

Fritz Erbe, operetta opening winter season in The Hague with premiere of 'Fruehlingstraum' in German. Willam Hunsche, 64, died. Was one of the old guard of actors here and very popular. Premiere of film in which he acted, 'Blessed Hope', based on play by Heyermans, was a few days ago.

In Vienna, 15 cafes are allowed to play music after midnight, for which they pay an extra 20% amusement tax. Whole system now under review. Blessed Hope will be 100% dark after midnight.

Sam Morris, vice-president, and Max Milder, manager British production of Warner Bros. 'New from Crocydon to Amsterdam' to have a look at Warner house there, which nearly ruined. 'New from Crocydon' will be 'Dutch home for Warner offices.

# Vienna

'Circus Star' series ending. M-G-M signed Lulie Rainer. Duolina Gianni recovering from a long illness. New Magnetron organ to be tried out at the Urania.

Fritz Erbe likely to finance musical production at Stadt theatre. 'Abraham Lincoln' in Burg Theatres repertoire four times a week. 'The Merry Widow' in Burg Theatres repertoire. 'The Merry Widow' in Burg Theatres repertoire.

Friedrich Schreyvogel translating Maxwell Anderson's 'Queen Elizabeth'.

J. M. Behrman's 'Biography' in process of translation into German and Hungarian.

Leopoldine Konstantin to meet husband Gera Hermann in Hollywood on his birthday, March 15.

Oscar Wilde's 'A Woman of No Importance' to be revived at Scala with Leopoldine Konstantin.

Gerhard Hauptmann's 'Rose Bernd' postponed so as not to interrupt Men in White by Gertrude Jodel. Paula Wessely to star in Hans Jarry's 'Pier-Ponce' and Bernard Shaw's 'Saint Joan'.

# Puzzling Ruling Mayor May Not

# Kill Albany Burley; Capitol Pinch Causes Plenty Trouble

Albany, Dec. 24.

Burlesque—here since 1889—is banned from Albany—but if any theatre starts burlesque it may expect to have its license revoked.

This puzzling edict, which, theatre men contend, leaves the way open to anyone to make a court test of the ban, was made by Mayor Thacher a few hours after a public hearing Thursday (20) on whether the Capitol theatre's license should be revoked.

The Mayor was saved from making a formal decision. Edwin W. Rowland and Max Rudnick, co-operators of the house, went to him after the hearing and told him they voluntarily would close Supreme Wheel burlesque shows. They asked permission to continue two weeks to enable them to give that notice to their employees and actors. The Mayor promptly agreed.

The public hearing before the Mayor took place eight days after police raided the season's most overdone show, Monte Carlo Night, at the Capitol. The Mayor's decision was made after a public hearing before the Mayor took place eight days after police raided the season's most overdone show, Monte Carlo Night, at the Capitol. The Mayor's decision was made after a public hearing before the Mayor took place eight days after police raided the season's most overdone show, Monte Carlo Night, at the Capitol.

# BURLESQUE TO INVADE MIAMI

Miami gets its first sample of modern burlesque this winter, with Joe Weintraub taking over the Auditorium theatre there for the Minxys. Opening on about Jan. 12. Cast will be changed every two weeks, companies being sent down intact from the New York Minxys houses by boat.

# MINXYS SUPREME LANDS VARIETY, PITT BURLEY

Pittsburgh, Dec. 24.

Third booking switch of season sends Minxys-Supreme burlesque shows into George Jaffe's Variety starting this week. Jaffe was ready to return to stock when opportunity to grab a Minxys franchise turned up.

Jaffe started off year with stock in September, several weeks ago switched to Independent wheel shows, and will now get Supreme attractions. First show is 'Monte Carlo Night' with Mary Sundt. Business at Variety has shown marked improvement since management went in for cut-rate coupon tickets, newspaper ads, when shipped, entitling customer to 50% mark-down.

# Mix-Miller Settle

Kansas City, Dec. 24.

Announced from Ponca City that the damage suit brought by Colonel Zach Miller of the 101 Ranch and the late 101 Ranch circus against Tom Mix over an alleged breach of contract by Mix has been settled out of court.

Controversy was the result of a contract between Mix and Miller for the appearance of Mix with the 101 Ranch show four years ago. Colonel Miller claimed Mix violated his contract when he went with Sally Floto, and sued Mix in Pennsylvania, where he was given a judgment for \$66,000. 'Mix' appealed from the decision and asked for a new trial, but was denied.

Terms of the settlement were not given, but the word from Ponca City states that they were understood to be approximately \$22,000.

# Girl Gains Award

Toronto, Dec. 24.

Belle Liehman, 20, paralyzed for life after breaking her back while doing 'ice work' in the Canadian National Exhibition's water carnival staged by the Model Shows of America, was awarded \$5,000 and court costs in her original \$20,000 action.

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The two detectives who supplied the information for the raid testified that they had a transcript of a conversation between a parent, breastplate, a thin girl and a pair of shoes. At the police court trial one of the detectives testified Miss Dixon exposed three inches of flesh. Frontage while the other one said the exposure was 14 inches. But at the hearing they said nothing about the dimensions. No one came forward at the hearing to corroborate the policeman's testimony or to say they had witnessed the shows.

The theatre was represented by Col. John C. Tilson, member of Congress from Kansas for six years; Paul Weintraub, counsel to the Burlesque Code Authority; I. H. Herk, chairman of the Authority; Albany lawyers and W. W. Farley, former chairman of the State Democratic Committee, owner of the Capitol building and also a lawyer.

Warburton vigorously objected to the detectives as judges of purity. He contended detectives' views on the construction of conversations are only private views, as are their opinions on lewdness. The Mayor overruled.

Tilson declared if the shows are too indecent people will stay away. Herk pointed out that burlesque the country over would suffer if Albany closed the Capitol. It is as improper entertainment.

Frank Walters, secretary of the Musicians' Union, spoke against stopping the shows and thereby creating more unemployment. Thomas F. McGrath, speaking for the Building Trades Union, asked that the shows be continued so that approximately 40 Albany employees could retain their jobs at the Capitol.

Instructs Police. After speakers for both sides had been heard, the Mayor declared the public may rest assured that as long as he is in office there will be nothing to offend the public's sense of decency and morality. He declared this is not a drive solely against the Capitol, but against all indecent shows, whether in theatres, night clubs or elsewhere. He said he had instructed police to obey his cleanup order.

Retractions of Miss Dixon and the cases of the other 21 girls and Rowland and Rudnick have been continued to a later date.

The Capitol obtained more than 3,000 names on petitions favoring the continuance of burlesque and 300 letters of approval were written by business men. Future of the house has not been decided. Rowland and Rudnick, who have a five-year lease, may continue to operate it, but not with burlesque.

In New York yesterday (Monday) Paul Weintraub said he had not been informed of the 'no burlesque' ruling, but that the case is in abeyance, with defendants given 10 days in which to submit briefs.

# Class Air Show

(Continued from page 1)

Menuloh, Gladyes Swarthout, Myra Hess, Lotte Lehmann, Tito Schipa, Victor Gollancz.

For the Lily Pons-Louis Hasselman's combination on the Sunday (23) before Christmas the Metropolitan opera chorus under the direction of Giulio Selti turned in some fine carols. Lily Pons, who has a dimity of opera, a slim and graceful 120-pounder, whose pulse is as famous as her voice, was a woe with arias from 'Barber of Seville' and 'Lakme'. This spaghetti-avoiding diva must make it tough for the operatic matrons of orthodox girth. Pons is an electric personality and General Motors 'undoubtedly' was called as Santa Claus by many. These concert names are usually on display elsewhere for \$3.30 or \$4.40.

Milton J. Cross dignified, yet light, announcing fits the ideal of the program. Tonight, 'Only one Woman had the audacity to leave in advance of the final chime after Cross had suavely placed all the audience on their honor (not in so many words) to give the program a break.

Small concession, if any, seems to be made to the radio listeners so far as the selection of music is concerned. 'Mother Goose' suite, as an example, is faint at moments to the point of inaudibility and marked by pauses between movements. This would seem to be in complete contradiction to radio requirements. There were other evidences of catering to the orthodox ritual of symphony first and the dieters secondly.

Probably this relatively high musical integrity on the part of General Motors has been a prime reason for attraction to the philharmonic big timers. They are not asked or required to go voodooed. Recent hodge-podge in Kansas City City Hall Rexall sponsorship was due to asking a symphony orchestra to get hot.

Land.

# Ducking the Ducker

Syracuse, Dec. 24.

Walter C. Gannon, Hannibal concessionaire, wants \$100,000 damages from the Kirkville Brotherhood, Inc., claiming that terms of an agreement were violated when he was not permitted to occupy space at the Kirkville Exposition last September.

Gannon promises to operate a duck game, with patrons tossing rings and winning the birds if they were ringed.

Brotherhood's answer admits the lease, but alleges misrepresentation.

# Just a Memory

Toledo, La., Dec. 24.

Tama County Fair association is now a name only; fair grounds and properties having been sold at auction. The 32-acre tract went for \$6,468, representing the amount of the mortgage and costs.



**IRENE DUNNE**  
Radiant star of  
Warner Brothers'  
"SWEET ADELINE"

When you see her in this gay musical romance, notice the flawless smoothness of her skin.

Soft,  
romantically  
lovely skin wins  
*every* heart

**Keep yours exquisite! Guard against unattractive Cosmetic Skin Irene Dunne's easy way**

"She's the flower of our hearts, Sweet Adeline!" And Irene Dunne's beauty as this charming heroine will make you say, "Indeed she is!"

Not just a matter of luck—Irene Dunne's loveliness. She's as careful as can be of her complexion, that all-important part of any woman's charm.

"No girl should run the risk of spoiling her skin through removing cosmetics carelessly," she says. "I use cosmetics, but I'll never have Cosmetic Skin—Lux Toilet Soap takes care of that!"

Why not follow her simple care? Use all the cosmetics you wish, but be sure to *remove* them properly. For stale rouge and powder left choking the pores cause the dullness and little blemishes that are warning signals of Cosmetic Skin.

Before you apply fresh make-up during the day, ALWAYS before you go to bed, use Lux Toilet Soap. Its ACTIVE lather sinks deep into the pores, removes every trace of stale cosmetics, dust and dirt.

9 out of 10 Hollywood stars use Lux Toilet Soap. Protect your skin this way, too!

**LUX Toilet Soap**—*The Beauty Soap of the Stars*

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